



# **.latino Launch Plan and Related Policies**

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**<https://hola.latino>**

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# 1. General Provisions

## 1.1 Scope and Applicability

This document summarizes the processes, procedures, and rules applicable to launch-phase **Registration** of a name in the .latino gTLD as of 26 Feb 2026.

Capitalized terms and phrases not defined in context are defined in Section 8.

## 1.2 Launch Timeline

*The dates and periods listed below are subject to change. All such changes will be posted on the Registry website at <https://hola.latino> (the “Registry Website”).*

Launch Phase	Timeframe	Description
Sunrise	60 days (Notice Period 30 Days and 30 Days of Sunrise)	The pre-launch of General Availability opportunity for trademark holders to submit Registration Applications for .latino names corresponding to Trademark Clearinghouse (TMCH) entries. All sunrise names are allocated on a first come first serve basis during the 30 days sunrise.
Sunrise Challenge Resolution	15 days	Limited period for any challenges
Trademark Claims	90 days	Standard first 90 days of GA
General Availability	Follows from the Sunrise period	Following the opening of general availability for registrations. Registrants may apply on a first-come, first-served basis to register .latino names.

### 1.3 Registration of .latino Names

Registration Applications for **.latino** names may be submitted only by an **Accredited Registrar**.

The Registry will not accept a Registration Application for a .latino name unless it meets the following technical and syntax requirements:

- a. The name must consist exclusively of the letters A-Z (case insensitive), the numbers 0-9, and hyphens;
- b. The name cannot begin or end with a hyphen;
- c. The name cannot contain labels with hyphens in the third and fourth character positions (e.g., "bq--1k2n4h4b" or "xn--ndk061n") unless the domain name is an IDN in which case the IDN EPP Extension must be passed containing the IDN-Table identifier and the corresponding name in Unicode (uname);
- d. Subject to ICANN approval, the Registry will support the following IDNs to its Registry Services: Latin script, Portuguese language and Spanish language.
- e. The name cannot exceed 63 characters (excluding the TLD); and f. Until further notice, the name must contain at least 3 characters.

The Registry will not accept Sunrise Registration Applications from privacy or proxy services.

The Registry may reject a Registration Application, or may delete, revoke, suspend, cancel or transfer a Registration under the following criteria:

- a. To enforce **Registry Policies** and **ICANN Requirements**; each as amended from time to time;

- b. That is not accompanied by complete and accurate information as required by ICANN Requirements and/or Registry Policies or where required information is not updated and/or corrected as required by ICANN Requirements and/or Registry Policies;
- c. To protect the integrity and stability of the Registry System, its operations, and the .latino TLD;
- d. To comply with any applicable law, regulation, holding, order, or decision issued by a court, administrative authority, or dispute resolution service provider with jurisdiction over the Registry;
- e. To establish, assert, or defend the legal rights of the Registry or a third party or to avoid any civil or criminal liability on the part of the Registry and/or its affiliates, subsidiaries, officers, directors, representatives, employees, contractors, and stockholders;
- f. To correct mistakes made by the Registry or any Accredited Registrar in connection with a registration; or
- g. As otherwise provided in the **Registry-Registrar Agreement**.

## **1.4 Term**

The TLD .latino names may be registered for a period of no less than one year and no more than ten (10) years, commencing on the date on which the Registry accepts the Registration Application submitted by the Accredited Registrar. All Registration Applications must specify the registration period (the "Term").

It is the obligation of the Accredited Registrar, and not the Registry, to notify a Registrant in advance of the termination or expiration (for any reason) of a Registration.

## **1.5 Payment to the Registry**

The Registry will perform automatic renewals upon expiration. Unless the name is

explicitly deleted during the auto-renew grace period, the Registry will automatically charge the applicable Accredited Registrar account with the renewal amount. If the Registry does not receive payment within a specified amount of time, the Registry will halt the Registrar from any further registrations and consider revoking the Registrar's accreditation with the Registry. Breaches of billing and payment terms by an Accredited Registrar will be handled on a case-by-case basis.

The Registry will not accept a Registration Application and will not renew a Registration at the end of the applicable Term unless it has received payment in full from the applicable Accredited Registrar. Names subject to a Registration Application, or names that result in a Registration will be released in accordance with Registry Policies and ICANN Requirements.

## 1.6 Reserved Names

The Registry has reserved certain names from registration in the .latino TLD ("Registry Reserved Names"), including, without limitation, the names appearing on the list of ICANN reserved TLD names and as such list may be modified by ICANN from time to time. Additionally, the Registry has reserved certain names in accordance with the "Alternative Path To Delegation" provisions of Specification 6 of the Registry Agreement with ICANN.

Upon the conclusion of Sunrise, the Registry reserves the right to reserve additional names as Registry Reserved Names at any time in its sole discretion, and to allocate such names on other than first-come first-served terms.

# 2 Sunrise Registration Rules

## 2.1 Scope and Applicability

These provisions describe the processes, procedures, and rules applicable to Sunrise A and Sunrise B as described in Section 1.2 above.

Sunrise applications may be submitted for **Available Names**, meaning .latino names that have not been reserved, restricted, or otherwise allocated prior to

commencement of the respective launch phase.

## 2.2 Sunrise Definitions

2.2.1 **Start-Date Sunrise:** Sunrise applications are accepted and allocated on a first come first serve basis during the Sunrise Period.

2.2.2 **Sunrise-Eligible Rights Holder:** An entity with a trademark record validated and recorded with the TMCH resulting in a valid Signed Mark Data (SMD) file.

2.2.3 **TMCH:** The ICANN-designated Trademark Clearinghouse operator and associated database of validated marks and label information.

2.2.4 **SMD File:** A cryptographically signed file issued by the TMCH for a validated trademark record, used to prove Sunrise eligibility and to generate Sunrise-valid labels.

2.2.5 **Label / Matching Rule:** The domain label that is an identical match to the TMCH-validated mark, produced pursuant to TMCH rules.

## 2.3 Eligible Applicants

To be eligible to submit a Registration Application under Sunrise, a Sunrise Applicant must be the registrant of a corresponding TMCH entry, TMCH resulting in a valid Signed Mark Data (SMD) file and the domain name sought must correspond to the entire eligible text of the TMCH entry in accordance with the applicable TMCH requirements.

## 2.4 Allocation of Registration Applications

Applications will be allocated on a first-come, first-served basis based on timestamp of receipt and successful SMD validation.

# 3. Sunrise Allocation and Priority Rules

## 3.1 Overview

The Sunrise Allocation and Priority Rules sets out the rules to be applied to resolve challenges to domain names resolved improperly during the Sunrise Registration

phase. During the .latino Sunrise phase all registrations will be processed on a first come, first served basis during the 30 day Sunrise Period following the 30 day Sunrise Notice period.

In the event two or more Sunrise Applicants qualify for the same second-level domain name, the Registry will use the time stamp on the registry database for the application and processing of the SMD. If there are Challenges based upon a) improper application of the Sunrise Registration policy or b) speculative registrations of otherwise non-exclusive and generic terms obtained under a pretextual claim of formal trade or service mark rights obtained primarily for the purpose of securing Sunrise registration and not for bona fide trademark use of the subject trade or service mark. The Dispute shall be governed by the Sunrise Dispute Resolution Policy.

## **4 Certification / Liability**

All Registration Applications must be conditioned on the Applicant's certification, representation, and warranty that the request is compliant with the relevant Sunrise requirements.

By submitting a Registration Application, Applicants acknowledge, agree, and accept sole and direct liability for damages suffered by any third party injured as a consequence of a Registration Application and/or the Registration of a name in the .latino TLD under this policy, and agree to indemnify and hold the Registry and its executives, officers, affiliates, agents, and contractors harmless for any claims, causes of action, damages, or injuries resulting from actions, omissions, or errors.

Applicants may be required by the Registry, in its reasonable discretion, to provide reasonable and sufficient surety of indemnification, and shall be liable for any costs or fees incurred by the Registry as a consequence of third party claims arising from the Applicant's Registration Application for and/or the Registration of a name in the .latino TLD under this policy. Such liability shall extend without limitation to any injury

claimed as a consequence of false statements made in the request and relied upon by the Registry in Registration of a name.

## **4.1 Determinations**

The determinations of the Registry regarding any Registration Application shall be final and non-appealable; provided, however, that such determination will not affect rights Applicants may have under applicable law, ICANN policies, or Registry-provided dispute resolution procedures.

## **4.2 Additional Safeguards For Sunrise Names**

### **4.2.1 Anti-Hijack Provision**

Sunrise domains shall be solely registered to the qualified Applicant, and shall be restricted from transfer to any other registrant, absent submission to the Registry of evidence of assignment, license or other authorized acquisition of rights in the underlying trade or service mark giving rise to Sunrise qualification.

### **4.2.2 Sunrise Challenge**

Names registered in Sunrise shall remain subject to a Sunrise Dispute Resolution Policy during the period specified therein.:

- i. At time the challenged domain name was registered, the registrant did not hold a trademark registration of national effect (or regional effect); the trademark had not been court-validated or protected by statute or treaty; or the trademark was not properly subject to the "trademark +50" eligibility for TMCH entry;
- ii. The domain name is not identical to the mark on which the registrant based its Sunrise registration in accordance with applicable TMCH string matching rules;
- iii. There is evidence demonstrating that the trademark registration on which the domain name registrant based its Sunrise registration was obtained

primarily for the purpose of securing Sunrise registration and not for bona fide trademark use in the issuing jurisdiction on which the TMCH entry is based, or that such trademark has been unused in such jurisdiction for a sufficient period to constitute abandonment under applicable law; or

- iv. The domain name is otherwise a non-exclusive and generically applicable term, and is not used or reserved by the registrant in connection with the goods and/or services on which the subject trademark registration is based.

Additional detail is provided in the separate Sunrise Dispute Resolution Policy.

## **5. General Availability**

Upon the commencement of General Availability, Available Names will be allocated via Accredited Registrars on a first-come, first-served basis subject to the Registry Policies and ICANN Requirements.

## **6. Trademark Claims Notice**

Registry Operator will send IP Claims notifications in accordance with the ICANN Trademark Claims Requirements for a period of 90 (ninety) days commencing from the General Availability of .latino. In the event an Applicant proceeds with a Registration Application, a notification is sent to the record holder of the TMCH entry. Such Applicant will further be deemed on notice of the intellectual property claims corresponding to the TMCH entry, and may not claim lack of notice with regard to such Applicant(s) in any subsequent dispute proceeding.

## **7. Dispute Policies**

All Registrants agree to participate in and abide by any determinations made in the course of ICANN or Registry Policies referenced herein and in the Acceptable Use and

Terms of Service.

## 8. Defined Terms

**Accredited Registrar** is a domain name registrar that is (i) accredited by ICANN and (ii) has entered into a Registry-Registrar Agreement with the Registry.

**Applicant** is a natural person, company, or organization in whose name a Registration Application is made during any phase.

**Available Names** are .latino names that have not been reserved, restricted, registered, awarded, or otherwise allocated prior to commencement of the Sunrise period or, in connection with General Availability, prior to the Registry's receipt of a Registration Application.

**ICANN Requirements** include the Registry's obligations under the Registry Agreement between DISH DBS Corporation and ICANN dated 30 July 2015 and all ICANN Consensus Policies applicable to the .latino TLD.

**Registrant** is an Applicant that has submitted a Registration Application that has been paid for in full and accepted by the Registry. A Registrant is the holder of a registered name in the .latino TLD.

**Registration** means a .latino name that has been accepted by the Registry in accordance with the terms of the Registry-Registrar Agreement for registration during a specified term.

**Registration Application** is an application submitted by an Accredited Registrar on behalf of an Applicant to register a name in the .latino TLD.

**Registry** is DISH Network DBS Corporation, a Colorado Corporation with its primary place of business at 9601 South Meridian Boulevard, Englewood, Colorado 80112.

**Registry Policies** means the policies adopted from time to time by the Registry as posted under Policies on the Registry Website.

**Registry-Registrar Agreement** is the agreement between Registry and Accredited Registrars, as amended from time to time.

**Registry System** means the system operated by Registry via its Registry Services Provider for registration of domain names.

**Registry Website** is <https://hola.latino>