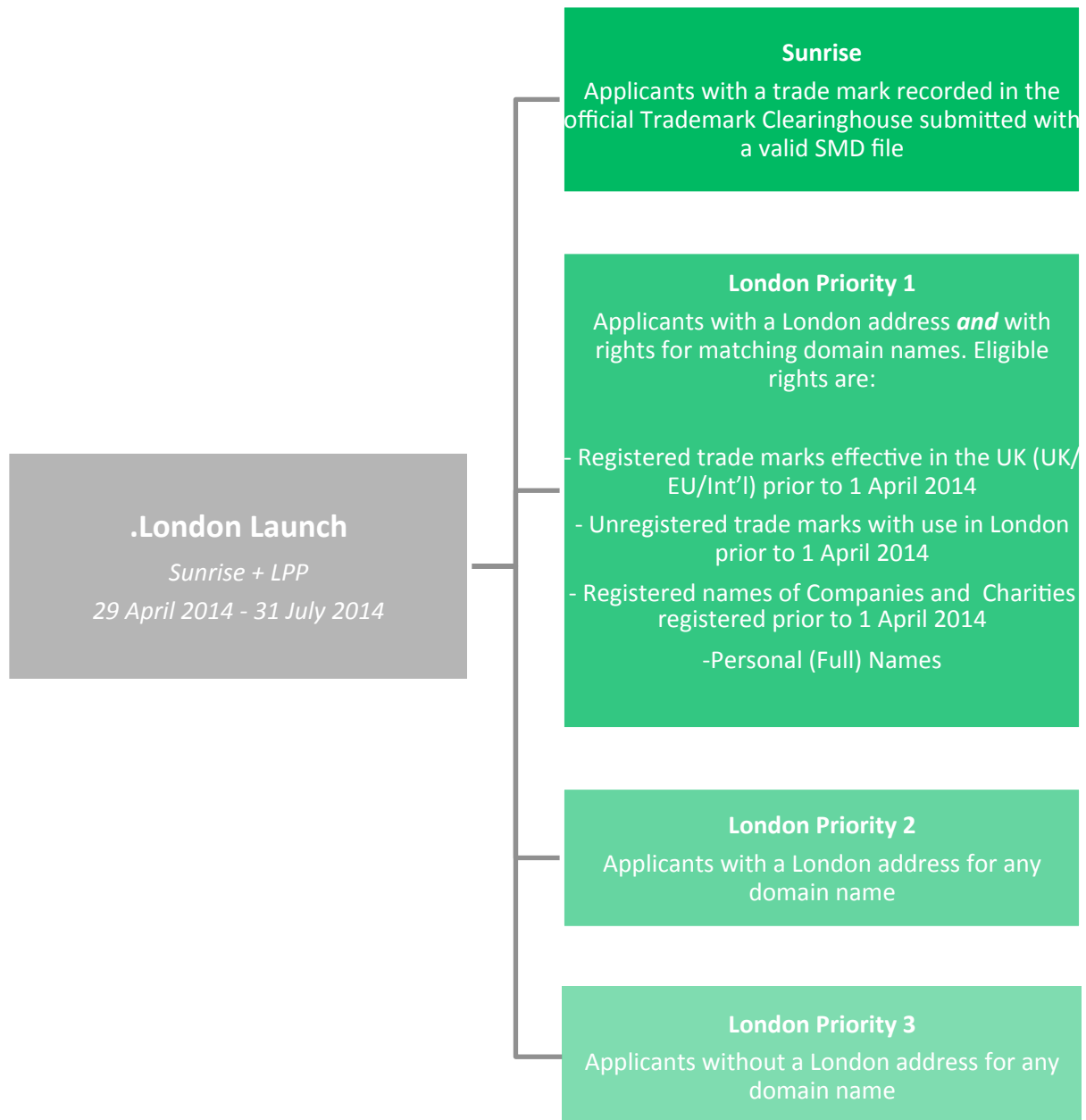


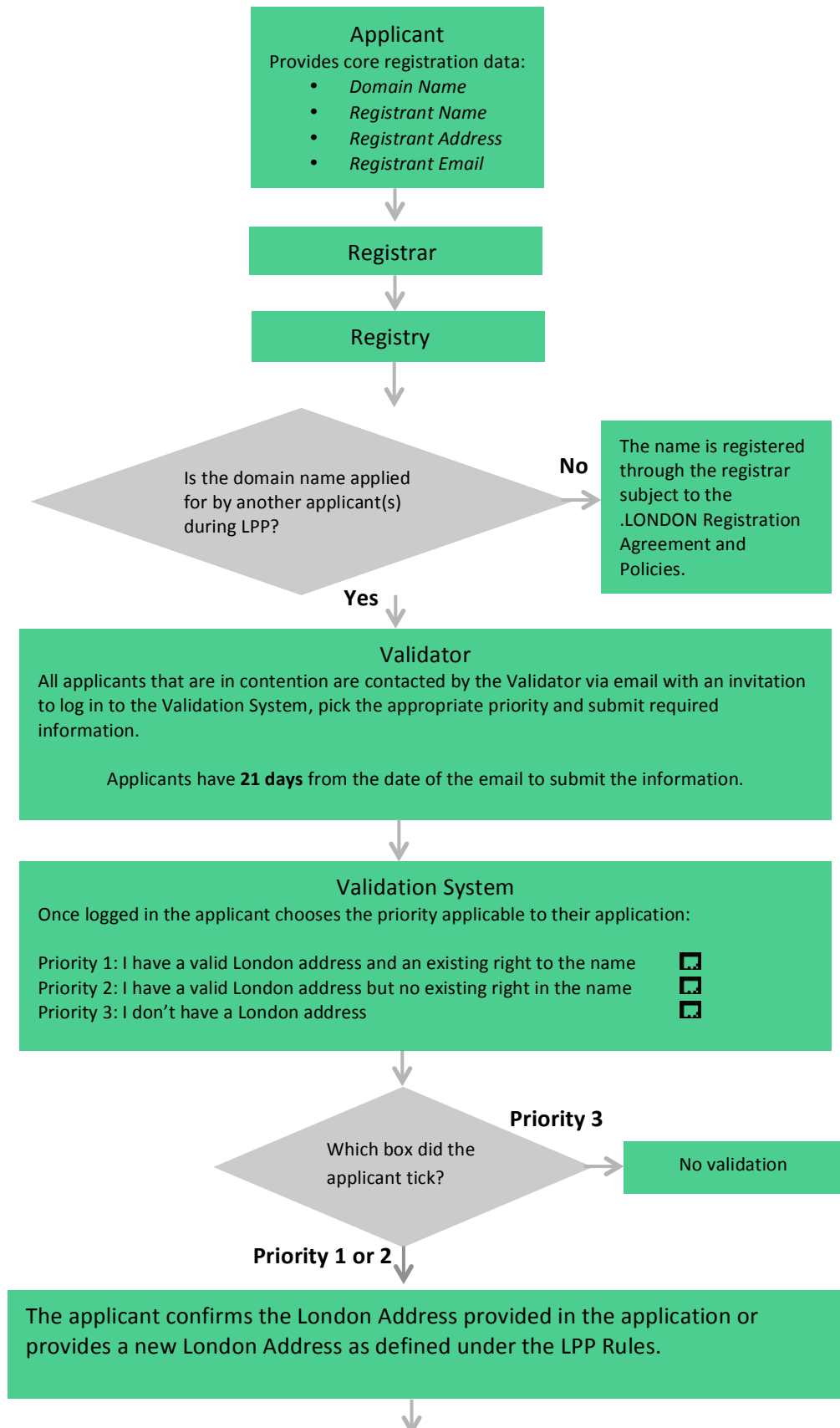
London Sunrise + London Priority Period (LPP)

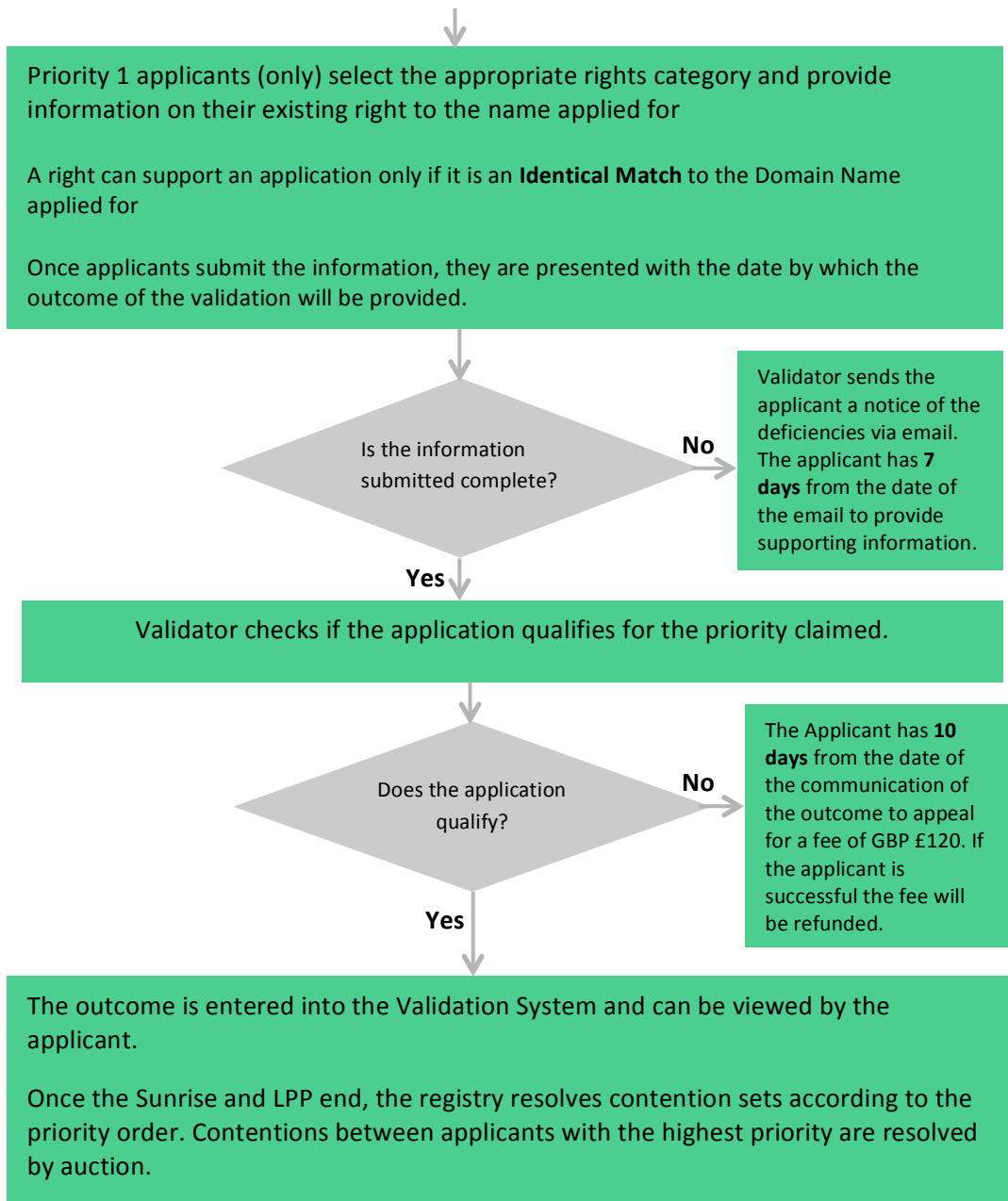
(running simultaneously 29 April 2014 – 31 July 2014)

Priority Order



LPP Validation Process





Notes

1. The rights that can support a Priority 1 application and the information required are as following:

Registered Trade Marks effective in the UK

Trade mark name:

Trade mark number:

Jurisdiction: UK/CTM/WIPO

Trade mark owner:

Date of application (must be prior to 1 April 2014):

(If Trade mark owner is different from applicant, applicant must indicate the link between themselves and the trade mark owner e.g. an affiliate, licensee, etc)

Registered Company Names

Company Name:

Companies House Number:

Date of Incorporation (must be prior to 1 April 2014):

(If Registered Company is different from applicant, applicant must indicate the link between themselves and the registered company e.g. an affiliate, licensee, etc)

Registered Charity Names

Charity Name:

Charity Commission Number:

Date of Registration:

(If Registered Charity is different from applicant, applicant must indicate the link between themselves and the registered company e.g. an affiliate, licensee, etc)

Unregistered Trade Marks and Trading Names

Name:

Name Owner:

Upload of evidence of proof of use of the name in London

(If Name Owner is different from applicant, applicant must indicate the link between themselves and the trade mark owner e.g. an affiliate, licensee, etc)

Personal Names

Full Legal Name:

Upload proof of legal name

2. Identical Match means that the domain name applied for must exactly match the text of the right claimed and any evidence supplied, subject to the following exceptions:
 - As a domain name cannot contain spaces or special characters (such as, but not limited to: “.”, “@”, “&”, “\$”, “#”, “%”, “!”, “:”, “*”, “+”), these characters may be either (i) omitted; or (ii) replaced by hyphens by the applicant.
 - Characters “@” and “&” may additionally be spelled out with “at” or “and” respectively.
 - For business entities, identifiers of company types (e.g. Limited, Ltd, LLP, plc etc.) may be omitted from the domain name.

- Applicants may apply for their full legal name or one or more of their forenames in combination with their surname. For example, Alexander James Smith would be entitled to priority to the domain names:

alexanderjamesmith.london alexandersmith.london or jamessmith.london

However, the following would not qualify for London Priority 1:

alexander.london alexanderjames.london or smith.london

3. For unregistered trade marks and trading names, the applicant must prove use of the name by submitting any of the following types of evidence which must contain the name in a clear, stand-alone format:
 - Dated advertising and marketing materials (e.g. brochures, pamphlets, catalogues, product manuals, displays or signage, press releases, screen shots, social media marketing materials etc.)
 - Links to websites, screen shots from websites
 - Headed and dated stationary, receipts, invoices
 - Dated photographs or scans of product labels, tags or containers
 - A signed declaration of use by a UK solicitor or trade mark attorney
4. For personal names, the applicant must demonstrate the authenticity of the application by means of submitting a copy of one of the following documents:
 - Current and valid passport
 - Current, valid full UK photo-card driving licence
 - Birth certificate
 - Residence permit showing full name and current address
 - National Insurance Card
 - Other official certificates that provide evidence of the legal name (e.g. marriage certificates)
5. All information, evidence, and documentation submitted by an applicant must meet the following standards:
 - Submitted as an electronic file with maximum size of 10 MB
 - Up to 5 items can be uploaded
 - Materials must not be retouched or otherwise altered