

Standard Trademark Program Details

The Standard Trademark Program or STP allows for corporations, entities and individuals with registered trademarks to apply for .MUSIC domain names that have a direct connection to a word mark or a design mark where the word is the dominant element of the mark. The trademark or brand does NOT have to be associated with the music community or industry, though other applicants through the STP and through similar programs running in parallel with strong music nexus to the domain string may receive allocation preference.

The STP is run exclusively through accredited registrars who agree and sign the Standard Trademark Program Agreement. The STP was designed for those with registered trademarks, even those without a connection to the music community, to request and compete for .MUSIC domain names and identities. However, STP applicants must understand that submission under this program does NOT guarantee allocation of the requested for .MUSIC domain name. The final determination of the allocation of a domain name will be based on a variety of factors, including, but not limited to the level of fame and notoriety of a brand or mark. Additionally, .MUSIC may give priority to an applicant with the strongest music nexus to the domain name string.

1. Application Eligibility

To be eligible for the STP, corporations, entities and individuals must meet the following criteria:

- Registered Trademark (RTM): Applicants must be the registered owner of a legal registered trademark from commercially recognized government jurisdiction as listed in the Trademark Jurisdiction Addendum.
- Trademark Age: The RTM's registration date (approval) must be earlier than May 1, 2023 without exception. Newer trademarks and those in pending status will not be accepted.
- Public Trademark Documentation: RTM applications must be accompanied with official government documentation used for verification. Those RTMs with public government published URLs proving legitimacy and approval are preferred and sufficient. Those without a URL will require submission of additional documentation and may require extended verification processing.
- Required Trademark Documentation Fields: The official RTM documents must include the following data fields:
 - Trademark Jurisdiction
 - Registered Owner of the Trademark
 - Trademark Registration Number
 - Trademark Registration Date (approval date)
 - Approved Wordmark or Design mark where the word is the dominant element of the mark

- Accredited Registrar: Applications must be submitted through an accredited .MUSIC registrar.

2. Core Registered Trademark (RTM) Requirements

Registered trademarks from recognized country jurisdictions can be used to submit an application for a .MUSIC domain name during the STP (see acceptable trademark jurisdictions in the Trademark Jurisdictions Addendum). New (granted after May 1, 2023, applied for or pending trademarks are not acceptable during the STP. The following are the core trademark requirements to make a valid trademark submission through the STP:

- Trademark is from one of the jurisdictions list in the Trademark Jurisdiction Addendum
- Trademark has been approved (registered) by the issuing jurisdiction no later than May 1, 2023

3. Acceptable Domain Name Submission Requirements for RTMs

Trademark applicants can only apply for specific .MUSIC domain names based on the WORDMARK approved for their RTM. Submissions rules for RTMs are as follows:

1. Full EXACT Wordmark (Concatenated) Applications ONLY:

Only the FULL registered WORDMARK or Design Mark with the words as the dominant element for an RTM are acceptable under a STP application. Examples below describe how to submit a proper STP application for a .MUSIC domain name.

Example 1: “American Airlines” (RTM wordmark: American Airlines)

- **americanairlines.music is acceptable**
- american.music is NOT acceptable
- airlines.music is NOT acceptable
- bestamericanairlines.music is NOT acceptable
- americanairlinesbuy.music is NOT acceptable

Example 2: “Monster” (RTM wordmark: Monster Energy)

- **monster.music is acceptable**
- monst.music is NOT acceptable
- monsterenergy.music is NOT acceptable
- bestmonster.music is NOT acceptable

Example 3: “M Monster Energy” (2nd RTM wordmark: Monster Energy)

- **mmonsterenergy.music is acceptable**
- m.music is NOT acceptable
- monster.music is NOT acceptable
- energy.music is NOT acceptable
- monsterenergy.music is NOT acceptable
- menergy.music is NOT acceptable

- mmonsterenergytunes.music is NOT acceptable

2. Full EXACT Wordmark Abbreviation Applications for 2L/3L/4L Names:

The abbreviations for the FULL registered WORDMARK for a RTM is acceptable under a STP application. Examples below describe how to submit a proper abbreviated STP application for a .MUSIC domain name.

Example 1: “American Airlines” (RTM wordmark: American Airlines)

- **AA.music acceptable**
- AB.music NOT acceptable
- AAir.music NOT acceptable
- A.music NOT acceptable

Example 2: “Monster” (RTM wordmark: Monster Energy)

- **m.music is acceptable** (though this is reserved name)
- mon.music is NOT acceptable
- me.music is NOT acceptable

Example 3: “M Monster Energy” (2nd RTM wordmark: Monster Energy)

- **MME.music acceptable**
- ME.music is NOT acceptable
- MM.music is NOT acceptable
- MMA.music is NOT acceptable
- MED.music is NOT acceptable
- MMED.music is NOT acceptable
- M.music is NOT acceptable
- E.music is NOT acceptable

4. Important STP Allocation Considerations

The general requirements for a STP application are the minimum requirements for submission. The Registry recommends that all STP applicants consider the following criteria to improve their chances of obtaining the domain name in preparation for the Allocation Period (see 6.5).

1. Trademark Nexus to the Music Community: Corporations and brands with trademarks having connections to the music community, may use the STP to apply for their .MUSIC domain name. In fact, a STP with a nexus with the Music Community may receive early consideration and allocation for their domain versus going through the Community Phase MCMO programs.

2. Trademark with TMCH SMD File: Some trademark holders with approved TMCH SMD files that didn’t register during the Sunrise period, can also submit an STP

application. Providing a TMCH SMD file along with the STP application will help verification of the trademark and may result in early allocation (see 5.4)

3. First to Apply: Though registry.MUSIC provides multiple parallel pathways to apply for a .MUSIC domain name during the Community Phase, a core determinant across all the programs is the application submission date. No matter which of the parallel onboarding programs an applicant uses to submit their .MUSIC domain name request, the time (first to submit) is a major consideration in the final allocation of a domain name, especially under contention. When there is contention just among STP applicants, first to apply has even more weighting in our allocation determination.

4. First to Use and Age of RTM: Though a trademark from any of the trademark jurisdictions in the addendum are acceptable, those trademarks from the “first-to-use” jurisdictions will be given extra consideration for allocation. Additionally, the age of the RTM is a strong consideration, since older standing and active trademarks have more established credibility. Both the age and the jurisdiction of the RTM are strong determinants for allocation under contention.

5. Public URL Based Documentation for RTM: The Registry uses both automated and manual processes to review the legitimacy and accuracy of RTM documents. RTM documents other than public URLs require extra manual processing and the Registry provides no obligation, no promises, or guarantees for the manual reviews of non-URL RTM documents. Therefore, registry.MUSIC highly recommends the use of public URL RTM documents for STP applications.

6. Wordmark Categories in RTM Documents: Most trademark documents from jurisdictions provide the “Goods and Services” category definitions for the approved wordmark. Providing these details only further enhances the chances for a STP application to be selected for allocation.

5. Contention with other Community Phase Programs

The STP is designed to be the alternative path for those with trademarks (with or without a nexus to the music community) to apply for their .MUSIC domain names during the same time period as the Community Phase. Like music community submissions through the Member Community Member Organizations program (MCMOP), submissions are NOT registrations and are not guaranteed.

Both the STP, MCMOP, and other programs are merely “APPLICATIONS” for a .MUSIC domain name. Who and when, the final allocation decision, will be made by the discretion of the Registry in conjunction with documentary nexus verification. To be considered for allocation, applicants must apply through one of the several approved programs.

1. When will STP Applications be Allocated: In line with the end of the Community Phase, at which music community members have been given enough time to claim their

.MUSIC domain name, all applications from all programs will close. After the close of Community Period applications, the registry will start generally allocating .MUSIC domain names to the selected winning applicants. Right now the end of Community Phase is scheduled for March 9, 2024 (though this date may be extended at the discretion of the Registry)

2. What happens if there are two or more Applicants for the same name: The purpose of the long Community Phase and the multiple parallel application gateways (programs including the STP) is to give every musicians, bands, artists, and music community members the opportunity to vie for their .MUSIC name. At the same time, the Registry understands that those with intellectual property in the form of trademarks, should be given an opportunity to also put in an application. Invariably by the end of the Community Phase, conflict or contention for the same names will occur. The Registry will make a determination of who to allocate depending on the strength of each application. For STP applications, we highly recommend applicants follow all the requirements and suggestions in this guide. Please note that when there are multiple strong applications, a private auction may be used to determine who to allocate a name.

3. How will STP applicants be notified of the application status: All applications must be submitted through a registrar. The registrar submitting an STP application will be able to provide status and allocation updates to the applicant.

4. Can names be allocated before the end of the Community Phase: When applications have overwhelming music community evidence (high Music Score) or a level of fame, notoriety or overwhelming recognition in the marketplace, these applications potentially can be turned into registrations during the Community Phase. This process can happen through the STP program as well as any other Community programs. If early allocation occurs and an STP applicant is not allocated their applied for name, they should go back to their selected registrar for refund or credit options assuming they are eligible for refund status having applied in the first stage of STP.

6. STP Periods and Registrar Pricing

The STP is broken into several sub-periods that all align with the end of the Community Phase. Moreover, the STP provides additional benefits to applications that submit earlier, which importantly allows the Registry more time to review and verify applications. Keep in mind that first to submit (submission date) is an important determinant on the possible allocation of the applied for domain name.

1. STP Dates:

The STP opens on January 1, 2024 @ 14:00:00 UTC and ends at the same time Community Phase closes. The Community Phase end date is currently set for March 9, 2024, but the Registry may push out this date at its discretion.

2. STP Launch Period:

Applications during this STP period are **FULLY REFUNDABLE** from the Registry and are priced with the **LOWEST** application fee.

- Period Length: 60 days from **Jan 1, 2024** to **Feb 29, 2024**
- Refund requests must be made by the registrar no later than 7 days post the end of the STP Allocation Period (see 6.4)

3. STP Standard Period:

This is a flexible period, being as short as 38 days and possibly longer depending if the Community Phase end date is extended. The end of this STP period will be the same as the Community Phase final end date. STP applications during this final STP period are not refundable and the application fee triples.

- Period Length: From **Mar 1, 2024** to End Date of Community Phase
- Refund of the application fee is not possible

4. STP Allocation Period:

After the STP application submission periods close, which is when all other Music Community programs close as well, this marks the beginning of the Music Community Allocation period.

- Period Length: 30 Days, but potentially longer at the discretion of the Registry
- Applications are reviewed for their nexus strength to the music community and/or trademark with other documentary considerations
- Some STP applications will be in contention with other applicants within the STP program or from other parallel MCMO programs. All applicants with a significant nexus to the applied for string will be invited to a private auction to determine the winner.
- Allocation notices will be sent immediately after a full review and decision has been made, winning applicants will be provided with a token to turn their application into an official domain name registration at the registrar they used to submit their application.
- Applicants with tokens must register their applied for domain name before the start of General Availability at which their registration token becomes invalid. Issuance of a registration token immediately revokes refund status for those STP applications made during the STP Launch Period (see 6.2)

- Those applicants with refundable STP applications (see 6.2) who were denied allocation or lost in private auction (contention) will have up to seven (7) days after the start of General Availability to request a refund through their registrar.

Applicants are encouraged to review this STP guideline for complete information on eligibility and application procedures. Meeting these eligibility criteria does not guarantee allocation of their applied for .MUSIC domain name. The Registry reserves the right to update or modify this program and the criteria at any time.

Country Jurisdiction Trademark Systems

Addendum

First-to-Use Countries:

- Aruba
- Australia
- Brunei Darussalam
- Canada
- Costa Rica
- Cyprus
- Denmark
- Fiji
- Hong Kong
- Iceland
- India
- Ireland
- Israel
- Jersey
- Kenya
- Lebanon
- Malawi
- Malaysia
- Malta
- New Zealand
- Papua New Guinea
- Puerto Rico
- Samoa
- Singapore
- South Africa
- Swaziland
- Trinidad & Tobago
- United States
- Uruguay
- Zimbabwe

First-to-File Countries:

- Algeria
- Anguilla
- Argentina
- Austria
- Belarus (currently not accepted)
- Belize
- Benelux
- Bolivia
- Botswana
- Brazil
- Chile
- China
- Colombia
- Croatia
- Curacao
- Czech Republic
- Dominican Republic
- Ecuador
- El Salvador
- Estonia
- European Union
- Finland
- France
- Germany
- Greece
- Guatemala
- Hungary
- Iran (currently not accepted)
- Japan
- Jordan
- Kazakhstan
- Kuwait
- Kyrgyzstan
- Lithuania
- Mexico
- Moldova
- Montenegro
- Nicaragua
- Nigeria
- Norway
- Peru

- Philippines
- Poland
- Qatar
- Romania
- Russian Federation (currently not accepted)
- Slovenia
- South Korea
- Spain
- Syria (currently not accepted)
- Taiwan
- Uganda
- Ukraine
- United Kingdom
- Venezuela (currently not accepted)
- Vietnam
- Zambia