

Internet Corporation for Assigned Names and Numbers ("ICANN")
12025 Waterfront Drive, Suite 300
Los Angeles, California 90094
Attention: New gTLD Program Staff

RE: Application for .Brand TLD Designation

AARP ("Registry Operator"), in connection with the execution of the Registry Agreement for the .AARP TLD (the "Registry Agreement"), hereby applies for .AARP TLD to be qualified by ICANN as a .Brand TLD.

Registry Operator confirms and represents to ICANN that the TLD meets each of the criteria for the TLD to be qualified as a .Brand TLD, as described in the .Brand TLD Application Process and Specification 13 attached thereto, and that all supplemental material accompanying this application is accurate and not misleading in any respect. Registry Operator also represents that the trademark registration attached hereto as Exhibit A and the registration policies attached hereto as Exhibit B are complete and accurate copies of the official trademark registration and Registry Operator's registration policies for the TLD, respectively.

[Note to applicant: If an applicant's TLD does not meet the criteria for the TLD to be qualified as a .Brand TLD, please revise the foregoing paragraph accordingly and insert a detailed description of which criteria is not met and why, and the justification for the TLD to nonetheless be qualified as a .Brand TLD.]

Registry Operator agrees that if Registry Operator makes any changes to its registration policies for the TLD (whether before or after this application has been approved) that may disqualify the TLD as a .Brand TLD, it will promptly provide ICANN with a complete and accurate copy of the revised registration policies. In addition, if Registry Operator fails to maintain the trademark registration underlying its .Brand TLD application, it shall promptly notify ICANN of such failure. Registry Operator also agrees to maintain the criteria required to qualify as a .Brand TLD and to immediately notify ICANN of any changes in circumstances that could alter the statements made, and supporting materials provide with, this application.

Registry Operator acknowledges and agrees that this letter is binding on Registry Operator and, if any of the foregoing representations and agreements becomes untrue or not complied with, it shall be deemed a breach of the Registry Agreement by Registry Operator, and ICANN may assert its rights under the Registry Agreement, including by determining that the TLD no longer qualifies as a .Brand TLD pursuant to the terms of Specification 13.

Questions about this request should be directed to [REDACTED].

Submitted by: [REDACTED]
Position: _Managing Partner_____
Dated: _6/9/14_____

Email:



Int. Cls.: 35, 36, 41, 42 and 44

Prior U.S. Cls.: 100, 101, 102 and 107

Reg. No. 3,236,039

United States Patent and Trademark Office

Registered May 1, 2007

SERVICE MARK
PRINCIPAL REGISTER

AARP

AARP (D.C. NON-PROFIT CORPORATION)
601 E STREET, N.W.
WASHINGTON, DC 20049

FOR: ASSOCIATION SERVICES, NAMELY, PROMOTING THE INTERESTS OF MATURE INDIVIDUALS; PROMOTING PUBLIC AWARENESS AND ADVOCACY IN THE FIELDS OF CAREGIVING, CHILDCARE, EDUCATION, MEDICAL SERVICES, ELDERCARE, EMPLOYMENT, ASSISTED CARE FACILITIES, LEGAL ASSISTANCE, BUSINESS, INSURANCE, REAL ESTATE, TRAVEL, ELDER ASSISTANCE, RETIREMENT, MATURE OR RETIRED LIFESTYLES, FINANCE, HEALTH, AGING, FAMILY RELATIONSHIPS, VOLUNTEER ACTIVITIES, CONSUMER ISSUES, ECONOMIC SECURITY, WORK, INDEPENDENT LIVING, EXERCISE, FITNESS, ATHLETICS AND SPORTS; REWARD CARD SERVICES, NAMELY, PROMOTING THE SALE OF GOODS AND SERVICES OF OTHERS BY AWARDED PURCHASE POINTS FOR CREDIT CARD USE, PROMOTING THE SALE OF GOODS AND SERVICES OF OTHERS THROUGH THE ADMINISTRATION OF INCENTIVE AWARD PROGRAMS, AND ADMINISTRATION OF A DISCOUNT PROGRAM FOR ENABLING PARTICIPANTS TO OBTAIN DISCOUNTS ON GOODS AND SERVICES THROUGH USE OF A MEMBERSHIP CARD; COOPERATIVE MARKETING AND ADVERTISING SERVICES; REFERRALS IN THE FIELD OF ADOPTIONS, CAMPS, CARE GIVING, CHILDCARE, EDUCATION, MEDICAL SERVICES, HEALTH, ELDERCARE, EMPLOYMENT, ASSISTED CARE FACILITIES, LEGAL ASSISTANCE, FINANCE, BUSINESS, INSURANCE, REAL ESTATE, TRAVEL AND ELDER ASSISTANCE; ONLINE ORDERING SERVICES IN THE FIELDS OF BOOKS, EDUCATIONAL MATERIAL, AND HEALTH AND MEDICAL PRODUCTS; PROVIDING CONSUMER INFORMATION IN THE FIELDS OF INSURANCE, HEALTH CARE, DISCOUNT AND SAVINGS PLANS, ELDERCARE, MEDICAL PRODUCTS, PHARMACEUTICAL PRODUCTS AND SERVICES AND HEALTH PLANS;

INCOME TAX PREPARATION SERVICES; AND ARRANGING, CONDUCTING AND ORGANIZING TRADE SHOWS IN THE FIELD OF MATURE PERSONS AND PERSONS PREPARING FOR RETIREMENT; AND ORGANIZING AND CONDUCTING COMMUNITY VOLUNTEER PROGRAMS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 0-0-1958; IN COMMERCE 0-0-1958.

FOR: CHARITABLE FUNDRAISING SERVICES; PROVIDING FINANCIAL AND INSURANCE INFORMATION, ADVICE AND CONSULTATION IN THE FIELDS OF LOANS, REAL ESTATE, MORTGAGES, BANKING, INSURANCE, MONEY MANAGEMENT, INVESTMENT, FINANCE, AND PREDATORY LENDING; TELEPHONE HOT LINE COUNSELING AND TELEPHONE INFORMATION SERVICES, NAMELY, OFFERING FINANCIAL AND INSURANCE ADVICE IN THE FIELDS OF LOANS, REAL ESTATE, MORTGAGES, BANKING, INSURANCE, MONEY MANAGEMENT, INVESTMENTS, BUSINESS, FINANCE, AND PREDATORY LENDING; MONEY MANAGEMENT AND INVESTMENT ADVISORY SERVICES; INSURANCE ADMINISTRATION OF AUTOMOBILE, GROUP HEALTH AND HOMEOWNER'S INSURANCE PROGRAMS; PROVIDING REBATES AND DISCOUNTS AT PARTICIPATING ESTABLISHMENTS OF OTHERS THROUGH THE USE OF MEMBERSHIP CARDS AND MEMBERSHIP PROGRAMS; PROVIDING INFORMATION IN THE FIELD OF GROUP HEALTH INSURANCE, ANNUITIES AND FINANCIAL RETIREMENT PLANS AND ADMINISTRATION OF GROUP HEALTH INSURANCE PLANS, ANNUITIES AND FINANCIAL RETIREMENT PLANS; CREDIT CARD SERVICES; ADMINISTRATION OF PREPAID PHARMACY PLANS; AND CONSULTATION SERVICES IN CONNECTION WITH THE FOREGOING, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 0-0-1958; IN COMMERCE 0-0-1958.

FOR: PROVIDING ONLINE MAGAZINES AND NEWSLETTERS PROMOTING THE INTERESTS OF MATURE INDIVIDUALS AND IN THE FIELDS OF CAREGIVING, CHILDCARE, EDUCATION, MEDICAL SERVICES, ELDERCARE, EMPLOYMENT, ASSISTED CARE FACILITIES, LEGAL ASSISTANCE, BUSINESS, INSURANCE, REAL ESTATE, TRAVEL, ELDER ASSISTANCE, RETIREMENT, MATURE OR RETIRED LIFESTYLES, FINANCE, HEALTH, AGING, FAMILY RELATIONSHIPS, VOLUNTEER ACTIVITIES, CONSUMER ISSUES, ECONOMIC SECURITY, WORK, INDEPENDENT LIVING, EXERCISE, FITNESS, ATHLETICS AND SPORTS; EDUCATION AND TRAINING SERVICES, NAMELY, ARRANGING AND CONDUCTING CLASSES, ONLINE CLASSES, SEMINARS, CONFERENCES AND WORKSHOPS IN THE FIELDS OF CAREGIVING, CHILDCARE, EDUCATION, MEDICAL SERVICES, ELDERCARE, EMPLOYMENT, ASSISTED CARE FACILITIES, LEGAL ASSISTANCE, BUSINESS, INSURANCE, REAL ESTATE, TRAVEL, ELDER ASSISTANCE, RETIREMENT, MATURE OR RETIRED LIFESTYLES, FINANCE, HEALTH, AGING, FAMILY RELATIONSHIPS, VOLUNTEER ACTIVITIES, CONSUMER ISSUES, ECONOMIC SECURITY, WORK, INDEPENDENT LIVING, EXERCISE, FITNESS, ATHLETICS AND SPORTS, AND THE DISTRIBUTION OF COURSE MATERIALS IN CONNECTION THEREWITH; PROVIDING RECOGNITION AND INCENTIVES BY THE WAY OF AWARDS TO DEMONSTRATE EXCELLENCE IN THE FIELDS OF PUBLIC SERVICE, SIGNIFICANT ACHIEVEMENTS, MILESTONES AND CHARITABLE CONTRIBUTIONS IN THE FIELDS OF RETIREMENT, MATURE OR RETIRED LIFESTYLES, FINANCE, HEALTH, AGING, FAMILY RELATIONSHIPS, CONSUMER ISSUES, ECONOMIC SECURITY, WORK, INDEPENDENT LIVING, AND ELDER ISSUES; ENTERTAINMENT SERVICES, NAMELY, CONDUCTING CONTESTS IN MAGAZINES FOR RECOGNITION IN THE FIELDS OF PUBLIC SERVICE, SIGNIFICANT ACHIEVEMENTS, MILESTONES AND CHARITABLE CONTRIBUTIONS IN THE FIELDS OF RETIREMENT, MATURE OR RETIRED LIFESTYLES, FINANCE, HEALTH, AGING, FAMILY RELATIONSHIPS, CONSUMER ISSUES, ECONOMIC SECURITY, WORK, INDEPENDENT LIVING, AND ELDER ISSUES; ARRANGING AND CONDUCTING EXERCISE, FITNESS, ATHLETIC AND SPORTS COMPETITIONS, CONTESTS, RACES AND EVENTS, AND CONSULTATION SERVICES PROVIDED IN CONNECTION THEREWITH; AND PROVIDING RADIO PROGRAMS PROMOTING THE INTERESTS OF MATURE INDIVIDUALS AND IN THE FIELDS OF CAREGIVING, CHILDCARE, EDUCATION, MEDICAL SERVICES, ELDERCARE, EMPLOYMENT, ASSISTED CARE FACILITIES, LEGAL ASSISTANCE, BUSINESS, IN-

SURANCE, REAL ESTATE, TRAVEL, ELDER ASSISTANCE, RETIREMENT, MATURE OR RETIRED LIFESTYLES, FINANCE, HEALTH, AGING, FAMILY RELATIONSHIPS, VOLUNTEER ACTIVITIES, CONSUMER ISSUES, ECONOMIC SECURITY, WORK, INDEPENDENT LIVING, EXERCISE, FITNESS, ATHLETICS AND SPORTS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 0-0-1958; IN COMMERCE 0-0-1958.

FOR: LEGAL SERVICES; PROVIDING LEGAL INFORMATION IN THE FIELDS OF LAW, ELDER LAW, ELDERLY LIFESTYLES AND RETIREMENT; TELEPHONE HOTLINE COUNSELING, NAMELY, OFFERING LEGAL INFORMATION IN THE FIELDS OF LAW, ELDER LAW, ELDERLY LIFESTYLES AND RETIREMENT; PROVIDING TEMPORARY USE OF NON-DOWNLOADABLE SOFTWARE USED TO ACCESS, SORT, DISPLAY AND MANAGE DATABASES IN THE FIELDS OF SENIOR CITIZENSHIP, RETIREMENT, MATURE AND RETIRED LIFESTYLES, HEALTH, MEDICINE, FAMILY RELATIONSHIPS AND TOPICS RELATED TO AGING; AND PROVIDING ONLINE SEARCH ENGINES FOR OBTAINING DATA ON A GLOBAL COMPUTER NETWORK, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 0-0-1958; IN COMMERCE 0-0-1958.

FOR: PROVIDING MEDICAL AND PSYCHOLOGICAL COUNSELING IN THE FIELD OF CARE GIVING, CHILDCARE, GRANDPARENTING, LIVING WITH A CHRONIC MEDICAL CONDITION, PARENTING, RETIREMENT, ELDERCARE, ASSISTED CARE FACILITIES, MATURE LIFESTYLES, AND ELDER ASSISTANCE; HEALTH COUNSELING SERVICES PROVIDED VIA TELEPHONE; PROVIDING MEDICAL AND HEALTH INFORMATION BY MEANS OF TELEPHONE RECORDED MESSAGES; AND PROVIDING MEDICAL AND HEALTH INFORMATION VIA WEBSITES ON COMPUTER NETWORKS, IN CLASS 44 (U.S. CLS. 100 AND 101).

FIRST USE 9-0-1984; IN COMMERCE 9-0-1984.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 741,334, 2,623,034 AND OTHERS.

SER. NO. 78-704,543, FILED 8-31-2005.

ANDREW RHIM, EXAMINING ATTORNEY

The mission and purpose of the .AARP gTLD is to serve as a trusted, hierarchical, and intuitive namespace provided by AARP Inc (“Registry Operator”) for use by Registry Operator, its qualified Affiliates and Trademark Licensees. Only Registry Operator and its qualified Affiliates and Trademark Licensees will be allowed to register or control the DNS records associated with domain names at any level in the .AARP gTLD. Registry Operator will implement an internal process to determine which second-level domain names will be registered and which Affiliates and Trademark Licensees will be eligible to register second-level domains. All domain name registrations will be managed by the Registry Operator.

For the purposes of this proposed Registration Policy, Registry Operator utilizes the following definitions*:

Affiliate – Affiliate means a person or entity that, directly or indirectly, through one or more intermediaries, or in combination with one or more other persons or entities, controls, is controlled by, or is under common control with, the person or entity specified.

Control – Control (including the terms “controlled by” and “under common control with”) means the possession, directly or indirectly, of the power to direct or cause the direction of the management or policies of a person or entity, whether through the ownership of securities, as trustee or executor, by serving as an employee or a member of a board of directors or equivalent governing body, by contract, by credit management or otherwise.

Trademark Licensee – Trademark Licensee means any corporation, partnership, limited liability company or similar legal entity (and not a person) that has a written trademark license agreement with Registry Operator or its Affiliate, for use of the registered trademark owned by Registry Operator or its Affiliate, the textual elements of which correspond exactly to the .BRAND TLD string operated by Registry Operator, where:

- (i) such license is valid under applicable law;
- (ii) such license is for the use of such trademark in the regular course of that entity’s business outside of the provision of TLD Registry Services, and is not primarily for the purpose of enabling registration or use of domain names in the TLD;
- (iii) such trademark is used continuously in that entity’s business throughout the Term; and
- (iv) the domain names in the TLD registered to the Trademark Licensee are required to be used for the promotion, support, distribution, sales or other services reasonably related to any of the goods and/or services identified in the trademark registration.

Registry Operator will review each second-level domain name at the time of registration to ensure that the name complies with internal policies governing the registration of .AARP domain names, including this Registration Policy. Additionally, Registry Operator will conduct ongoing reviews of each second-level domain at least once per calendar year name to ensure compliance with the terms of the .AARP Registry Agreement, as well as with ICANN Consensus or Temporary Policies.

Registry Operator reserves the right to amend its registration policy.

*Definitions for “Affiliate” and “Control” are taken from Section 2.9(c) of the Registry Agreement. The definition of “Trademark Licensee” is taken from Section 6.2 of Specification 13 of the Registry Agreement.