

.Brand TLD Designation Application

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

Amazon EU S.à r.l. (“Registry Operator”), in connection with the execution of the Registry Agreement for the .AUDIBLE TLD (the “Registry Agreement”), hereby applies for .AUDIBLE 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, the registration policies attached hereto as Exhibit B, and the SMD file ID number attached hereto as Exhibit C are complete and accurate copies of the official trademark registration, Registry Operator’s registration policies for the TLD, and the SMD file ID for the TLD for which this application is submitted respectively.

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: Operations Director
Dated: 01 September 2014
Email: [REDACTED]

Exhibit A

Trademark Registration

United States of America
United States Patent and Trademark Office

AUDIBLE

Reg. No. 4,038,897

Registered Oct. 11, 2011

Int. Cls.: 35, 38, and 45

SERVICE MARK

PRINCIPAL REGISTER

AUDIBLE, INC. (DELAWARE CORPORATION)
ATTN: TRADEMARKS
1 WASHINGTON PARK, 16TH FLOOR
NEWARK, NJ 07102

FOR: RETAIL STORE SERVICES IN THE FIELD OF AUDIO BOOKS AND RELATED MERCHANDISE; RETAIL STORE SERVICES FEATURING STREAMED AND DOWNLOADABLE AUDIO, VISUAL AND OTHER MULTIMEDIA WORKS; PROVIDING CONSUMER PRODUCT INFORMATION VIA THE INTERNET OR OTHER COMPUTER OR COMMUNICATIONS NETWORKS; PROVIDING A WEBSITE WHERE USERS CAN POST RATINGS, REVIEWS AND RECOMMENDATIONS ON PRODUCTS AND SERVICES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 6-30-1996; IN COMMERCE 10-15-1997.

FOR: PROVIDING AN ONLINE WEBSITE FORUM FOR TRANSMISSION OF MESSAGES AMONG COMPUTER USERS CONCERNING PRODUCT REVIEWS, RATINGS AND RECOMMENDATIONS; PROVIDING INTERNET FORUMS AND ONLINE COMMUNITIES FOR TRANSMISSION OF INFORMATION, AND OPINIONS; ELECTRONIC TRANSMISSION OF PRODUCT REVIEWS AND PRODUCT PURCHASING INFORMATION; TRANSMISSION OF TEXT, IMAGES AND SOUND THROUGH A PORTABLE ELECTRONIC DEVICE, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 6-30-1996; IN COMMERCE 10-15-1997.

FOR: PROVIDING USER AUTHENTICATION SERVICES FOR E-COMMERCE TRANSACTIONS, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 6-30-1996; IN COMMERCE 10-15-1997.

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

OWNER OF U.S. REG. NOS. 2,327,149, 2,437,844, AND 3,257,820.

SN 77-640,712, FILED 12-29-2008.



David J. Kyjars

Director of the United States Patent and Trademark Office

Exhibit B

TLD Registration Policies

Mission

Founded in 1994, Amazon opened on the World Wide Web in July 1995 and today offers Earth's Biggest Selection. Amazon seeks to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavors to offer its customers the lowest possible prices. Audible, Inc., which is an Amazon subsidiary, is the leading provider of premium digital spoken audio information and entertainment on the Internet, offering customers a new way to enhance and enrich their lives every day. Audible's mission is to establish literate listening as a core tool for anyone seeking to be more productive, better informed, or more thoughtfully entertained. Audible content, which includes more than 100,000 audio programs from more than 1,800 content providers that include leading audiobook publishers, broadcasters, entertainers, magazine and newspaper publishers, and business information providers, is digitally downloaded and played back on over 500 popular devices.

Audible operates websites, including www.audible.com, www.audible.co.uk, www.audible.de and www.audible.fr.

The mission of the .AUDIBLE registry is:

To provide a unique and dedicated platform for Audible while simultaneously protecting the integrity of its brand and reputation.

.AUDIBLE registry will:

- Provide Audible with additional controls over its technical architecture, offering a stable and secure foundation for online communication and interaction.
- Provide Audible a further platform for innovation.
- Enable Audible to protect its intellectual property rights.

Registration policies

Amazon's Intellectual Property group will be responsible for the development, maintenance and enforcement of a Domain Management Policy. The Domain Management Policy will define (i) the rules associated with eligibility and domain name allocation, (ii) the license terms governing the use of a .AUDIBLE domain name, and (iii) the dispute resolution policies for the .AUDIBLE gTLD. Amazon will continually update the Domain Management Policy as needed to reflect Amazon's business goals and, where appropriate, ICANN consensus policies.

Registration of a domain name in the .AUDIBLE registry will be undertaken in four steps: (i) Eligibility Confirmation, (ii) Naming Convention Check, (iii) Acceptable Use Review, and (iv) Registration. All domains in the .AUDIBLE registry will remain the property of Amazon.

For example, on the rules of eligibility, each applied for character string must conform to the

.AUDIBLE rules of eligibility. Each .AUDIBLE name must:

- be at least 1 character and no more than 63 characters long
- not contain a hyphen on the 3rd and 4th position (tagged domains)
- contain only letters (a-z), numbers (0-9) and hyphens or a combination of these
- start and end with an alphanumeric character, not a hyphen
- not match any character strings reserved by ICANN
- not match any protected country names or geographical terms

Additionally:

- Internationalized domain names (IDN) may be supported in the .AUDIBLE registry at the second level.
- The .AUDIBLE registry will respect third party intellectual property rights.
- .AUDIBLE domains may not be delegated or assigned to third party organizations, institutions, or individuals.
- All .AUDIBLE domains will carry accurate and up-to-date registration records.

Amazon's Intellectual Property group reserves the right to revoke a license to use a .AUDIBLE domain name, at any time, if any use of a .AUDIBLE domain name violates the Domain Management Policy.

Only Amazon EU S.à r.l., its Affiliates, and Trademark Licensees will be permitted to register Amazon EU S.à r.l. domain names.

Exhibit C

Signed Mark Data File ID Number:

