

.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 .AWS TLD (the “Registry Agreement”), hereby applies for .AWS 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

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

Reg. No. 3,576,161

United States Patent and Trademark Office

Registered Feb. 17, 2009

**SERVICE MARK
PRINCIPAL REGISTER**

AWS

AMAZON TECHNOLOGIES, INC. (NEVADA
CORPORATION)
ATTN: TRADEMARKS
PO BOX 8102
RENO, NV 89507

FOR: APPLICATION SERVICE PROVIDER,
NAMELY, PROVIDING, HOSTING, MANAGING,
DEVELOPING AND MAINTAINING APPLICA-
TIONS, SOFTWARE, WEBSITES AND DATABASES
IN THE FIELDS OF ECOMMERCE, ONLINE PAY-
MENTS, ORDER QUEUING, WEBSITE DESIGN,
DATA STORAGE AND SHARED COMPUTING CA-

PACITY SCALING SERVICES, IN CLASS 42 (U.S.
CLS. 100 AND 101).

FIRST USE 7-31-2002; IN COMMERCE 7-31-2002.

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

SER. NO. 77-558,031, FILED 8-28-2008.

KATHLEEN LORENZO, EXAMINING ATTORNEY

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. Launched in 2006, Amazon Web Services (AWS) began exposing key infrastructure services to businesses in the form of web services – now widely known as cloud computing. The ultimate benefit of cloud computing, and AWS, is the ability to leverage a new business model and turn capital infrastructure expenses into variable costs. Using AWS, businesses can take advantage of Amazon's expertise and economies of scale to access resources when their business needs them, delivering results faster and at a lower cost. Today, Amazon Web Services provides a highly reliable, scalable, low-cost infrastructure platform in the cloud that powers hundreds of thousands of enterprise, government and startup customers businesses in 190 countries around the world. AWS offers over 21 different services, including Amazon Elastic Compute Cloud (Amazon EC2), Amazon Simple Storage Service (Amazon S3) and Amazon Relational Database Service (Amazon RDS). AWS services are available to customers from data center locations in the U.S., Brazil, Europe, Japan and Singapore.

The mission of the .AWS registry is:

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

A .AWS registry will:

- Provide Amazon with additional controls over its technical architecture, offering a stable and secure foundation for online communication and interaction.
- Provide Amazon a further platform for innovation.
- Enable Amazon 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 .AWS domain name, and (iii) the dispute resolution policies for the .AWS 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 .AWS 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 .AWS registry will remain the property of Amazon.

For example, on the rules of eligibility, each applied for character string must conform to the .AWS rules of eligibility. Each .AWS 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 .AWS registry at the second level.
- The .AWS registry will respect third party intellectual property rights.
- .AWS domains may not be delegated or assigned to third party organizations, institutions, or individuals.
- All .AWS 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 .AWS domain name, at any time, if any use of a .AWS 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:

