

.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

Bloomberg IP Holdings LLC (“Registry Operator”), in connection with the execution of the Registry Agreement for the [.bloomberg] TLD (the “Registry Agreement”), hereby applies for [.bloomberg] 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.

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:
Position:
Dated:
Email:

[REDACTED]

Exhibit A

Trademark Registration

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Int. Cls.: 9, 16, 35, 36, 38 and 41

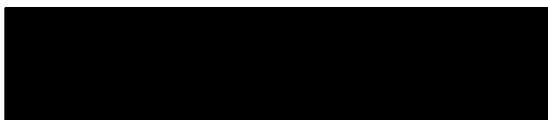
Prior U.S. Cls.: 2, 5, 21, 22, 23, 26, 29, 36, 37, 38, 50,
100, 101, 102, 104 and 107

Reg. No. 3,430,969

United States Patent and Trademark Office Registered May 20, 2008

TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER

BLOOMBERG



FOR: COMPUTERS, PORTABLE COMPUTERS AND COMPUTER PROGRAMS, SOLD TOGETHER AS A UNIT WITH THE COMPUTERS, FOR USE IN ACCESSING INFORMATION DATABASES, FOR PERFORMING PERSONAL COMPUTING APPLICATIONS IN THE AREAS OF NEWS, BUSINESS, FINANCE, CURRENT EVENTS, THE ENTERTAINMENT AND SPORTS INDUSTRIES, HUMAN INTEREST STORIES, SECURITIES, SECURITIES MARKETS, THE ENERGY AND ASPHALT INDUSTRIES, ANALYZING INTERNATIONAL SECURITIES MARKETS, AND ANALYZING AND REPORTING ON INTERNATIONAL BUSINESS AND FINANCIAL NEWS; COMPUTER SOFTWARE FOR INTERACTIVE ELECTRONIC COMMUNICATION ABOUT SECURITIES AND FOR PERFORMING PERSONAL COMPUTING APPLICATIONS, NAMELY, INTEGRATING DATA FEEDS, CREATING DATABASES AND SPREADSHEETS, PERFORMING ANALYTICS, DELIVERING ON-DEMAND MULTIMEDIA CONTENT, GENERATING GRAPHICS, PROVIDING CALENDAR AND E-MAIL CAPABILITIES, AND PROVIDING ELECTRONIC TRADING AND ORDER MANAGEMENT CAPABILITIES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 8-31-1987; IN COMMERCE 8-31-1987.

FOR: PUBLICATIONS, NAMELY, REPORTS, DIRECTORIES, BROCHURES, LEAFLETS, NEWSLETTERS, BOOKLETS, PAMPHLETS, POST CARDS, FLYERS, MAGAZINE SUPPLEMENTS TO NEWSPAPERS, MAGAZINES AND TRADE AND PROFESSIONAL BOOKS IN THE FIELDS OF NEWS, BUSINESS, FINANCE, CURRENT EVENTS, ENTER-

TAINMENT, SPORTS, HUMAN INTEREST STORIES, SECURITIES, SECURITIES MARKETS AND THE ENERGY AND ASPHALT INDUSTRIES, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FIRST USE 5-0-1991; IN COMMERCE 5-0-1991.

FOR: PROVIDING INTERACTIVE TELEPHONE DIRECTORY INFORMATION AND ASSISTANCE FOR PUBLIC COMPANIES; PROVIDING TELEPHONE INFORMATION SERVICE FEATURING INFORMATION IN THE FIELD OF BUSINESS; PROVIDING INTERACTIVE, ELECTRONIC AND AUDIO AND VISUAL COMMUNICATION AND INFORMATION SERVICES PUBLISHED OVER, BY OR THROUGH A NETWORK DISTRIBUTION SYSTEM PROVIDING INFORMATION, INTERVIEWS AND COMMENTARY RELATED TO BUSINESS AND THE ENERGY AND ASPHALT INDUSTRIES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 1-1-1991; IN COMMERCE 1-1-1991.

FOR: FINANCIAL SERVICES IN THE NATURE OF PROVIDING A SECURITIES TRADING SYSTEM; ELECTRONICALLY PROVIDING THE SERVICES OF A SECURITIES TRADING BROKER; OBJECTIVELY RATING SECURITIES; INFORMATION SERVICES RELATING TO FINANCE AND FINANCIAL NEWS, INCLUDING PROVIDING ANALYSES OF SECURITIES MARKETS AND MODELS THAT OBJECTIVELY RATE SECURITIES; PROVIDING TELEPHONE INFORMATION SERVICE FEATURING INFORMATION IN THE FIELD OF FINANCE; PROVIDING INTERACTIVE, ELECTRONIC AND AUDIO AND VISUAL COMMUNICATION AND INFORMATION SERVICES PUBLISHED OVER, BY OR THROUGH A NETWORK DISTRIBUTION SYSTEM PROVIDING INFORMATION, INTERVIEWS AND COMMENTARY RELATED TO FINANCE, SECURITIES AND SECU-

RITIES MARKETS, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 8-31-1987; IN COMMERCE 8-31-1987.

FOR: RADIO AND TELEVISION BROADCASTING, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 0-0-1991; IN COMMERCE 0-0-1991.

FOR: ENTERTAINMENT SERVICES IN THE NATURE OF PRODUCING AND DISTRIBUTING PROGRAMMING DISTRIBUTED OVER BROADCAST, TELEVISION, RADIO, CABLE, AND DIRECT SATELLITE IN THE FIELDS OF NEWS, BUSINESS, FINANCE, CURRENT EVENTS, ENTERTAINMENT, SPORTS, HUMAN INTEREST STORIES, SECURITIES, SECURITIES MARKETS AND THE ENERGY AND ASPHALT INDUSTRIES; PROVIDING INTERACTIVE, ELECTRONIC AND AUDIO AND VISUAL COMMUNICATION AND INFORMATION SERVICES PUBLISHED OVER, BY OR THROUGH A NETWORK DISTRIBUTION SYSTEM PROVIDING INFORMATION, INTERVIEWS AND COMMENTARY RELATED TO CURRENT EVENTS NEWS, ENTERTAINMENT, SPORTS, AND HUMAN INTEREST STORIES; PROVIDING ON-LINE PUBLICATIONS IN THE NATURE OF REPORTS, DIRECTORIES, REFERENCE MATERIALS,

MAGAZINES AND TRADE AND PROFESSIONAL BOOKS RELATED TO NEWS, BUSINESS, FINANCE, CURRENT EVENTS, ENTERTAINMENT, SPORTS, HUMAN INTEREST STORIES, SECURITIES, SECURITIES MARKETS AND THE ENERGY AND ASPHALT INDUSTRIES; NEWS REPORTING SERVICES, NAMELY, GATHERING AND DISSEMINATION OF NEWS BY COMPUTER, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 5-0-1992; IN COMMERCE 5-0-1992.

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

OWNER OF U.S. REG. NOS. 2,266,559, 2,753,176 AND OTHERS.

THE NAME(S), PORTRAIT(S), AND/OR SIGNATURE(S) SHOWN IN THE MARK IDENTIFIES "MICHAEL R. BLOOMBERG", WHOSE CONSENT(S) TO REGISTER IS SUBMITTED.

SEC. 2(F).

SER. NO. 77-295,571, FILED 10-3-2007.

CHRIS DONINGER, EXAMINING ATTORNEY

Exhibit B

<.bloomberg> Registration Policies

As stated at length in [REDACTED] (the “**Application**”) filed by Bloomberg IP Holdings LLC (“**BIP**”) to operate the gTLD <.bloomberg> (the “**TLD**”), Michael R. Bloomberg is a former mayor of New York City and the founder and majority owner of Bloomberg L.P. (“**BLP**”). Mr. Bloomberg formed BIP for the purposes of applying to run and operating the TLD. BIP intends to use the TLD to register domain names for Bloomberg Philanthropies (“**BP**”), a name describing all of Mr. Bloomberg’s charitable and civic work, and to register domain names for BLP for use by BLP and its affiliates in their lines of business, including the operation of the BLOOMBERG PROFESSIONAL global financial information service and other media and consumer businesses.

Bloomberg Philanthropies. Mr. Bloomberg believes in the power of philanthropy and political advocacy to change people’s lives for the better. Toward this end, Mr. Bloomberg has donated more than \$1.6 billion to a variety of causes and organizations. Bloomberg Philanthropies work thus far primarily includes:

Public Health: BP has invested more than [REDACTED] over the past six-years, and has committed more than [REDACTED] to be spent over the next four years to combat the growing number of deaths caused by non-communicable diseases worldwide;

The Environment: As chair of the C40 Cities Climate Leadership Group, Mr. Bloomberg is working with the world’s largest cities to help reduce greenhouse gas emissions;

Government Innovation: BP has invested resources to spread proven and promising ideas among cities, including through Cities of Service, Mayors against Illegal Guns, the Mayor’s Fund to Advance NYC, and Bloomberg Associates Foundation,;

The Arts: BP invests in strengthening New York City arts and cultural organizations; and

Education: BP has targeted efforts to strengthen leadership within school communities and advance good public policy at the federal, state and local levels.

Bloomberg L.P. In 1981, Mr. Bloomberg founded the company that would come to be called Bloomberg L.P., which has become one of the largest worldwide providers of financial news, data, analytics and information and related goods and services.

BLP’s international expansion began in 1987 with the opening of offices in London and Tokyo, and continued with establishment of offices in Sydney (1989), Singapore (1990), Frankfurt (1992) and Hong Kong (1993). BLP employs more than 15,000 people in over 135 offices, including over 2,300 professionals in more than 152 news bureaus.

To distinguish its products and services, BLP adopted the “Bloomberg” trade name and BLOOMBERG trademark and service mark (the “BLOOMBERG Marks”) at least as early as

August 1987. In 2007, BLP reorganized and placed ownership of its BLOOMBERG Marks and the related domain names in a subsidiary, Bloomberg Finance L.P. (“BFLP”), and regional subsidiaries of BFLP (BLP, BFLP and their subsidiaries, collectively, “Bloomberg”). Bloomberg has registered BLOOMBERG Marks in the United States over 100 other jurisdictions. Bloomberg has also registered over 1,000 domain names incorporating “bloomberg” or a misspelling thereof.

In addition to providing financial information, data and transactional services through its terminal product and over the Internet, Bloomberg collects and reports news through Bloomberg Markets, Bloomberg Businessweek and Bloomberg Pursuits magazines, over the radio through WBBR - 1130 AM in New York City and syndication throughout the United States and through satellite radio providers, and over cable and satellite television provided 24-hours a day throughout the world and local television partnerships.

Because BIP will confine use of the TLD to the charitable purposes of BP and the commercial services of Bloomberg, the reputation of these entities will be paramount in such use. It will thus be in BIP’s interest to ensure the highest level of service to these related entities. To further this goal, BIP will follow the policies and procedures required by the Registry Agreement. BIP will also adopt a privacy policy providing that it will: (i) only collect personal data from users that is directly required for the registration process; (ii) notify users as to how their personal data will be collected and used; (iii) give users the choice to opt out of providing personal data; (iv) permit the transfer of users’ personal data to third parties only as needed; (v) mandate reasonable efforts to prevent the loss or unauthorized disclosure of personal data; and (vi) allow users to review and access their personal data.