

Attachment 3

.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

The Christian Broadcasting Network, Inc. ("Registry Operator"), in connection with the execution of the Registry Agreement for the .cbn TLD (the "Registry Agreement"), hereby applies for .cbn 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 John Doussard

Submitted by:

Position:

Dated:

Email:



Exhibit A

Trademark Registration

[to be attached by Registry Operator]

We have a SMD file from the Trademark Clearinghouse.

| Held's Docket No. | Serial No. | Filing Date | Reg. No. | Reg. Date | Trademark/ Our File | Location, IC and Registrant | History | Docket Dates |
|-------------------|------------|-------------|-----------|-----------------------|------------------------|---|--|--|
| 31630US01 | 73-063,302 | 9/17/75 | 1,108,225 | 12/05/78 Principal | CBN INPROP 02.01.01 | U.S. IC 38 (Telecommunications) Television Broadcasting Services AND IC 41 (Entertainment Services in the nature of televised religious, educational, news and variety programs) Registrant: CBN | Registered 12/05/78 for 20 years; Renewed 12/05/98 for 10 years; Renewal granted 12/10/08 for 10 years | Next renewal due before Dec 5, 2018; |
| 31440US01 | 75-150,098 | 8/14/96 | 2,087,580 | 8/12/97 Principal | CBN INPROP 02.01.01 | U.S. IC 41 Educational Services, namely Seminars, Workshops and conferences in the fields of Christian Living, finances, marriages AND IC 42 Christian Evangelical Ministerial services including outreach, counseling, and discipleship Registrant: CBN | Registered 8/12/97 for 10 years; 10/25/07 – Registered for 10 years | Expires August 12, 2017. |

Exhibit B

TLD Registration Polices

[to be attached by Registry Operator]

18 (a) Describe the mission/purpose of your proposed gTLD.

Who we are:

The Christian Broadcasting Network, Inc. (CBN) is a faith-based media content producer/distributor and humanitarian aid and relief organization. CBN is a multifaceted nonprofit organization that provides programming by cable, broadcast and satellite to approximately 200 countries, with a 24-hour telephone prayer line. CBN operates internationally with a presence in 21 African countries, eight Asian countries and four offices in Europe. Chief among CBN's broadcasting components is The 700 Club, a daily television program featuring Pat Robertson, Terry Meeuswen, and Gordon Robertson. On the air continuously since 1966, The 700 Club is one of the longest-running programs in broadcast history. CBN programs have aired in approximately 108 languages in 218 different countries and territories, from Mandarin to Spanish and from Turkish to Welsh. CBN International also distributes videos and literature and provides follow-up through international ministries around the world. In 1995, CBN launched CBN WorldReach with a mission of providing Christian programming to targeted international audiences. For instance, Middle East Television (METV), was a television station in Southern Lebanon, broadcasts news, sports, family entertainment, and religious programming by satellite to a potential audience of 200 million people in 15 nations including Israel, Jordan, Lebanon, Syria, Egypt and Cyprus.

Last year alone, CBN partners provided:

- More than 80 million pounds of food and relief to America's poor
- Medical treatment to more than 783,000 people around the world
- Wells and cisterns for more than 470,000 thirsty people
- Help and supplies to victims of 45 disasters here in America and worldwide
- Broadcasts of the Gospel in 136 countries and 42 languages
- Food, shelter, educational opportunities, medical help, job training, and Christian discipleship to children at risk in 35 countries through Orphan's Promise
- Prayer—The CBN Prayer Center talked with 3.5 million callers

Our Current Online Presence:

CBN manages a portfolio of 781 domains in various TLDs today. CBN.com, our current online destination, offers multiple resources to help people grow in their walk with God, including: streaming video teaching from Pat and Gordon Robertson; in-depth discipleship courses; Online Bible; CBN Radio; Bible teachings; my.CBN.com, a social network; and free downloads of videos, widgets, and articles. Our portfolio of domains faces the same challenges every brand does with a .com TLD: (1) protecting intellectual property, and (2) providing a single authoritative and trustworthy destination for our users.

The Mission of .cbn for CBN:

The mission of our .cbn gTLD application is to serve as the direct representation of CBN in the Internet namespace. By reducing the confusion of .com and various domain names under other TLDs, we believe that we will create the authoritative destination for all things online related to our brand, CBN. This also will enable new business models for CBN and likely reduce our costs to reach our audiences around the world.

For internet users and our partners, the .cbn gTLD will provide clarity and increased trust between our not-for-profit charitable organization and the audiences we serve globally online. For instance, the .cbn gTLD should also result in more effective and accurate online campaigns, which we believe will enhance use of the Internet and further improve customer satisfaction online. By reducing the costs of reaching our audiences globally and providing more short and simple domains for localized content, CBN anticipates a

major benefit should be a cost reduction (reduced marketing costs) such that a higher percentage of our contributions can directly be used to fund relief efforts and services for the poor globally.

(b) How do you expect that your proposed gTLD will benefit registrants, Internet users, and others? Describe whether and in what ways outreach and communications will help to achieve your projected benefits. Answers should address the following points:

- i. What is the goal of your proposed gTLD in terms of areas of specialty, service levels, or reputation?
- ii. What do you anticipate your proposed gTLD will add to the current space, in terms of competition, differentiation, or innovation?
- iii. What goals does your proposed gTLD have in terms of user experience?
- iv. Provide a complete description of the applicant's intended registration policies in support of the goals listed above.
- v. Will your proposed gTLD impose any measures for protecting the privacy or confidential information of registrants or users? If so, please describe any such measures.

Goals for .cbn TLD – The goals of the .cbn gTLD are many. For CBN, as a major brand in the global community of Christians, the .cbn TLD goals are:

- Single destination for all authoritative CBN content and services
- Reduce our portfolio of domains with other TLDs – consolidate and simplify the representation of our brand online
- Improve search results for our CBN content, resulting in a better experience for the internet user and at the same time, lower search costs for CBN
- Expand the service CBN offers to its community of partners resulting in great partner satisfaction and higher levels of participation in fund raising activities
- Use .cbn domains in marketing and promotional campaigns in all media
- Reduce costs for marketing online with simpler more easily remembered and understood domains that improve CBN's position on search result pages

CBN strongly believes the goals for our .cbn TLD strongly align with our organizational goals and mission.

Innovation and Contribution of .cbn – The .cbn gTLD will be a hub for CBN innovation, CBN expects to benefit in several ways:

- Provide innovative business models for services to our partners and/or for our partners
- Co-brand services more easily to raise funds or offer more competitive value for our services
- Improve the search relevance and, in turn, reduce marketing costs
- Increase the speed with which CBN distributes breaking news stories
- Provide more short simple and easy to remember web site addresses to reach more internet users for CBN appeals to support emergency relief operations

A key value proposition for CBN is the availability of short memorable URLs. Having availability of simple short domain names is a distant memory for the .com TLD. CBN believes there is a large benefit here: (1) simplicity and relevance for our campaigns, (2) ability to place short URLs in print and other advertising, and (3) ability of users to remember URLs to directly type into browsers on mobile, tablet, laptop or desktop computers, and (4) more reach for CBN audiences globally.

User Experience for .cbn TLD – The registry envisioned by CBN will enhance the user experience dramatically with the shorter web site addresses and the clarity of web site names.

Registration Policies for .cbn TLD are simple:

- (1) CBN will be the sole registrant of all .cbn domains
- (2) There will be one ICANN Accredited Registrar for .cbn domains

Privacy and Confidentiality for .cbn Registrations – CBN will be the sole registrant and CBN does not anticipate any personal information being stored in WHOIS or transmitted using SRS component so there is no risk of personally identifiable information (PII) being captured, transferred, or transcribed in out

operations. Moreover, CBN will only connect to the registrar services provider using an interface and will not have any machine to machine connectivity between the outsourced service providers and CBNs own operations, web sites, nor other services. Should CBN choose to allow others to develop web sites using second level domains for .cbn, CBN will carefully control this activity.

(c) What operating rules will you adopt to eliminate or minimize social costs (e.g., time or financial resource costs, as well as various types of consumer vulnerabilities)? What other steps will you take to minimize negative consequences/costs imposed upon consumers? Answers should address the following points:

i. How will multiple applications for a particular domain name be resolved, for example, by auction or on a first-come/first-serve basis?

As a brand, CBN will have complete control over the ability to register names and will be using all names to benefit/strengthen the brand. Any disputes about use and management of domains will be handled within CBN management.

ii. Explain any cost benefits for registrants you intend to implement (e.g., advantageous pricing, introductory discounts, bulk registration discounts).

All registrations will be controlled by CBN as the sole registrant. Because CBN will not be selling domains on the open market, CBN will not have any advantageous pricing, introductory discounts, bulks discounts, or other such promotions in the public market.

iii. Note that the Registry Agreement requires that registrars be offered the option to obtain initial domain name registrations for periods of one to ten years at the discretion of the registrar, but no greater than ten years. Additionally, the Registry Agreement requires advance written notice of price increases. Do you intend to make contractual commitments to registrants regarding the magnitude of price escalation? If so, please describe your plans.

As a brand, CBN will have one registrar and CBN will be the sole registrant so price increases and price escalation policies for individual domains are not necessary.