

.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

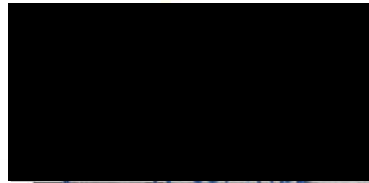
Delta Air Lines, Inc. ("Registry Operator"), in connection with the execution of the Registry Agreement for the .DELTA TLD (the "Registry Agreement"), hereby applies for .DELTA TLD to be qualified by ICANN as a .Brand TLD.

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]

Sign:



Submitted by:

Position:

MANAGER Strategic Sourcing

Dated:

August 28, 2014

Email:



Exhibit A

Trademark Registration

Int. Cl.: 39

Prior U.S. Cl.: 105

United States Patent and Trademark Office

Amended

Reg. No. 654,915

Registered Nov. 19, 1957

OG Date July 3, 1990

**SERVICE MARK
PRINCIPAL REGISTER**

DELTA

DELTA AIR LINES, INC. (DELAWARE CORPORATION)
HARTSFIELD ATLANTA INTERNATIONAL AIRPORT
ATLANTA, GA. BY MERGER WITH AND CHANGE OF NAME FROM DELTA AIR LINES, INC. (LOUISIANA CORPORATION) ATLANTA, GA

OWNER OF U.S. REG. NO. 523,611.

FOR: AIR TRANSPORTATION OF PASSENGERS, MAIL AND EXPRESS FREIGHT AND CARGO, IN CLASS 105 (INT. CL. 39).

FIRST USE 7-0-1945; IN COMMERCE 7-0-1945.

SER. NO. 72-017,621, FILED 10-17-1956.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on July 3, 1990.*

COMMISSIONER OF PATENTS AND TRADEMARKS

PRINCIPAL REGISTER
Service Mark

Ser. No. 17,621, filed Oct. 17, 1956

The logo for Delta Air Lines, featuring the word "Delta" in a stylized, italicized, sans-serif font. The letter "D" is significantly larger and more prominent than the other letters, and the entire word is underlined.

Delta Air Lines, Inc. (Louisiana corporation)
Municipal Airport
Atlanta, Ga.

For: AIR TRANSPORTATION OF PASSENGERS,
MAIL, AND EXPRESS, in CLASS 105.
First use July 1945; in commerce July 1945; in July
1934 in a slightly different format.
Owner of Reg. No. 523,611.

Certificate of Correction

Registered November 19, 1957

Registration No. 654,915

Delta Air Lines, Inc.

It is hereby certified that an error appears in the above registration requiring correction as follows:

In the statement, column 2, line 2, "and express" should be *express, freight and cargo*.

The said registration should be read as corrected above.

Signed and sealed this 27th day of May 1958.

[SEAL]

DAPHNE LEEDS,
Assistant Commissioner of Patents.

United States Patent Office

654,915

Registered Nov. 19, 1957

PRINCIPAL REGISTER Service Mark

Ser. No. 17,621, filed Oct. 17, 1956

The logo for Delta Air Lines, featuring the word "Delta" in a stylized, italicized, sans-serif font with a horizontal line through the middle of the letters.

Delta Air Lines, Inc. (Louisiana corporation)
Municipal Airport
Atlanta, Ga.

For: AIR TRANSPORTATION OF PASSENGERS,
MAIL, AND EXPRESS, in CLASS 105.
First use July 1945; in commerce July 1945; in July
1934 in a slightly different format.
Owner of Reg. No. 523,611.

Certificate of Correction

Registered November 19, 1957

Registration No. 654,915

Delta Air Lines, Inc.

It is hereby certified that an error appears in the above registration requiring correction as follows:

In the statement, column 2, line 2, "and express" should be *express, freight and cargo*.

The said registration should be read as corrected above.
Signed and sealed this 27th day of May 1958.

[SEAL]

DAPHNE LEEDS,
Assistant Commissioner of Patents.

Exhibit B

TLD Registration Policies

Overview

The .DELTA TLD is a closed, single-registrant TLD as defined by Specification 13 of the Registry Agreement. Domain registrations, renewals and maintenance will be available only to authorized users and members of Delta Air Lines, Inc. and its subsidiaries. The .DELTA TLD sets to optimize customer service, communicate corporate and consumer information and promote security as follows:

- A consistently structured and authenticated system of Internet and Intranet communication.
- An authenticated brand that enhances consumer confidence in communication from and to .DELTA.

Eligibility

All second-level domains and subsequent sub-domains will be generated solely for the communication structure and strategy of Delta Air Lines, Inc. and its subsidiaries. Accordingly, .DELTA registrations will not be freely available to the market.

Registry Operator will comply with all requirements of Specification 5 of the Registry Agreement.

Rights Protection

Registry Operator will adhere to rights protection mechanisms mandated by ICANN, including all mechanisms included in Specification 7 of the Registry Agreement.

Acceptable Use

Registry Operator will take all reasonable steps to protect personal data from loss, misuse, unauthorized disclosure, alteration or destruction. Registry Operator will also comply, in accordance with the Registry Agreement, with all existing and future consensus policies as formally adopted by ICANN.

Registry Operator will operate a WHOIS service in accordance with Specification 4 of the Registry Agreement and operate this service in full compliance with applicable privacy laws or policies. The Registry will implement appropriate measures to avoid abuse of WHOIS in order that access is restricted to legitimate users. Registry Operator will only use ICANN-accredited registrars established under the 2013 Registrar Accreditation Agreement.

As a single-registrant .Brand TLD eligible for Specification 13, Registry Operator will implement all policies and procedures established within the Registry Agreement.

Exhibit C

Signed Mark Data File ID Number

smdID:

