

.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

GoDaddy East, LLC (“Registry Operator”), in connection with the execution of the Registry Agreement for the .godaddy TLD (the “Registry Agreement”), hereby applies for .godaddy 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.

Submitted by: _____
Position: Vice President, Domains
Dated: August 29, 2014
Email: _____

Exhibit A

Trademark Registration

Int. Cls.: 9, 25, 28, 35, 36, 39, 41, 42 and 45

Prior U.S. Cls.: 21, 22, 23, 26, 36, 38, 39, 50, 100, 101,
102, 105 and 107

Reg. No. 3,669,373

United States Patent and Trademark Office Registered Aug. 18, 2009

TRADEMARK SERVICE MARK PRINCIPAL REGISTER

GO DADDY

GODADDY.COM (ARIZONA CORPORATION)
SUITE 219
14455 N. HAYDEN ROAD
SCOTTSDALE, AZ 85260

FOR: COMPUTER SEARCH ENGINE SOFTWARE FOR ENHANCING SEARCH ENGINE CAPABILITIES AND INCREASING INTERNET TRAFFIC TO WEB SITES; COMPUTER PROGRAMS, NAMELY, FOR DEVELOPING AND DISPLAYING AN INTERACTIVE ELECTRONIC STOREFRONT ON A GLOBAL NETWORK, FOR ADDING AND MANAGING A CATALOG OF PRODUCTS FOR SELLING ON A GLOBAL NETWORK, FOR PROCESSING PAYMENT CALCULATION AND COLLECTION OVER A GLOBAL NETWORK, AND FOR GENERATING REPORTS OF WEB SITE ACTIVITY FOR A DESIGNATED SITE ON A GLOBAL NETWORK; COMPUTER PROGRAMS TO ASSIST OTHERS IN MARKETING THEIR BUSINESSES THROUGH THE CREATION OF TARGETED EMAIL CAMPAIGNS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 3-20-2003; IN COMMERCE 3-20-2003.

FOR: CLOTHING, NAMELY, MEN'S AND WOMEN'S T-SHIRTS, WOMEN'S TANK TOPS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 2-28-2005; IN COMMERCE 2-28-2005.

FOR: SCALE MODEL CARS MADE OF DIE-CAST METAL, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 2-15-2008; IN COMMERCE 2-15-2008.

FOR: INCREASING TRAFFIC FLOW TO WEBSITES ON THE INTERNET, NAMELY, PROMOTING THE GOODS AND SERVICES OF OTHERS BY PROVIDING AUTOMATED HYPERTEXT LINKS TO THE WEBSITES OF OTHERS USING OPTIMAL

SEARCH TERMS AND SEARCH ENGINES; ONLINE AUCTION SERVICES VIA A GLOBAL COMPUTER NETWORK; PROVIDING AN ONLINE COMMERCIAL INFORMATION DIRECTORY ON THE INTERNET; BUSINESS APPRAISALS, NAMELY, PROVIDING APPRAISAL SERVICES RELATING TO THE PURCHASE AND SALE OF DOMAIN NAMES; DOMAIN MONETIZATION SERVICES FOR OTHERS; PAY PER CLICK ADVERTISING MANAGEMENT SERVICES, NAMELY, PROVIDING COMPUTER SERVICES WHICH ALLOWS FOR REVENUE GENERATED FROM CLICK-THROUGH ADVERTISING FOR FACILITATION OF THE STORAGE AND MONETIZATION OF DOMAIN NAME ADDRESSES; ADVERTISING SERVICES, NAMELY, CREATING CORPORATE AND BRAND IDENTITY FOR OTHERS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 12-1-2001; IN COMMERCE 12-1-2001.

FOR: FINANCIAL SPONSORSHIP OF ATHLETES AND ATHLETIC EVENTS; PHILANTHROPIC SERVICES RELATING TO MAKING CONTRIBUTIONS TO CHARITABLE AND COMMUNITY ORGANIZATIONS, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 8-9-2006; IN COMMERCE 8-9-2006.

FOR: PARKING DOMAIN NAMES FOR OTHERS, NAMELY, PROVIDING COMPUTER SERVERS FOR FACILITATION OF THE STORAGE OF DOMAIN NAME ADDRESSES; ELECTRONIC STORAGE OF FILES AND OTHER ELECTRONIC CONTENT ITEMS SELECTED BY USERS FOR LATER RETRIEVAL VIA THE INTERNET, IN CLASS 39 (U.S. CLS. 100 AND 105).

FIRST USE 10-28-2004; IN COMMERCE 10-28-2004.

Exhibit A

FOR: ENTERTAINMENT SERVICES, NAMELY, PROVIDING A WEB SITE FEATURING PHOTOGRAPHIC, AUDIO, VIDEO, AND PROSE PRESENTATIONS FEATURING CELEBRITY NEWS AND PROMOTIONAL MATERIAL; PROVIDING AN INTERNET NEWS PORTAL FEATURING LINKS TO NEWS STORIES AND ARTICLES IN THE FIELD OF CURRENT EVENTS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 11-2-2007; IN COMMERCE 11-2-2007.

FOR: DESIGNING, DEVELOPING AND HOSTING WEB SITES FOR OTHERS ON A GLOBAL COMPUTER NETWORK; PROVIDING E-MAIL AND SPAM FILTERING SERVICES; BLOCKING POP-UP MESSAGES AND PROTECTING THE PRIVACY OF USERS DURING THE COURSE OF INTERACTING WITH A GLOBAL COMPUTER NETWORK; COMPUTER SERVICES, NAMELY, DATA ENCRYPTION SERVICE FOR DIGITAL COMMUNICATIONS FEATURING DIGITAL ENCRYPTION CERTIFICATES; TECHNICAL SUPPORT SERVICES, NAMELY, TROUBLESHOOTING OF COMPUTER HARDWARE AND SOFTWARE PROBLEMS FOR HARDWARE AND SOFTWARE USED IN ASSISTING WITH USER DIGITAL SIGNATURE CERTIFICATION AND WITH DATA ENCRYPTION; DESIGN SERVICES FOR OTHERS, NAMELY, DESIGN SERVICES IN THE NATURE OF GRAPHIC DESIGN IN THE FIELD OF LOGOS, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 3-17-2003; IN COMMERCE 3-17-2003.

FOR: PROVIDING USER AUTHENTICATION SERVICE IN ELECTRONIC TRANSACTIONS AND COMMUNICATIONS ON A GLOBAL COMPUTER NETWORK; ONLINE SOCIAL NETWORKING SERVICES; GLOBAL COMPUTER SYSTEM DOMAIN NAME SEARCHING SERVICES; INFORMATION SERVICES CONCERNING AVAILABILITY OF DOMAIN NAMES; SERVICES PROVIDING INFORMATION INDICATING EXPIRED DOMAIN NAMES, SERVICES PROVIDING INFORMATION CONCERNING LISTINGS OF DOMAIN NAMES FOR SALE BY OTHERS; COMPUTER SERVICES, NAMELY, ASSISTING USERS IN REGISTERING PREVIOUSLY REGISTERED DOMAIN NAMES BY REGISTERING THE DOMAIN NAMES WHEN THE DOMAIN NAMES BECOME PUBLICLY AVAILABLE, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 3-8-2004; IN COMMERCE 3-8-2004.

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

OWNER OF U.S. REG. NOS. 2,558,989, 2,904,954, AND 2,945,200.

SER. NO. 77-678,021, FILED 2-25-2009.

SUNG IN, EXAMINING ATTORNEY

Exhibit B

TLD Registration Polices

1. .GODADDY TLD Mission and Purpose

The mission or purpose of the .GODADDY gTLD is strictly for branding protection and internal use. The gTLD .GODADDY will give visitors to any .GODADDY site the assurance that they are truly dealing with GoDaddy and not an imposter.

Additionally, visitors will be further exposed to the GoDaddy brand and the quality products and services offered.

2. Registration Eligibility

- a. Registrations in the .GODADDY TLD, and control of the DNS records associated with such registrations, will be limited to Registry Operator, its Affiliates, and qualifying Trademark Licensees as defined in, and in accordance with, Specification 13 of the Registry Agreement (“Specification 13”) where applicable.
- b. Additionally, registrations will be used by Registry Operator in the conduct of one or more of its business that are unrelated to the provision of TLD Registry Services, such as web site creation, the promotion of GoDaddy-branded services and improvement of brand protection and brand recognition.

3. Domain Name Allocation

- a. Domain names will be allocated solely to Registry Operator and its affiliates within the .GODADDY TLD in accordance with ICANN policy.
- b. Registrations in the .GODADDY TLD will be allocated and maintained through the GoDaddy.com, LLC (IANA #146) registrar.

4. Reserved Names

- a. Registry Operator reserves two-character labels, country and territory names and other labels in accordance with ICANN policies and reserves the right to revise this policy from time to time to ensure compliance with future ICANN policies.

Exhibit C

Signed Mark Data File ID Number



