

## **.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 .KINDLE TLD (the “Registry Agreement”), hereby applies for .KINDLE 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**

# United States of America

United States Patent and Trademark Office

## KINDLE

**Reg. No. 3,694,267** AMAZON TECHNOLOGIES, INC. (NEVADA CORPORATION)

Registered Oct. 6, 2009 ATTN: TRADEMARKS  
PO BOX 8102  
RENO, NV 89507

**Int. Cls.: 9, 38, and 41**

**TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER**

FOR: PORTABLE ELECTRONIC DEVICE FOR RECEIVING AND READING TEXT AND IMAGES AND SOUND THROUGH WIRELESS INTERNET ACCESS AND FOR DISPLAYING ELECTRONICALLY PUBLISHED MATERIALS, NAMELY, BOOKS, JOURNALS, NEWSPAPERS, MAGAZINES, MULTIMEDIA PRESENTATIONS; COMPUTER HARDWARE AND SOFTWARE IN THE FIELD OF TEXT, IMAGE AND SOUND TRANSMISSION AND DISPLAY, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 11-19-2007; IN COMMERCE 11-19-2007.

FOR: TRANSMISSION OF TEXT, IMAGES AND SOUND THROUGH A PORTABLE ELECTRONIC DEVICE, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 11-19-2007; IN COMMERCE 11-19-2007.

FOR: PROVIDING INFORMATION IN THE FIELD OF ELECTRONIC PUBLISHING IN ALL FORMS, VIA A GLOBAL COMPUTER INFORMATION NETWORK, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 11-19-2007; IN COMMERCE 11-19-2007.

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

SN 78-874,830, FILED 5-2-2006.

HENRY S. ZAK, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office

## **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. The Amazon Kindle is the world's bestselling e-reader. The new latest generation Kindle is the lightest, most compact Kindle ever and features the same 6-inch, most advanced electronic ink display that reads like real paper even in bright sunlight. Kindle Touch is a new addition to the Kindle family with an easy-to-use touch screen that makes it easier than ever to turn pages, search, shop, and take notes – still with all the benefits of the most advanced electronic ink display. Kindle Touch 3G is the top of the line e-reader and offers the same new design and features of Kindle Touch, with the unparalleled added convenience of free 3G. The Kindle Fire is the #1 bestselling product on Amazon. Kindle Fire is the Kindle for movies, TV shows, music, books, magazines, apps, games and web browsing with all the content, free storage in the Amazon Cloud, Whispersync, Amazon Silk (Amazon's new revolutionary cloud-accelerated web browser), vibrant color touch screen, and powerful dual-core processor.

The mission of the .KINDLE registry is:

To provide a unique and dedicated platform for the Amazon Kindle family of devices while simultaneously protecting the integrity of its brand and reputation.

A .KINDLE 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 .KINDLE domain name, and (iii) the dispute resolution policies for the .KINDLE 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 .KINDLE 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 .KINDLE registry will remain the property of Amazon.

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

