

## **.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

LADBROKES INTERNATIONAL PLC (“Registry Operator”), in connection with the execution of the Registry Agreement for the .ladbrokes TLD (the “Registry Agreement”), hereby applies for .ladbrokes 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, listed below, Specification 13 attached thereto, and all supplemental material accompanying this application is accurate and not misleading in any respect.

- The LADBROKES TLD (.ladbrokes) is identical to the textual elements protectable under applicable law of a valid registered trademark
- The LADBROKES trademark is recorded with, and issued a signed mark data file by the Trademark Clearinghouse and meets all eligibility requirements.
- The LADBROKES trademark is owned and used by the Registry Operator and its Affiliates in the ordinary course of Registry Operator’s and its Affiliates’ business in connection with the offering of any of the goods and/or services claimed in the trademark registration.
- The LADBROKES trademark was issued to Registry Operator prior to the filing of its TLD registry application with ICANN.
- The LADBROKES trademark is used throughout the Term continuously in the ordinary course of business of Registry Operator in connection with the offering of any of the goods and/or services identified in the trademark registration.
- The LADBROKES trademark does not begin with a period or a dot.
- The LADBROKES trademark is used by Registry Operator in the conduct of one or more of its businesses that are unrelated to the provision of TLD Registry Services.
- Registry Operator has provided ICANN with an accurate and complete copy of such trademark registration. (see exhibit A).
- Only Registry Operator, its Affiliates or Trademark Licensees are registrants of domain names in the TLD and control the DNS records associated with domain names at any level in the TLD (see exhibit B).
- The TLD is not a Generic String TLD (as defined in Specification 11).
- The LADBROKES trademark is registered within the TMCH as validated in the SMD file ID for the TLD (See Exhibit C)

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 all complete and accurate copies for the TLD to 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: Legal Counsel  
Dated: 28/08/2014  
Email: [REDACTED]

**Exhibit A**

**Trademark Registration**



Alicante, 24/04/2006

HALLMARK IP LIMITED  
Sea Containers House 20 Upper Ground  
London SE1 9BS  
REINO UNIDO

### Certificate of Registration<sup>1</sup>

**Registration No.:** 004421681  
**Your reference:** CC/TM167353EU00  
**Trade Mark:** LADBROKES  
**Applicant:** Ladbrokes International Limited  
57/63 Line Wall Road  
Gibraltar  
GIBRALTAR

Please find enclosed the certificate of registration for Community Trade Mark No. 004421681 which was published in the Community Trade Marks Bulletin no. 2006/017 on 24/04/2006 (see OHIM's website: <http://oami.europa.eu>).

This certificate contains information from the Community Trade Marks Register at the date of registration (see code 151 on the certificate). If you have filed a request for modification of data on or after that date, no new certificate will be issued. You will be notified separately of the change after which an extract from our database may be requested to reflect the administrative status of the mark.

For an explanation of the codes on the certificate please consult the Vademecum on OHIM's website: <http://oami.europa.eu/pdf/mark/vademecum-ctm-en.pdf>.

If you do not agree with the content of this certificate please do not send back the original. You should instead send the Office a letter indicating your objections, which will be dealt with separately.

Catherine DOBSON

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<sup>1</sup>in accordance with Rule 24(1) of Commission Regulation (EC) No 2868/95 of 13 December 1995 implementing Council Regulation (EC) No 40/94 on the Community trade mark (<http://oami/en/mark/aspects/reg/reg2868.htm>) ("Community Trade Mark Implementing Regulation" or "CTMIR") (<http://oami.europa.eu>)



*Registered / Registrato 30/03/2006*

*No 004421681*

**OHIM – OFFICE FOR HARMONIZATION IN THE  
INTERNAL MARKET  
TRADE MARKS AND DESIGNS**

## **CERTIFICATE OF REGISTRATION**

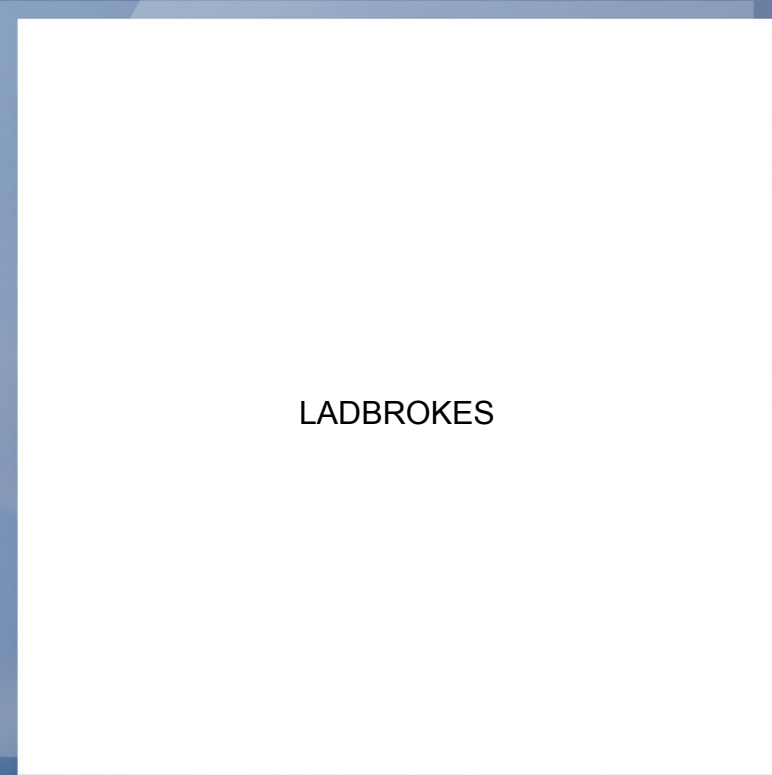
This Certificate of Registration is hereby issued for the Community Trade Mark identified below. The corresponding entries have been recorded in the Register of Community Trade Marks.

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**UAMI – UFFICIO PER L'ARMONIZZAZIONE NEL  
MERCATO INTERNO  
MARCHI, DISEGNI E MODELLI**

## **CERTIFICATO DI REGISTRAZIONE**

Si rilascia il presente certificato di registrazione per il marchio comunitario identificato in appresso. I dati ad esso relativi sono stati iscritti nel Registro dei Marchi Comunitari.



LADBROKES

*The President / Il Presidente*

*Wubbo de Boer*



210	004421681		
220	04/05/2005		
400	21/11/2005		
151	30/03/2006		
450	24/04/2006		
186	04/05/2015		
541		LADBROKES	
732	Ladbrokes International Limited 57/63 Line Wall Road Gibraltar GI		
740	HALLMARK IP LIMITED Sea Containers House 20 Upper Ground London SE1 9BS GB		
270	EN IT		
511	<b>ES</b> - 9 Software para apuestas, juegos de azar y juegos de apuestas y para máquinas de juegos; publicaciones electrónicas; generadores de números electrónicos; terminales de números electrónicos; máquinas calculadoras; tarjetas con datos magnéticos. <b>ES</b> - 16 Productos de imprenta y publicaciones; revistas; boletines informativos; manuales, material de instrucción y de enseñanza; calendarios; papel, papelería; billetes, billetes de lotería; fichas; tarjetas impresas, tarjetas para rascar, tarjetas de juegos; cuadernillos. <b>ES</b> - 41 Servicios de apuestas, juegos de azar y juego; realización de loterías; organización de competiciones; diversiones; servicios de juego prestados en línea desde una red informática; servicios de información y asesoramiento relacionados con todos los servicios mencionados; servicios de instrucción. <b>CS</b> - 9 Počítačový software pro sázení, hraní a hazardní hry a pro hrací automaty; elektronické publikace; elektronické generátory čísel; elektronické číselné terminály; počítačové stroje (kalkulačky); karty obsahující magnetická data. <b>CS</b> - 16 Tiskoviny a publikace; časopisy; informační zpravodaje; pomůcky, učební a vyučovací pomůcky; kalendáře; papír, papírenské zboží; tikety, loterijní tikety; visačky; tištěné pohlednice, stírací karty, hrací karty; brožury. <b>CS</b> - 41 Služby v oblasti sázení, her a hazardních her; pořádání loterií; organizování soutěží; zábavní podniky; provozování her online z počítačové sítě; informační a poradenské služby týkající se veškerých výše uvedených služeb; školicí služby. <b>DA</b> - 9 Computersoftware til væddemål, spillevirksomhed og hasardspil og til spillemaskiner; elektroniske publikationer; elektroniske nummtergeneratore; elektroniske terminaler med numre; regnemaskiner; kort med magnetiske data. <b>DA</b> - 16 Tryksager og publikationer; blade; nyhedsbreve; betjeningsvejledninger, instruktions- og undervisningsmateriale; kalendere; papir, papirhandlervarer; billetter, lotterisedler; poletter; trykte kort, skrabekort, spillekort; småskrifter. <b>DA</b> - 41 Virksomhed i forbindelse med væddemål, spillehaller og hasardspil; arrangering af lotterier; organisering af konkurrencer;		
			underholdning; spillevirksomhed online fra et computer-netværk; information og rådgivning vedrørende alle ovennævnte tjenesteydelser. <b>DE</b> - 9 Computersoftware für Wetten, Durchführung von Glücksspielen und Glücksspiele und Spielautomaten; elektronische Publikationen; elektronische Nummterzeuger; elektronische Nummterterminalen; Rechenmaschinen; Karten mit Magnetdaten. <b>DE</b> - 16 Druckereierzeugnisse und gedruckte Veröffentlichungen; Magazine; Mitteilungsblätter; Handbücher, Lehr- und Unterrichtsmittel; Kalender; Papier, Papier- und Schreibwaren; Tickets, Lotterielose; Marken; gedruckte Karten, Rubbelkarten, Spielkarten; kleine Bücher. <b>DE</b> - 41 Wetten, Spiele und Glücksspiele; Veranstaltung von Lotterien; Organisation von Wettbewerben; Vergnügungen; Spiele, die online über ein Computernetz angeboten werden; Information und Beratung in Bezug auf alle vorstehend genannten Leistungen; Unterweisungsdienste. <b>ET</b> - 9 Arvutitarkvara kihlvedude, mängimise ja hasartmängude ning mänguautomaatide jaoks; elektroonilised teosed; elektroonilised numbrigeneraatorid; elektroonilised numbriterminalid; kalkulaatorid, klahvarvutid; magnetilisi andmeid kandvad kaardid. <b>ET</b> - 16 Trükitooted ja trükised; ajakirjad; infolehed; käsiraamatud, juhend- ja õppematerjalid; kalendrid; paber, kirjutustarbed; pletid, loteriipiletid; lipikud; trükitud kaardid, loteriipiletid, mängukaardid; brošüürid. <b>ET</b> - 41 Kihlveo-, hasartmängu- ja mänguteenused; loteriide korraldamine; võistluste korraldamine; meelelahutus, ajaviide, lõbusus; mänguteenused arvutivõrgus; eelpoolnimetatud teenustega seotud informatsiooni- ja nõustamisteenused; õppetee- <b>EL</b> - 9 Λοιγισμικό ηλεκτρονικών υπολογιστών για στοιχήματα, τυχερά παιχνίδια και στοιχηματικά παιχνίδια και για μηχανές τυχερών παιχνιδιών· ηλεκτρονικές εκδόσεις· ηλεκτρονικές μηχανές έκδοσης δελτίου με αριθμό προτεραιότητας· ηλεκτρονικά τερματικά έκδοσης δελτίου με αριθμό προτεραιότητας· αριθμομηχανές (υπολογιστικές μηχανές)· κάρτες που φέρουν μαγνητικά δεδομένα. <b>EL</b> - 16 Εντυπο υλικό και εκδόσεις· περιοδικά· ενημερωτικά δελτία· χειρίδια, εκπαιδευτικό και παιδαγωγικό υλικό· ημεροδείκτες· χαρτί, είδη χαρτοπωλείου· λαχνοί, λαχνοί λαχειοφόρου αγοράς· κουπόνια· έντυπες κάρτες, κάρτες τύπου "ξυστό", κάρτες για παιχνίδια· βιβλιοθήκες. <b>EL</b> - 41 Υπηρεσίες στοιχημάτων και τυχερών παιχνιδιών· διεξαγωγή λαχειοφόρων αγορών· οργάνωση διαγωνισμών· αναψυχή· υπηρεσίες παιχνιδιών παρεχόμενες επί γραμμής από δίκτυο ηλεκτρονικών υπολογιστών· υπηρεσίες παροχής πληροφοριών και συμβουλών σε σχέση με όλες τις προαναφερόμενες υπηρεσίες· υπηρεσίες διδασκαλίας. <b>EN</b> - 9 Computer software for betting, gaming and gambling and for gaming machines; electronic publications; electronic number generators; electronic number terminals; calculators; cards bearing magnetic data. <b>EN</b> - 16



Printed matter and printed publications; magazines; newsletters; manuals, instructional and teaching materials; calendars; paper, stationery; tickets, lottery tickets; tokens; printed cards, scratch cards, game cards; booklets.

**EN** - 41

Betting, gaming and gambling services; conducting lotteries; organisation of competitions; amusements; games services provided on-line from a computer network; information and advisory services relating to the aforesaid services; instruction services.

**FR** - 9

Logiciels de paris, de jeux d'argent et de jeux et pour machines de jeux; publications électroniques; générateurs de nombres électroniques; terminaux de chiffres électroniques; machines à calculer; cartes contenant des données magnétiques.

**FR** - 16

Imprimés et publications imprimées; magazines; bulletins d'information; manuels, matériel d'instruction et d'enseignement; calendriers; papier, papeterie; tickets, billets de loterie; jetons; cartes de jeu, cartes imprimées, cartes à gratter; livrets, brochures.

**FR** - 41

Services de paris, de jeux d'argent et de jeux; conduite de loteries; organisation de compétitions; divertissements; services de jeux fournis en ligne sur un réseau informatique; services d'informations et de conseils concernant tous les services précités; services d'instruction.

**IT** - 9

Software per scommesse, giochi di denaro e giochi d'azzardo e per macchine per giochi di denaro; pubblicazioni elettroniche; generatori di numeri elettronici; terminali numerici elettronici; macchine calcolatrici; schede contenenti dati magnetici.

**IT** - 16

Stampati e pubblicazioni; riviste; bollettini di informazione; manuali, materiale per istruzione e l'insegnamento; calendari; carta, articoli di cartoleria; biglietti, biglietti della lotteria; gettoni; schede stampate, cartoline del tipo "gratta e vinci", carte da gioco; libretti.

**IT** - 41

Scommesse, giochi di denaro e giochi d'azzardo; conduzione di lotterie; organizzazione di competizioni; divertimenti; giochi forniti on line attraverso una rete informatica; informazioni e consulenza relative ai suddetti servizi; servizi di istruzione.

**LV** - 9

Datoru programatūras derībām, spēlēšanai un azartspēlēm spēļu mašīnās; elektroniskas publikācijas; elektroniski skaitļu ģeneratori; elektroniski skaitļu termināļi; rēķināšanas mašīnas; kartes, kas satur magnētiskos datus.

**LV** - 16

Iespiedprodukcija un publikācijas; žurnāli; biļeteni; rokasgrāmatas, instrukciju un mācību līdzekļi; kalendāri; papīrs, kancelejas preces; biļetes, loterijas biļetes; etiķetes; iespiestas kartītes, noskrāpējamas kartītes, spēļu kārtis; bukleti.

**LV** - 41

Totalizatori, spēles un azartspēles; loteriju vadība; konkursu un sacensību organizēšana; izklaide; spēļu pakalpojumi, kurus nodrošina tiešsaistē no datortīkla; informācijas un padomu sniegšana saistībā ar visiem iepriekš minētajiem pakalpojumiem; instrukciju pakalpojumi.

**LT** - 9

Kompiuterių programinė įranga, skirta lažyboms, azartiniams žaidimams ir lošimams bei azartinių žaidimų automatams; elektroniniai leidiniai; elektroniniai skaičių sekos generatoriai;

elektroniniai skaičių sekos terminalai; skaičiavimo mašinos; kortelės su magnetiniais duomenimis.

**LT** - 16

Spaudiniai ir leidiniai; žurnalai; informaciniai biuletiniai; žinyrai, instrukcinė ir mokomoji medžiaga; kalendoriai; popierius, raštinės reikmenys; bilietai, loterijos bilietai; žyminės kortelės; spausdintos kortelės, nutrinamos kortelės, žaidimų kortos; bukletai.

**LT** - 41

Lažybų, azartinių žaidimų ir lošimų paslaugos; loterijų rengimas; varžybų organizavimas; pramogos; žaidimų paslaugos, teikiamos tiesioginio ryšio linija iš kompiuterių tinklo; informacija ir patarimai, susijusios su visomis anksčiau nurodytomis paslaugomis; instruktavimo paslaugos.

**HU** - 9

Számítógépes szoftver fogadáshoz és játékhoz, szerencsejátékhoz és játékgépekhez; elektronikus publikációk; elektronikus számgenerátorok; elektronikus numerikus terminálok; számológépek; mágneses adatokat hordozó kártyák.

**HU** - 16

Nyomatványok és kiadványok; magazinok; hírlevelek; kézikönyvek, oktatási és tananyagok; naptárak; papír, papíráruk; jegyek, lottószelvények; címkék, függőcímkék, cédulák; nyomtatott kártyák, kaparós kártyák, játékkártyák; könyvecskék/füzetek.

**HU** - 41

Fogadás, szerencsejátékok és játékok; sorsjátékok működtetése; versenyek megszervezése; szórakozási lehetőségek/módok; számítógépes hálózatról on-line biztosított játék-szolgáltatások; az összes fent említett szolgáltatással kapcsolatos tájékoztató és tanácsadó szolgáltatás; képzési szolgáltatások.

**MT** - 9

Softwer tal-kompjuter għall-imħatri, għal-logħob u għal-logħob ta' l-azzard u għall- magni tal-logħob; publikazzjonijiet elettronici; ġeneraturi ta' numri elettronici; terminali tan-numri elettronici; magni li jikkalkulaw; kards li fihom data manjetika.

**MT** - 16

Materjal stampat u publikazzjonijiet; magazinijiet; rapporti informali; manwali, materjali struttivi u għat-tagħlim; kalendarij; karti, kartoleriji; biljetti, biljetti tal-loterija; tikketti; kards stampati, biljetti li jinbarxu, karti tal-logħob; kotba žgħar.

**MT** - 41

Servizzi ta' logħob ta' l-azzard, logħob ta' l-azzard u logħob; l-organizzazzjoni ta' lotteriji; l-organizzazzjoni ta' kompetizzjonijiet; divertiment; servizzi ta' logħob provduti online minn networks tal-kompjuter; servizzi ta' informazzjoni u pariri relatati mas-servizzi kollha hawn fuq imsemmija; servizzi ta' struzzjoni.

**NL** - 9

Software voor gokken, gok- en kansspelen en voor speelautomaten; elektronische publicaties; elektronische nummergeneratoren; elektronische nummerterminals; rekenmachines; kaarten met magnetische gegevens.

**NL** - 16

Drukwerken en publicaties; tijdschriften; nieuwsbrieven; handboeken, leermiddelen en onderwijsmateriaal; kalenders; papier, schrijfbehoeften; kaartjes, lottokaarten; fiches; gedrukte kaarten, kraskaarten, speelkaarten; boekjes.

**NL** - 41

Wed-, gok- en kansspelen; het houden van loterijen; organisatie van wedstrijden; amusement; spellen, on line geleverd vanuit een computernetwerk; informatie en advisering met betrekking tot alle voornoemde diensten; instructiediensten.

**PL** - 9

Oprogramowanie komputerowe do zakładów, gier i gier hazardowych oraz do automatów do gier; publikacje elektroniczne;



elektroniczne generatory liczb; elektroniczne terminale liczbowe; maszyny liczące; karty zawierające dane magnetyczne.

**PL** - 16

Materiały drukowane i publikacje; czasopisma; okólniki; podręczniki, materiały instruktażowe i dydaktyczne; kalendarze; papier, artykuły papiernicze; bilety, bilety loteryjne; żetony; karty drukowane, zdrapki, karty do gier; broszury.

**PL** - 41

Obsługa salonów gier, gry hazardowe i gry; organizowanie loterii; organizowanie konkursów; zabawy; gry oferowane w systemie on-line z sieci komputerowej; informacja i poradnictwo dotyczące uprzednio wymienionych usług; usługi instruktażowe.

**PT** - 9

Software para apostas, jogos de azar e máquinas de jogo; publicações electrónicas; criadores de números electrónicos; terminais de números electrónicos; máquinas de calcular; cartões com dados magnéticos.

**PT** - 16

Produtos de impressão e publicações; revistas; boletins informativos; manuais, material de ensino ou de instrução; calendários; papel, artigos de papelaria; bilhetes, bilhetes de lotaria; fichas; cartões impressos, cartões para raspar, cartões de jogos; folhetos.

**PT** - 41

Serviços de apostas, jogos a dinheiro e jogos de azar; organização de lotarias; organização de competições; divertimentos; serviços de jogo fornecidos em linha a partir de uma rede informática; serviços de informação e assessoria relacionados com todos os serviços atrás referidos; serviços de instrução.

**SK** - 9

Počítačový softvér pre stávkovacie, hazardné a herné automaty; elektronické publikácie; elektronické generátory čísiel; elektronické číselné terminály; počítačacie stroje; karty obsahujúce magnetické dáta.

**SK** - 16

Tlačivá a tlač; časopisy; obehníky; manuály, inštruktážne a vyučovacie materiály; kalendáre; papier, kancelárske potreby; lístky, lósy/žreby; žetóny, etikety; vytlačené karty, náčrtné karty, hracie karty; brožúry.

**SK** - 41

Služby pre stávky, hazardné hry a hry; organizovanie lotérií; organizácia súťaží; zábavné parky; poskytovanie počítačových hier on-line z počítačových sietí; informačné a poradenské služby týkajúce sa všetkých vyššie uvedených služieb; vyučovanie.

**SL** - 9

Računalniška programska oprema stavne, igralne in hazarderske avtomate; elektronske publikacije; elektronski generatorji števil; elektronski številčni terminali; računski stroji; kartice s posnetimi magnetnimi podatki.

**SL** - 16

Tiskani izdelki in publikacije; revije; okrožnice; priročniki, poučni in poučevalni materiali; koledarji; papir, pisarniške potrebščine; kartice, loterijske srečke; vrednostni znaki; tiskane kartice, hitre srečke, igralne karte; knjžice.

**SL** - 41

Storitve stav, iger na srečo in iger; vodenje loterij; organizacija tekmovanj; zabave; nudenje iger na računalniški mreži; informacijske in svetovalne storitve v zvezi z omenjenimi storitvami; inštruiranje.

**FI** - 9

Tietokonehjelmistot vedonlyöntiin, pelaamiseen ja uhkapeleihin sekä pelilaitteisiin; elektroniset julkaisut; elektroniset numerogeneraattorit; elektroniset numeropäätteet; laskukoneet; magneettisia tietoja sisältävät kortit.

**FI** - 16

Painotuotteet ja julkaisut; aikakauslehdet; tiedotteet; käsikirjat, neuvonta- ja opetusmateriaalit; kalenterit; paperi, paperikauppatavarat; liput, arpaliput; rahakkeet; painetut kortit, raaputus-kortit, pelikortit; kirjaset.

**FI** - 41

Vedonlyönti-, peli- ja rahapelipalvelut; arpajaisten järjestäminen; kilpailujen järjestäminen; huvitukset; tietokoneverkosta online-periaatteella tarjottavat pelipalvelut; kaikkiin edellä mainittuihin palveluihin liittyvät tiedotus- ja neuvontapalvelut; ohjauspalvelut.

**SV** - 9

Programvara för vadhållning, hasardspel och spel och för spelmaskiner; elektroniska publikationer; elektroniska nummargeneratorer; elektroniska nummerterminaler; räknemaskiner; kortinterfererande magnetiska data.

**SV** - 16

Trycksaker och publikationer; magasin; nyhetsbrev; manualer, instruktions- och undervisningsmaterial; kalendrar; papper, pappersvaror (skriv- och kontorsmaterial); biljetter, lottsedlar; polletter; tryckta kort, skrapkort, spelkort; småskrifter.

**SV** - 41

Vadslagnings-, spel- och hasardspelstjänster; anordnande av lotterier; anordnande av tävlingar; nöjestjänster; speltjänster som tillhandahålls via direktanslutning från ett datornät; information och rådgivning avseende alla nämnda tjänster; instruktionstjänster.



**Exhibit B**

**TLD Registration Polices**

## **.ladbrokes TLD REGISTRATION POLICY**

### **1. ELIGIBILITY**

Only LADBROKES and its Affiliates are eligible to register a Domain Name under the **.ladbrokes** TLD. If the Registrant ceases to be eligible at any time in the future, the Registry may cancel or suspend the licence to use the Domain Name immediately.

The registration of Domain Names must be approved by an authorized person(s) as nominated by the Registry (“Authorized Person”) in addition to meeting all requirements under the Registry Rules.

The registration of Domain Names will be centralized and managed through the exclusive Registrar(s) selected by the Registry.

### **2. REQUIRED CRITERIA FOR DOMAIN NAME REGISTRATION**

An application for Domain Name registration must meet all the following criteria:

- (i) availability;
  - a. the Domain Name is not already registered
  - b. it is not reserved or blocked by the Registry
- (ii) technical requirements;
  - a. a maximum of 63 characters (after its conversion into the ASCII for IDNs);
  - b. use of characters selected from the list of supported characters as nominated by the Registry; and
  - c. any additional technical requirements as required by the Registry from time to time.
- (iii) compliance with all requirements under the Registry Rules.

### **3. OBLIGATION OF REGISTRANTS**

The Registrant must enter into an agreement with the Registrar for Domain Name registration under which the Registrant will be bound by the Registry Rules specified through the Registry-Registrar agreement as amended by the Registry from time to time.

The Registrant must also agree to be bound by the minimum requirements in clause 3.7.7 of 2013 ICANN Registrar Accreditation Agreement as amended from time to time (“2013 ICANN RAA”).

The Registrant must represent and warrant that:

- (i) it meets, and will continue to meet, the eligibility criteria at all times and must notify the Registrar if it ceases to meet such criteria;
- (ii) the registration, renewal and use of the Domain Name does not violate any third party intellectual property rights, applicable laws or regulation;
- (iii) the registration and use of the Domain Name is made in good faith and for a lawful purpose;
- (iv) if the use of registered Domain Name is licensed to a third party,
  - a. the Registrant must have a licencing agreement with the licensee for the use of the Domain Name that is not less onerous than the obligation of the Registrant contained in the Registry Rules; and
  - b. where there is a breach of any provisions contained in the Registry Rules by the licensee of the Domain Name, Registry may revoke the Domain Name at its sole discretion.
- (v) it owns or otherwise has the right to provide all registration data (including personal information) for each Domain Name registered and provision of such registration data complies with all applicable data protection laws and regulations; and
- (vi) It has appropriate consent and licences to allow for publication of registration data in the WHOIS database.

### **4. REGISTRANT CONTACT INFORMATION**

The Registrant must provide complete and accurate contact information of the Registrant (in accordance with 2013 ICANN RAA, including but not limited to the following;

- (i) name of a company or organization (or full name of the Registrant if the Registrant is a natural person);

- (ii) registered office and principal place of business (or address of the Registrant if the Registrant is a natural person); and
- (iii) contact details of the Registrant including e-mail address and telephone number.

All Registrant contact information must be complete and accurate. Any changes to such Registrant information must be promptly notified to the Registrar, and no later than one (1) month of such change.

## **5. REVOCATION OF DOMAIN NAMES**

The Registrant acknowledges that the Registry may revoke a Domain Name immediately at its sole discretion:

- (i) in the event the Registrant breaches any Registry Rules;
- (ii) to comply with applicable law, court order, government rule or under any dispute resolution processes;
- (iii) where such Domain Name is used for any of the following prohibited activities (Prohibited Activities):
  - a. spamming;
  - b. intellectual property and privacy violations;
  - c. obscene speech or materials;
  - d. defamatory or abusive language;
  - e. forging headers, return addresses and internet protocol addresses;
  - f. illegal or unauthorized access to other computers or networks;
  - g. distribution of internet viruses, worms, Trojan horses or other destructive activities; and
  - h. any other illegal or prohibited activities as determined by the Registry.
- (iv) in order to protect the integrity and stability of the domain name system and the Registry;
- (v) where such Domain Name is placed under reserved names list at any time; and
- (vi) where Registrant fails to make payment to the Registrar for registration, renewal or any other relevant services.

## **6. USE OF SECOND OR THIRD LEVEL IDNS**

In addition to meeting all required criteria for registration of domain names above, an application for an IDN Domain Name must:

- (i) comply with any additional registration policy on IDNs for each language;
- (ii) meet all technical requirement for the applicable IDN;
- (iii) comply with the IDN tables used by the Registry as amended from time to time; and
- (iv) meet any other additional technical requirements as required by the Registry.

## **7. USE OF GEOGRAPHIC NAMES**

All two-character labels and country and territory names will be initially reserved in accordance with specification 5 of the Registry Agreement. Upon approval from ICANN and any other guidelines by applicable governments and ICANN's Governmental Advisory Committee, the Registry may release the two-character labels and country and territory names in accordance with LADBROKES's response to Question 22 Geographic Names.

## **8. RESERVED NAMES**

The Registry may place certain names in its reserved list from time to time where:

- (i) the Registry believes in its sole discretion that use of such names may pose a risk to the operational stability or integrity of the Registry;
- (ii) in accordance with ICANN's specifications contained in the Registry Agreement, guidelines or recommendations;
- (iii) there is a risk of trademark infringement or where the name otherwise may cause confusion taking into consideration the mission and purpose of the TLD; or
- (iv) the Registry in its sole discretion decides certain names to be reserved for any reason.

## **9. ALLOCATION OF DOMAIN NAME**

The Registry will register Domain Names on a first-come, first-served basis in accordance with the Registry Rules. The Registry does not provide pre-registration or reservation of Domain Names.

## **10. TERM OF REGISTRATION / RENEWAL**

Initial term of registration:

A Domain Name can be registered for a period between one (1) to ten (10) years. Upon registration of a Domain Name, the Registrant holds a licence to use the Domain Name for the registration period.

Renewal of registration:

The term may be extended at any time for a period between one (1) to ten (10) years, provided that the total aggregate term of the Domain Name does not exceed ten (10) years at any time.

Cancellation of registration:

The Registrant may cancel a Domain Name registration at any time by submitting its request in writing with the Registrar.

Auto-renewal:

Upon expiry of the Domain Name, the Registry will auto-renew the Domain Name for a one year term (1) year term unless the Registrant submits its intention not to renew the Domain Name.

The Registry will implement the business rules for the renewal of Domain Names documented in appendix 7 of the .com Registry Agreement, as amended from time to time.

## **11. TRANSFER OF DOMAIN NAMES BETWEEN REGISTRANTS**

Any transfer of a Domain Name between Registrants must be approved by the Registry through the Registrar in accordance with the Registry Rules.

## **12. PRIVACY AND DATA PROTECTION**

By registering a Domain Name, the registrant authorizes the Registry to process personal information and other data required for the operation of the TLD. The Registry will only use the data for the operation of the Registry including but not limited to its internal use, communication with the Registrant or the Registrar, and provision of WHOIS look-up facility.

The Registry may only transfer the data to third parties:

- (i) with the Registrant's consent;
- (ii) in order to comply with laws, regulations or orders by a competent public authority and any Alternative Dispute Resolution (ADR) providers; or
- (iii) for a publicly available and searchable WHOIS look-up facility, in accordance with specification 4 of the Registry Agreement.

## **13. WHOIS**

The Registry provides a publicly available and searchable WHOIS look up facility, where information about the Domain Name's status (including creation and expiry dates), and registrant, administrative and the technical contact administering the Domain Name can be found, in accordance with specification 4 of the Registry Agreement.

In order to prevent misuse of the WHOIS look up facility, the Registry requires that any person submitting a WHOIS database query will be required to read and agree to the terms and conditions, which will provide that:

- (i) the WHOIS database is provided for information purposes only; and
- (ii) the user agrees not to use the WHOIS information to allow or enable the transmission of unsolicited commercial advertising or other communication via email or other methods to the Registrants.

## **14. DISPUTE RESOLUTION**

The Registrant agrees to be bound by ICANN's Dispute Resolution Policies in respect of all disputes in connection with the Domain Name.

## **15. COMPLIANCE WITH CONSENSUS AND TEMPORARY POLICIES**

The Registrant agrees to be bound by all applicable consensus and temporary policies as required and mandated by ICANN.

## **16. DEFINITIONS**

**Affiliate** has the same meaning as defined in Registry Agreement.

**Domain Name** means a domain name registered directly under the **.ladbrokes** TLD or for which a request or application for registration has been filed with the Registry;

**ICANN's Dispute Policy** means the dispute policy currently known as the Uniform Domain Name Dispute Resolution Policy (UDRP) issued and as may be updated from time to time by the Internet Corporation of Assigned Names and Number (ICANN) and the Uniform Rapid Suspension (URS) (see Specification 7 of the Registry Agreement).

**Registrar** means an ICANN accredited registrar which enters into an exclusive Registry-Registrar agreement for the TLD, and which provides domain name registration services to Registrants;

**Registry** means LADBROKES INTERNATIONAL PLC ("LADBROKES");

**Registry Agreement** means the agreement between the Registry and ICANN;

**Registry Rules** mean:

- (i) this Registration Policy; and
- (ii) any rules and regulations provided and amended by the Registry from time to time.

**Registrant** means a natural person, company or organization who holds a Domain Name registration or who has requested or applied for the registration of a Domain Name.

**Exhibit C**

**SMD File No.** [REDACTED]