

## Amendment No. 1 to Registry Agreement

The Internet Corporation for Assigned Names and Numbers and Internet Naming Company LLC agree, effective as of \_\_\_\_\_ (“Amendment No. 1 Effective Date”), that the modification set forth in this amendment No. 1 (the “Amendment”) is made to the 11 December 2014 .lifestyle Registry Agreement between the parties, as amended (the “Agreement”).

The parties hereby agree to amend Exhibit A of the Agreement by adding the following new text as a new section 5:

[START NEW TEXT]

### **“5. Label Blocking Service**

Label Blocking is a service that allows rights holders to block certain labels from registration. The blocked domain names must comply with the provisions described in Specification 5, Section 3.3 of the Registry Agreement.

Domain names blocked by the Label Blocking Service will be either an exact match of a label or will contain an exact match of such labels, or may include domain names that are a misspelling of, or contain a misspelling of a label. Where two or more parties have verified rights for the same label or string, and one party wishes to unblock the label to register an associated domain name, approval will be required from the other rights holder(s).”

[END NEW TEXT]

Each party hereby acknowledges and agrees that this Amendment shall not be construed as a waiver of any provision of the Agreement by any party hereto, nor shall it in any way affect the validity of, or the right of any party hereto, to enforce the provisions of the Agreement. The parties agree that, except as set forth in this Amendment and any prior duly authorized and executed amendments, the current terms and conditions of the Agreement will remain in full force and effect. All capitalized terms not defined will have the meaning given to them in the Agreement. This Amendment may be executed in counterparts, each of which shall be deemed an original, and all of such counterparts taken together shall constitute one and the same instrument.

### **ACCEPTED AND AGREED:**

#### **INTERNET CORPORATION FOR ASSIGNED NAMES AND NUMBERS**

By: \_\_\_\_\_  
Theresa Swinehart  
Senior Vice President, Global Domains and Strategy

#### **INTERNET NAMING COMPANY LLC**

By: \_\_\_\_\_  
Shayan Rostam  
President