

### Attachment 3

#### **.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

[Nationwide Mutual Insurance Company] ("Registry Operator"), in connection with the execution of the Registry Agreement for the [.Nationwide] TLD (the "Registry Agreement"), hereby applies for [.Nationwide] 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 and the registration policies attached hereto as Exhibit B are complete and accurate copies of the official trademark registration and Registry Operator's registration policies for the TLD, respectively.

*[Note to applicant: If an applicant's TLD does not meet the criteria for the TLD to be qualified as a .Brand TLD, please revise the foregoing paragraph accordingly and insert a detailed description of which criteria is not met and why, and the justification for the TLD to nonetheless be qualified as a .Brand TLD.]*

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:  
Position:  
Dated:  
Email:



## **.Nationwide Registration Policy**

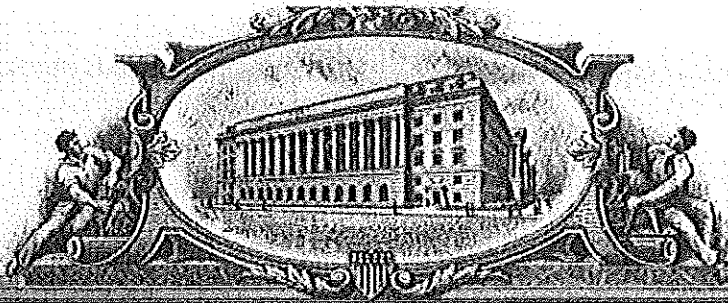
### **18(b)**

iv. Provide a complete description of the applicant's intended registration policies in support of the goals listed above.

In support of the goals listed above, only Applicant through its authorized employees will be allowed to register domain names within the TLD for its own exclusive use. Accordingly, the general public will never be allowed to register, buy, or sell domain names in the TLD. Applicant, however, reserves the right to sell, distribute, or transfer control or use of any registrations in the TLD to any third party that is an Affiliate of Applicant for uses as specified by Applicant. Affiliate will be defined for the purposes of this application as (i) a person or entity that, directly or indirectly, through one or more intermediaries, controls, is controlled by, or is under common control with, Applicant, and (ii) "control" (including the terms "controlled by" and "under common control with") means the possession, directly or indirectly, of the power to direct or cause the direction of the management or policies of a person or entity regarding the use of a domain name within the TLD, whether through the ownership of securities, as trustee or executor, by serving as an employee or a member of a board of directors or equivalent governing body, by contract, by credit arrangement or otherwise.

As stated above, Nationwide intends to operate a closed registry in order to continue offer the high-quality online insurance and financial goods and services it currently offers on its branded websites in existing top-level domains. Accordingly, policies and decisions regarding the registration and use of domain names within the TLD will continue to be provided through an internal team consisting of Nationwide's existing decision-making channels. The TLD's domain name policies will be limited by its abuse prevention and rights protection policies discussed further herein, and will strive to avoid registering domain names that are confusingly similar to third-party's trademarks and related rights. Obscene, explicit, and offensive domain names will not be entitled to registration in the TLD.

715692



**THE UNITED STATES OF AMERICA**

**TO ALL TO WHOM THESE PRESENTS SHALL COME:**

**UNITED STATES DEPARTMENT OF COMMERCE**

**United States Patent and Trademark Office**

February 09, 2004

THE ATTACHED U.S. TRADEMARK REGISTRATION 854,888 IS CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 20 YEARS FROM *August 13, 1968*  
1st RENEWAL FOR A TERM OF 20 YEARS FROM *August 13, 1988*  
SECTION 8 & 15

SAID RECORDS SHOW TITLE TO BE IN:

*Registrant*



By Authority of the  
**COMMISSIONER OF PATENTS AND TRADEMARKS**

*E. Borrett*

E. BORNETT  
Certifying Officer

United States Patent Office

854,888

Registered Aug. 13, 1968

PRINCIPAL REGISTER  
Service Mark

Ser. No. 276,679, filed July 24, 1967

NATIONWIDE

Nationwide Mutual Insurance Company (Ohio corporation)  
246 N. High St.  
Columbus, Ohio 43215

For: UNDERWRITING AND SALE OF ALL LINES  
OF INSURANCE, INCLUDING FIRE, LIFE, AND  
CASUALTY, in CLASS 102 (INT. CL. 36).  
First use Sept. 5, 1953; in commerce Sept. 5, 1955.  
Owner of Reg. Nos. 618,001, 713,962, and 733,565.

M. H. MARKS, Examiner.