

.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

NIPPON TELEGRAPH AND TELEPHONE CORPORATION ("Registry Operator"), in connection with the execution of the Registry Agreement for the .ntt TLD (the "Registry Agreement"), hereby applies for .ntt 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, 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]

[REDACTED].

Submitted by: [REDACTED]
Position: Associate Manager
Dated: August 20, 2014
Email: [REDACTED]—

Exhibit A

Trademark Registration

[follows this page]



商標登録証

登録第 4 3 1 8 7 6 5 号

平成 9 年商標登録願第 1 3 9 0 8 9 号

商標



指定商品又は指定役務並びに商品及び役務の区分

第 3 8 類 電子計算機端末による通信ネットワークへの接続の提供，総合デジタル通信，テレビジョン放送，有線テレビジョン放送，報道をする者に対するニュースの供給，テレビ会議通信，ファクシミリによる
その他別紙記載

商標権者 東京都千代田区大手町二丁目 3 番 1 号

日本電信電話株式会社

この商標は、登録するものと確定し、商標原簿に登録されたことを証する。

平成 1 1 年 9 月 2 4 日

特許庁長官

近藤隆彦



Exhibit B

TLD Registration Policies

[follows this page]

.ntt

Registration Policies

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1. Mission
2. Registration Eligibility
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1. Mission

Nippon Telegraph and Telephone Corporation(NTT), as Japan's largest telecommunications carrier, is promoting wide use of the world's highest level broadband network, and actively involved in creating a wide range of broadband and ubiquitous services with a unified effort of the NTT Group.

Our concept, ".ntt," serves the purpose of protecting the iconic Japanese brand of NTT, by acquiring ".ntt", and meanwhile providing a safer and more secure domain name environment in order to extend and elevate the brand value of NTT in the borderless global market.

As per our corporate branding, in addition to our world's highest level broadband network infrastructure, we are promoting and enhancing the fiber-optic video services and the cloud computing services, driving enthusiastically to create new services, and well-positioning to serve the total ICT solutions globally. These ongoing progresses will allow us to deploy a new service/business model in the global market, bringing about a greater synergy among the NTT Group companies as a whole, and through that process we hope that .ntt will contribute in gaining recognition and building a new corporate image for NTT.

Our ".ntt " aims at achieving three goals:

(1) Acquire .ntt brand:

Acquire .ntt and protect the NTT brand.

(2) Provide .ntt TLD:

Provide an enhanced(safer and more secure)domain name environment.

(3) Leverage .ntt TLD:

Leverage .ntt to advance brand value/image and gain brand recognition.

2. Registration Eligibility

NTT proposes that only NTT(NTT Subsidiaries : domestic and overseas) will be allowed to request second level domain registrations.

NTT will apply its own evaluation criteria to review and evaluate the potential users and objectives, and NTT will register only the qualified second level domain names/strings.

3. Anti-Abuse Policy

NTT is committed to minimizing abusive registration activities and other illegal activities within the .ntt namespace, by including the following legal terms and conditions into all .ntt domain name registration agreements:

The nature of such abuses creates security and stability issues for the registries, registrars and registrants, as well as for the users of the Internet in general. NTT defines abusive use of a domain name to include, without limitation, the following illegal or fraudulent actions.

- Botnet commands and control:

Services run on a domain name that are used to control a collection of compromised computers or "zombies," or to direct denial-of-service attacks(i.e. DDoS attacks)

- Distribution of child pornography.

- Fast flux hosting:

Use of fast-flux techniques to disguise the location of Web sites or other Internet services, or to avoid detection and mitigation efforts, or to host illegal activities. Fast-flux techniques use DNS to frequently change the location on the Internet to which the domain name of an Internet host or name server resolves. Fast flux hosting may be used only with prior permission of .ntt.

- Pharming:

The redirecting of unknowing users to fraudulent sites or services, typically through DNS hijacking or poisoning.

- Phishing:

The use of counterfeit Web pages that are designed to trick recipients into divulging sensitive data such as usernames, passwords, or financial data.

- Spam:

The use of electronic messaging systems to send unsolicited bulk messages. The term applies to e-mail spam and similar abuses such as instant messaging spam, mobile messaging spam, and the spamming of Web sites and Internet forums. An example, for purposes of illustration, would be the use of email in denial-of-service attacks.

- Willful distribution of malware:

The dissemination of software designed to infiltrate or damage a computer system without the owner's informed consent. For Example, computer viruses, worms, keyloggers, and trojan horses, however, they are not limited.

- Illegal Access to Other Computers or Networks:

Illegally accessing computers, accounts, or networks belonging to another party, or attempting to penetrate security measures of another individual's system (often known as "hacking"). Also, any activities that might be used to attempt on system penetration (e.g. port scan, stealth scan, or other information gathering activity) are included.

NTT will reserve the right to deny, cancel or transfer any registration or transaction, or place any domain name(s) on registry lock, hold or similar status as it deems necessary, in its discretion; (1) to protect the integrity and stability of the registry; (2) to comply with any applicable laws, government rules or requirements, requests of law enforcement, or any dispute resolution process; (3) to avoid any liability, civil or criminal, on the part of NTT, as well as its affiliates, subsidiaries, officers, directors, and employees; (4) per the terms of the registration agreement; (5) to correct mistakes made by NTT or any Registrar in connection with a domain name registration; or (6) due to abusive uses, as defined above, undertaken with respect to .ntt domain names. NTT also reserves the right to place upon registry lock, hold or similar status a domain name during resolution of a dispute.

4. Rights Protection Mechanisms

.ntt proposes a tapestry of original Rights Protection Mechanisms (RPMs), which was envisioned by ICANN's Trademark Implementation Recommendation Team (IRT), and the purpose of the RPMs is to mitigate the potential abusive registrations.

These RPMs include, but are not limited to the following:

- Trademark Claims Services :

.ntt is prepared to implement the Trademark Claims Services (TCS) for .ntt, as set forth in the Registry Agreement. Due to the restricted nature of the .ntt and the pre-verification of all domain name registrations, .ntt does not have any problems in implementing a TCS. .ntt is committed to dedicating the necessary staff members and resources to ensure that all RPMs are implemented. Furthermore, .ntt is closely monitoring the work of ICANN's Trademark Clearinghouse Implementation Assistance Group, to ensure that NTT implements a best-in-class service for .ntt.

- Uniform Domain Name Dispute-Resolution Policy (UDRP) :

Due to the restrictive nature of .ntt, .ntt believes that the probability of dispute proceedings regarding .ntt domain names will be very low. However, .ntt will ensure that all registrant and registrar agreements will legally bind all parties to the UDRP.

While the UDRP does not impose any specific requirements on the Registry Operator, .ntt intends to develop a constructive working relationship with all ICANN UDRP providers.

- Uniform Rapid Suspension System(URS) :

Although .ntt does not foresee any potential URS implementation issues due to the proposed restrictive use of the .ntt, we will be committed to allocating the necessary staff and resources to implement a best in class solution.

Exhibit C

Signed Mark Data File ID Number

ID Number : [REDACTED]