

.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

SHANGRI-LA INTERNATIONAL HOTEL MANAGEMENT LIMITED (“Registry Operator”), in connection with the execution of the Registry Agreement for the 盛贸饭店 (IDN TRADERSHOTELS) TLD (the “Registry Agreement”), hereby applies for 盛贸饭店 (IDN TRADERSHOTELS) 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.

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 Executive
Dated: 15 August 2014
Email: [REDACTED]

Exhibit A

Trademark Registration

[to be attached by Registry Operator]



第 7052929 号

商标注册证

盛贸饭店

核定服务项目(第 43 类)

饭店；汽车旅馆；旅馆预订；住所（旅馆、供膳寄宿处）；酒吧；咖啡馆；自助餐厅；快餐馆；餐馆；备办宴席；鸡尾酒会服务；临时住宿处出租；寄宿处预订；自助餐馆；流动饮食供应；旅游房屋出租；会议室出租（截止）

注册人 香格里拉国际饭店管理有限公司
SHANGRI-LA INTERNATIONAL HOTEL MANAGEMENT LIMITED

注册地址 英属维尔京群岛托托拉岛路城特里登特会所邮箱 146 号
TRIDENT CHAMBERS, P.O.BOX 146, ROAD TOWN, TORTOLA, BRITISH VIRGIN ISLANDS

注册有效期限 自公元 2010 年 08 月 07 日 至 2020 年 08 月 06 日

局长签发

李建昌



2. Proof of Use:-

The screenshot displays the Shangri-La Traders Hotels website interface. The browser address bar shows the URL www.shangri-la.com/cn/traders/. The page is in Chinese (Simplified Han). A search overlay is active, listing hotels by region:

- 澳大利亚 (Australia):** 布里斯班盛贸饭店
- 中国大陆 (Mainland China):** 北京国贸饭店, 北京上东盛贸饭店, 常州富都盛贸饭店, 沈阳盛贸饭店
- 香港 (Hong Kong):** 香港盛贸饭店
- 马来西亚 (Malaysia):** 檳城盛贸饭店, 吉隆坡盛贸饭店, 柔佛盛贸饭店 (现已揭幕)
- 缅甸 (Myanmar):** 仰光盛贸饭店
- 菲律宾 (Philippines):** 马尼拉盛贸饭店
- 卡塔尔 (Qatar):** 多哈盛贸饭店 (2014)
- 马尔代夫 (Maldives):** 马尔代夫盛贸饭店
- 新加坡 (Singapore):** 新加坡盛贸饭店, 新加坡乌节门盛贸饭店 (2014)
- 阿拉伯联合酋长国 (UAE):** 阿布扎比盛贸饭店, 迪拜盛贸饭店

The background of the website features a large banner with the text "从容不迫 永此不疲" and a search form with fields for "退房日期" (Check-out date) set to 2013/06/25 and "儿童" (Children) set to 0. The Windows taskbar at the bottom shows the Start button and several open applications, including "商务酒店 | 盛贸饭店 | 香...".



By Shangri-La

沈阳盛贸饭店



保持领先 商机云集之地

沈阳盛贸饭店坐落于市中心，靠近城市最高档的购物、娱乐区和最重要的商业区。

饭店位于市中心最繁华的精品购物区，邻近沈阳市著名的旅游景点，如沈阳故宫、北陵和东陵、韩国城以及新乐遗址。

酒店拥有407间翻新的客房和套房以及93套奢华公寓，加上悉心周到的香格里拉式服务，定能满足任何高品位客人的需求。这些服务包括：

- 室内宽带
- 机场接送服务
- 商务中心
- 快速入住及退房服务
- 外币兑换柜台
- 邮寄和包裹速递服务
- 出租车和豪华轿车服务

电话

(86 24) 2341 2288

传真

(86 24) 2341 1988

电邮

tsby@tradershotels.com

地点

中国沈阳和平区中华路68号
邮政编码 110001

入住 / 退房

入住：下午 2 点
退房：中午 12 点

公共区无线上网

沈阳盛贸饭店餐厅荟萃来自世界各地的美味佳肴，是举行聚餐或私人商务会议的理想选择。

我们提供24小时客房送餐服务，您还可以在客房内悠闲地享用餐厅的美食。

白天，大堂酒廊是各种活动的中心；夜幕降临，香廊则成了沈阳市内放松休闲的好去处。设施齐全的房间可俯瞰都市的美丽风景，时刻提醒着游客：沈阳，无线商机期待您的探索。

在沈阳盛贸饭店，商机无限，成功尽在您的掌控之中。

入住盛贸阁客房的客人可将退房时间推迟至下午2时，具体情况视酒店出租率而定。

付款方式

本酒店可接受以下信用卡付款： American Express, Diners Club, JCB, MasterCard, Visa

Exhibit B

TLD Registration Policies

.盛贸饭店 (IDN TRADERSHOTELS) TLD REGISTRATION POLICY

1. ELIGIBILITY

Only SHANGRI-LA INTERNATIONAL and its Affiliates and Trademark Licensees are eligible to register a Domain Name under the .盛贸饭店 (IDN TRADERSHOTELS) 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 licensing 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 the Registry'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 .盛贸饭店 (IDN TRADERSHOTELS) 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 SHANGRI-LA INTERNATIONAL HOTEL MANAGEMENT LIMITED ("SHANGRI-LA INTERNATIONAL");*

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.*

Trademark Licensees *has the same meaning as defined in Specification 13 .BRAND TLD PROVISIONS.*

Trademark	盛贸饭店
TM Registration No.	7052929
TM Registration Date	7 August 2010
TM Application Date	12 November 2008
Jurisdiction	China
TM Reg'n Expiration Date	6 August 2020
Class	43
Detailed Description of Goods/Services	Hotels; Motels; Hotel reservations; Accommodation bureaus [hotels, boarding houses]; Bar; Cafés; Cafeterias; Snack-bars; Restaurants; Food and drink catering; Cocktail lounge services; Rental of temporary accommodation; Boarding house booking; Self-service restaurants; Mobile supply of beverage and food; Tourist homes; Rental of meeting rooms
Status of Applicant / Owner	Shangri-La International Hotel Management Limited

Attachments

1. Trade Mark Certificate-