



The Internet Corporation for Assigned Names and Numbers

TRANSMITTED VIA FACSIMILE, ELECTRONIC MAIL AND COURIER

12 January 2011

Mr. Jeff Webster  
Zog Media, Inc. DBA Zog Names (IANA ID 1427)  
18835 N. Thompson Peak Parkway, Suite 300  
Scottsdale, Arizona 85255

**RE: NOTICE OF BREACH OF REGISTRAR ACCREDITATION AGREEMENT**

Dear Mr. Webster:

Please be advised that as of 12 January 2011, Zog Media, Inc. DBA Zog Names [“Zog Media”] is in breach of its Registrar Accreditation Agreement (“RAA”) between the Internet Corporation for Assigned Names and Numbers (“ICANN”) and Zog Media. This breach results from Zog Media’s failure to escrow gTLD registration data pursuant to Section 3.6 of the RAA. Should Zog Media fail to cure this breach within 15 working days, ICANN may commence the termination process as set forth in Section 5.3.4 of the RAA.

Failure to Escrow gTLD Registration Data

Section 3.6 of the RAA requires Zog Media, “on a schedule, under the terms, and in the format specified by ICANN” to “submit an electronic copy of the database described in Subsection 3.4.1 [of the RAA] to ICANN or, at its expense, to a reputable escrow agent mutually approved by Registrar and ICANN.”

Zog Media failed to comply with its obligation pursuant to Section 3.6 of the RAA by not escrowing data with Iron Mountain Intellectual Property Management, Inc. (“Iron Mountain”), the ICANN approved escrow agent, or another reputable escrow agent approved by ICANN.

On 15 September 2010, ICANN provided notice to Zog Media regarding its obligation to begin escrowing gTLD registration data no later than 15 December 2010. On 1 December 2010, ICANN sent Zog Media a reminder notice regarding the 15 December 2010 deadline for submitting its first data deposit. Zog Media failed to enter into a

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Registrar Data Escrow agreement with ICANN and Iron Mountain or another approved Third Party Provider [“TPP”] to escrow its registration data. To date, no deposits have been made in furtherance of Zog Media’s escrow obligation.

### Conclusion

Zog Media’s failure to escrow registration data with Iron Mountain or another approved TPP constitutes a breach of Section 3.6 of the RAA.

As previously stated, ICANN may, pursuant to Section 5.3.4, terminate the RAA before its expiration if a registrar fails to cure any breach of the agreement within fifteen working days after ICANN gives the registrar notice of breach. Should Zog Media fail to cure the breach cited herein by 2 February 2011, ICANN may commence the termination process.

ICANN specifically reserves the right to pursue any and all other breaches in addition to the breach enumerated above, and nothing herein shall be deemed a waiver of that right.

Should you have questions or require assistance, please feel free to contact me at [stacy.burnette@icann.org](mailto:stacy.burnette@icann.org).

Very truly yours,

A handwritten signature in blue ink that reads "Stacy Burnette".

Stacy Burnette  
Director,  
Contractual Compliance