

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

Disney Enterprises, Inc. (“Registry Operator”), in connection with the execution of the Registry Agreement for the .abc TLD (the “Registry Agreement”), hereby applies for .abc 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, 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] Director, Technology.

Submitted by: [REDACTED]
Position: Director, Technology
Dated: 8/26/2014
Email: [REDACTED]

Exhibit A

Trademark Registration



THE UNITED STATES OF AMERICA

TO ALL TO WHOM THESE PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office

August 14, 2014

THE ATTACHED U.S. TRADEMARK REGISTRATION 2,023,417 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 10 YEARS FROM *December 17, 1996*
1st RENEWAL FOR A TERM OF 10 YEARS FROM *December 17, 2006*
SECTION 8 & 15

SAID RECORDS SHOW TITLE TO BE IN:
REGISTRANT

By Authority of the
Under Secretary of Commerce for Intellectual Property
and Director of the United States Patent and Trademark Office



T. Lawrence
T. LAWRENCE
Certifying Officer

Int. Cls.: 9, 38 and 42

Prior U.S. Cls.: 21, 23, 26, 36, 38, 100, 101 and 104

Reg. No. 2,023,417

United States Patent and Trademark Office

Registered Dec. 17, 1996

TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER

ABC

AMERICAN BROADCASTING COMPANIES,
INC. (DELAWARE CORPORATION)
77 WEST 66TH STREET
NEW YORK, NY 10023

FOR: COMPUTER SOFTWARE, NAMELY
FLOPPY DISKS AND CD-ROMS FEATURING
ENTERTAINMENT, SPORTS AND NEWS PRO-
GRAMMING AND INFORMATION, IN CLASS 9
(U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 10-0-1989; IN COMMERCE
10-0-1989.

FOR: TELEVISION AND RADIO BROAD-
CASTING SERVICES, IN CLASS 38 (U.S. CLS.
100, 101 AND 104).

FIRST USE 0-0-1943; IN COMMERCE
0-0-1943.

FOR: PROVIDING ACCESS TO A COMPUT-
ERIZED DATABASE IN THE FIELD OF TELE-
VISION PROGRAMS, SPORTS, NEWS AND EN-
TERTAINMENT, AND ALLOWING FOR
INTERACTIVE EXCHANGE OF MESSAGES
AND INFORMATION, IN CLASS 42 (U.S. CLS.
100 AND 101).

FIRST USE 10-0-1994; IN COMMERCE
10-0-1994.

OWNER OF U.S. REG. NOS. 755,703, 1,974,286
AND OTHERS.

SER. NO. 71 733,851, FILED 9-25-1995.

JUDITH GRUNDY, EXAMINING ATTORNEY

Exhibit B

TLD Registration Policies

.ABC Registration Policies

The mission and purpose of the .ABC gTLD is to serve as a trusted namespace provided by Disney Enterprises, Inc (“Registry Operator”) for use by Registry Operator, its qualified Affiliates and Trademark Licensees. Registry Operator will use .ABC to enhance our reputation as a leading broadcast network and entertainment company.

Only Registry Operator and its qualified Affiliates and Trademark Licensees will be allowed to register domains or control DNS records associated with domain names in the .ABC gTLD.

Registry Operator will implement an internal process to determine which second-level domain names will be registered and which Affiliates and Trademark Licensees will be eligible to register second-level domains.

All domain name registrations will be managed by the Registry Operator.

For the purposes of this proposed Registration Policy, Registry Operator utilizes the following definitions:

Affiliate – Affiliate means a person or entity that, directly or indirectly, through one or more intermediaries, or in combination with one or more other persons or entities, controls, is controlled by, or is under common control with, the person or entity specified.

Control – 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, 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 management or otherwise.

Trademark Licensee – Trademark Licensee means any corporation, partnership, limited liability company or similar legal entity (and not a person) that has a written trademark license agreement with Registry Operator or its Affiliate, for use of the registered trademark owned by Registry Operator or its Affiliate, the textual elements of which correspond exactly to the .ABC TLD string operated by Registry Operator, where:

- such license is valid under applicable law;

- such license is for the use of such trademark in the regular course of that entity's business outside of the provision of TLD Registry Services, and is not primarily for the purpose of enabling registration or use of domain names in the TLD;
- such trademark is used continuously in that entity's business throughout the Term; and
- the domain names in the TLD registered to the Trademark Licensee are required to be used for the promotion, support, distribution, sales or other services reasonably related to any of the goods and/or services identified in the trademark registration.

Registry Operator will review each second-level domain name at the time of registration to ensure that the name complies with internal policies governing the registration of .abc domain names, including this Registration Policy.

Additionally, Registry Operator will conduct ongoing reviews of each second level domain at least once per calendar year name to ensure compliance with the terms of the .ABC Registry Agreement, as well as with ICANN Policies.

Registry Operator reserves the right to amend its registration policy.

Exhibit C

Signed Mark Data File ID Number

[Redacted]

[Redacted]