

Attachment 2

.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

Alibaba Group Holding Limited ("Registry Operator"), Application ID 1-1092-9273, as part of its ongoing contractual negotiations with ICANN for the execution of a Registry Agreement for the .alibaba TLD (the "Registry Agreement"), hereby applies for .alibaba 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 Karen Law – Senior Legal Counsel, Intellectual Property at

[REDACTED]

Submitted by: [REDACTED]

Position: [REDACTED]

Dated: 28 August 2014

Exhibit A

Trademark Registration



CAYMAN ISLANDS

THE PATENTS AND TRADE MARKS LAW (1999 REVISION)
(AS AMENDED)

CERTIFICATE OF RECORDING

I, Julia Downs Assistant Registrar of Patents and Trade Marks in and for the Cayman Islands DO HEREBY CERTIFY that pursuant to Section 7 of The Patents and Trade Marks Law (1999 Revision), as amended, the following particulars of a patent or trade mark were recorded in the Cayman Islands Patent and Trade Mark Register on 19 June 2008.

Registration of Trade Mark

PLACE OF ORIGIN *European Community*
PATENT/TRADE MARK NO: CT4534319
CLASS(ES): 9 35 38 42

Word/Mark:
ALIBABA

LIMITATIONS:

DATE OF EXPIRY: 11 July, 2015
PROPRIETOR: ALIBABA GROUP HOLDING LIMITED,
ADDRESS: Fourth Floor, One Capital Place,
P.O. Box 847, Grand Cayman
Cayman Islands
AGENT: APPLEBY
ADDRESS: P.O. Box 190 GT
Clifton House
75 Fort Street, George Town

I further certify that as required by Section 13 of The Patents and Trade Marks Law details of the above Recording were published in Gazette No: 14 of 09 July, 2008.



Given under my hand and seal at George Town in the island of Grand Cayman this Tenth day of July Two Thousand Eight


(ASSISTANT REGISTRAR OF PATENTS
AND TRADE MARKS)

The United States of America



CERTIFICATE OF REGISTRATION PRINCIPAL REGISTER

The Mark shown in this certificate has been registered in the United States Patent and Trademark Office to the named registrant.

The records of the United States Patent and Trademark Office show that an application for registration of the Mark shown in this Certificate was filed in the Office; that the application was examined and determined to be in compliance with the requirements of the law and with the regulations prescribed by the Director of the United States Patent and Trademark Office; and that the Applicant is entitled to registration of the Mark under the Trademark Act of 1946, as Amended.

A copy of the Mark and pertinent data from the application are part of this certificate.

This registration shall remain in force for TEN (10) years, unless terminated earlier as provided by law, and subject to compliance with the provisions of Section 8 of the Trademark Act of 1946, as Amended.



A handwritten signature in black ink, appearing to read "James H. Moore".

Director of the United States Patent and Trademark Office

**Requirements for Maintaining a
Federal Trademark Registration**

SECTION 8: AFFIDAVIT OF CONTINUED USE

The registration shall remain in force for 10 years, except that the registration shall be canceled for failure to file an Affidavit of Continued Use under Section 8 of the Trademark Act, 15 U.S.C. §1058, upon the expiration of the following time periods:

- i) At the end of 6 years following the date of registration.
- ii) At the end of each successive 10-year period following the date of registration.

Failure to file a proper Section 8 Affidavit at the appropriate time will result in the cancellation of the registration.

SECTION 9: APPLICATION FOR RENEWAL

The registration shall remain in force for 10 years, subject to the provisions of Section 8, except that the registration shall expire for failure to file an Application for Renewal under Section 9 of the Trademark Act, 15 U.S.C. §1059, at the end of each successive 10-year period following the date of registration.

Failure to file a proper Application for Renewal at the appropriate time will result in the expiration of the registration.

No further notice or reminder of these requirements will be sent to the Registrant by the Patent and Trademark Office. It is recommended that the Registrant contact the Patent and Trademark Office approximately one year before the expiration of the time periods shown above to determine the requirements and fees for the filings required to maintain the registration.

Int. Cls.: 35 and 38

Prior U.S. Cls.: 100, 101, 102, and 104

United States Patent and Trademark Office

Reg. No. 2,579,498

Registered June 11, 2002

**SERVICE MARK
PRINCIPAL REGISTER**

ALIBABA

ALIBABA.COM CORPORATION (CAYMAN ISLANDS CORPORATION)
ONE CAPITAL PLACE, FOURTH FLOOR
P.O. BOX 847
GRAND CAYMAN, CAYMAN ISLANDS

GLOBAL COMPUTER NETWORK, IN CLASS 35
(U.S. CLS. 100, 101 AND 102).

FIRST USE 12-0-1999; IN COMMERCE 12-0-1999.

FOR: MARKET RESEARCH AND BUSINESS CONSULTING SERVICES; BUSINESS SERVICES, NAMELY FACILITATING THE TRANSACTION OF BUSINESS VIA LOCAL AND GLOBAL COMPUTER NETWORKS BY LOCATING AND PROVIDING REFERRALS FOR THE DELIVERY OF A WIDE VARIETY OF BUSINESS AND CONSUMER PRODUCTS AND SERVICES AND BY ; DISSEMINATION OF ADVERTISING OF GOODS AND SERVICES OF OTHERS VIA LOCAL AND GLOBAL COMPUTER NETWORKS; PROVIDING A WEB SITE ON A GLOBAL COMPUTER NETWORK BY WHICH THIRD PARTIES CAN OFFER AND SOURCE GOODS AND SERVICES, PLACE AND FULFILL ORDERS, ENTER INTO CONTRACTS AND TRANSACT BUSINESS; ; PROVIDING A DIRECTORY OF THIRD PARTY WEB SITES TO FACILITATE BUSINESS TRANSACTIONS; OPERATING AN ELECTRONIC MARKETPLACE FOR THE BUYERS AND SELLERS OF GOODS AND/OR SERVICES ON A

FOR: PROVIDING AN INTERACTIVE WEB SITE ON A GLOBAL COMPUTER NETWORK FOR THIRD PARTIES TO POST INFORMATION, RESPOND TO REQUESTS AND PLACE AND FULFILL ORDERS FOR PRODUCTS, SERVICES AND BUSINESS OPPORTUNITIES; ; PROVIDING ELECTRONIC BULLETIN BOARDS FOR THE POSTING AND TRANSMISSION OF MESSAGES AMONG AND BETWEEN COMPUTER USERS CONCERNING PRODUCTS, SERVICES AND BUSINESS OPPORTUNITIES; ; PROVIDING ELECTRONIC MAIL AND ELECTRONIC MAIL FORWARDING SERVICES, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 12-0-1999; IN COMMERCE 12-0-1999.

SN 75-832,630, FILED 10-26-1999.

GINA FINK, EXAMINING ATTORNEY



知識產權署商標註冊處
Trade Marks Registry
Intellectual Property Department



香港特別行政區政府
The Government of the Hong Kong
Special Administrative Region

商標註冊證明書
《商標條例》(第 559 章)
CERTIFICATE OF REGISTRATION OF TRADE MARK
Trade Marks Ordinance (Chapter 559)

茲證明下述商標之詳情於今日記入註冊紀錄冊:

I hereby certify that the Trade Mark with the following particulars has been entered in the register today:

商標編號: 301840022AA
Trade Mark No.:

商標:
Mark:

- A) **ALIBABA**
B) **alibaba**
C) **Alibaba**
D) **Alibaba**

商標種類:
Mark Type:

Ordinary

商標描述:
Mark Description:

The applicant claims the colour orange as an element of the mark "D" in the series.

一系列商標:
Series Mark:

Yes

擁有人姓名/名稱、
地址:
Owner(s)' Name,
Address:

Alibaba Group Holding Limited
Fourth Floor, One Capital Place, P. O. Box 847,
George Town, Grand Cayman,
CAYMAN ISLANDS

擁有人的送達地址:
Owner(s)' Address for
Service:

Hogan Lovells
11th Floor, One Pacific Place,
88 Queensway,
HONG KONG

類別及貨品/服務說明:
Class(es) & Specification(s):

Class 9
Scientific, nautical, surveying, photographic, cinematographic,
optical, weighing, measuring, signalling, checking (supervision),

life-saving and teaching apparatus and instruments; apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity; apparatus for recording, transmission or reproduction of sound or images; magnetic data carriers, recording discs; automatic vending machines and mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment and computers; computer programs; software for processing electronic payments to and from others; authentication software; computer software supplied on the Internet; on-line electronic publications (downloadable from the Internet or a computer network or a computer database); downloadable computer software to facilitate the electronic transmission of information, data, documents, voice, and images over the Internet; Downloadable computer software which allows users to participate in web-based meetings and classes, with access to data, documents, images and software applications through a web browser; Downloadable computer software for accessing, viewing, and controlling remote computers and computer networks; Downloadable electronic publications in the nature of articles, papers, and instructional materials in the fields of telecommunications, the Internet, training, business, sales, and marketing; computer software, computer peripherals; notebook computers; laptop computers; portable computers; handheld computers; personal digital assistants; personal media players; mobile telephones; smart phones; digital cameras; computer workstations; servers; computer and telecommunications networking hardware; computer network adaptors, switches, routers and hubs; wireless and wired modems and communication cards and devices; laptop holders, computer bags; fire-extinguishing apparatus; computer hardware and firmware; computer software (including software downloadable from the Internet); compact discs; digital music (downloadable from the Internet); telecommunications apparatus; mouse mats; mobile phone handsets; mobile phone accessories; downloadable games, pictures, motion pictures, movies and music; alarm systems; security cameras; mobile radio and television broadcasting units; television broadcasting equipment; cameras; video cameras; headphones; ear pieces; speakers; Global Positioning System (GPS) apparatus and equipment; computer, electronic and video games programmes and software (including software downloadable from the Internet); liquid crystal displays for telecommunications and electronic equipment; set top box; remote control; data storage programs; spectacles and sunglasses; signboards; encoded or magnetic bank credit, debit, cash and identification cards; automatic teller machines, cash dispensers; all included in class 9.

Class 16

Newspapers; magazines; periodicals; journals; paper, cardboard and goods made from these materials, not included in other classes; printed matter; bookbinding material; photographs; stationery; adhesives for stationery or household purposes; artists' materials; paint brushes; typewriters and office requisites (except furniture); instructional and teaching material (except apparatus); plastic materials for packaging (not included in other classes); printers' type; printing blocks; books, pamphlets, posters, printed cards, circulars, catalogues, calendars, price tags, price labels; carry bags of paper, cardboard and plastic; printed telephone, facsimile, electronic mail and web site directories; cards in the form of debit cards, credit cards, charge cards and telephone cards other than encoded and magnetic cards; marketing and promotional materials; printed advertisements; user manuals; packaging materials; tissues; handkerchiefs made of paper; models and figurines made of paper; paper party bags; all included in class 16.

Class 28

Games and playthings; gymnastic and sporting articles and apparatus not included in other classes; decorations for Christmas trees; figurines being toys; plush novelty figurines; stuffed toy figurines; board games; balls for games; dolls; dolls' beds, clothes, feeding bottles, houses and rooms; doll accessories; doll playsets; mah-jong; skateboards; soap bubbles (toys); toy mobiles; teddy bears; toy masks; electronic games and amusement apparatus other than those adapted for use with an external display screen or monitor (apparatus for -); home video game machines and hand held video game machines, none being for use with television receivers; games and playthings; toys; action skill games; action figures and accessories therefor; card games; children's multiple activity toys; badminton sets; balloons; basketballs; bath toys; baseballs; beach balls; bean bags; bean bag dolls; toy building blocks; bowling balls; bubble making wands and solution sets; chess sets; children's play cosmetics; Christmas stockings; collectable toy figures; crib mobiles; crib toys; disc toss toys; electric action toys; equipment sold as a unit for playing card games; fishing tackle; golf balls; golf gloves; golf ball markers; hand held unit for playing electronic games; hockey pucks; inflatable toys; jigsaw puzzles; jump ropes; kites; magic tricks; marbles; manipulative games; mechanical toys; music box toys; musical toys; parlor games; party favors in the nature of small toys; party games; playing cards; plush toys; puppets; roller skates; rubber balls; soccer balls; spinning tops; squeeze toys; stuffed toys; table tennis tables; target games; tennis balls; toy action figures; toy bucket and shovel sets; toy vehicles; toy scooters; toy cars; toy model hobbycraft kits; toy figures; toy banks; toy trucks; toy

watches; wind-up toys; toys with spinning tops and spinning discs; paper party favors; paper party hats; marionette, puppetry articles; parts and fittings for all the aforesaid goods; all included in class 28.

Class 35

Advertising; business management; business administration; office functions; advertising agency services; advertising services provided for others; database management; compilation of information into computer databases; business consulting services; business consulting services in the field of web based events, conferences, training programs, learning programs, and seminars; business consulting services in the field of delivering web-based knowledge; business consulting services in the field of online collaboration and collaboration technologies; business consulting services in the fields of sales and marketing; business project management services; business project management services, namely, development, set up, staging, production, recording, monitoring and follow-up for web based events, conferences, training programs, learning programs, and seminars; market research and business consulting services; business consultancy services relating to facilitating the transaction of business via local and global computer networks by locating and providing referrals for the delivery of a wide variety of business and consumer products and services; dissemination of business information of goods and services of others via local and global computer networks; business consultancy services relating to providing a web site on a global computer network by which third parties can offer and source goods and services, place, determine the status of and fulfill trade leads and orders, enter into contracts and transact business; providing computerized online ordering services; advertising of goods and services of others via local and global computer networks; international import and export agency services; rental of advertising space on communication media; online trading services relating to electronic auctioneering and providing online business evaluation relating thereto; online retail services of consumer products; providing a directory of third party web sites to facilitate business transactions; business consultancy services relating to operating an electronic marketplace for the buyers and sellers of goods and/or services on a global computer network; business assistance relating to facilitating business transaction via local and global computer networks; corporate management consultancy services; marketing and promotion services; publication of publicity materials; marketing of vacant premises; dissemination of advertising materials, updating of advertising materials, compilation of advertisements for use as web pages on the Internet; rental of advertising space; computer data

商標編號 Trade Mark No. 301840022AA

processing; sales, business, promotional information services; telephone answering (for unavailable subscribers); telephone answering (for others); auctioneering provided on the Internet; personnel management; provision of sales, business, advertising and promotional information through a global computer network and via the Internet; presentation of goods on communication media for retail purposes; the bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods from a general merchandise Internet web site and in a wholesale outlet; the bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods from a general merchandise catalogue by mail order or by means of telecommunications; the bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods from retail outlets; retail and wholesale of telephones, mobile phone handsets, mobile phone accessories, electronic and telecommunications goods, computer hardware and computer software, batteries, battery chargers, apparatus and instruments for recording, receiving, transmitting and/or reproducing data, information, pictures, images and/or sound, precious metals, jewellery, precious stones, printed matter, stationery and magnetic and non magnetically encoded cards, furniture, picture frames, household and kitchen utensils, glassware, porcelain and earthenware, textiles, clothing, footwear, headgear, laces and embroidery, buttons, ribbons, pins and needles, artificial flowers, carpets, rugs, games and electronic toys, chemicals used in industry, science, photography and agriculture, paints, varnishes and lacquers, personal hygiene products, soaps, perfumery, cosmetics, hair and body lotions, essential oils, cleaning and bleaching preparations, lubricants, fuels, candles, pharmaceutical, veterinary and sanitary preparations, ironmongery and small items of metal hardware, machines and machine tools, cutlery, razors and hand tools, computers, calculating machines, electrical, photographic, cinematographic and optical apparatus and instruments, spectacles and sun glasses, surgical and medical apparatus and instruments, apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes, vehicles, firearms, fireworks, silverware, horological and chronometric instruments, musical instruments, magazine, cards, paper and cardboard products, picture, typewriters and office requisites, packaging materials, rubber and plastics for manufacture use, packing and insulating materials, leather and imitations of leather and goods made from these materials, handbags, purses, wallets, leather holders, bags, luggage, umbrellas, mirrors, ropes, string, nets, tents, yarns and threads for textile use, coat hangers, place mats, dressmaker's articles, bed and table covers, playthings and sporting articles, foodstuffs and

商標編號 Trade Mark No. 301840022AA

beverages, meat, fish, poultry, preserved, dried and cooked fruits and vegetables, jams and fruits sauces, eggs, milk and milk products, edible oils and fats, coffee, tea, cocoa, sugar, rice, flour, bread and cakes, condiments, fresh fruit and vegetables, beer, mineral water, fruit juices and other non-alcoholic drinks, alcoholic beverages, floral products, tobacco, smokers' articles and matches; direct mail advertising; buying and selling agency services; selection of goods and procurement of goods for individuals and businesses; ordering services [for others]; department store retailing services; supermarket retailing services; secretarial services; provision of business statistical information; organisation of exhibitions for commercial or advertising purposes; business assistance services relating to compilation and rental of mailing lists; business investigation; business administration services for the processing of sales made on the Internet; business referral services and personnel placement; import-export clearance agencies (import-export agency services); agency for newspapers subscriptions; document reproduction; transcription (including stencil-paper writing); rental of office equipment; customer relationship management; business management services relating to electronic commerce; business management and administration services relating to sponsorship programmes; accounting services; charitable services, namely organizing and conducting volunteer programmes and community service projects; consultancy, information and advisory services relating to the aforesaid services; all included in class 35.

卸棄:
Disclaimer: N/A

限制:
Limitation: N/A

條件:
Condition: N/A

其他:
Others: N/A

註冊日期:
Date of Registration: 22.02.2011

聲稱具有優先權的日期:
Dates of Priority Claimed: N/A

優先權申請編號:
Priority Application No.: N/A

商標編號 Trade Mark No. 301840022AA

優先權申請的
國家、地區、地方：
Country, territory, area of
Priority Applications:

N/A

日期：2014年7月11日
Date: 11 July, 2014



商標註冊處處長梁家麗
Ada K.L. Leung
Registrar of Trade Marks

註：
Note:

1. 註冊由上述註冊日期起計為期10年。在該期間屆滿時，可再每次續期10年。
Registration is for a period of 10 years beginning on the date of registration. At the end of that period, it may be renewed successively for further periods of 10 years.
2. 本證書不可用於法律程序，或用以取得外地註冊。
This certificate is not for use in legal proceedings or for obtaining registration abroad.
3. 本商標的擁有權如有改變，或擁有人的姓名/名稱及/或地址/送達地址改變，必須立刻向商標註冊處處長申請更改註冊。
Upon any change of ownership of this trade mark, or change of name and/or address /address for service of the registered owner, application should AT ONCE be made to the Registrar of Trade Marks to register the change.

Exhibit B

TLD Registration Policies

Title: .BRAND Domain Name Registration Policy

Version Control: 1.0

Date of Implementation: 1-September-2014

URL:

1.0 Summary: The .ALIBABA top-level domain (TLD) is intended to serve as a trusted, hierarchical and intuitive namespace for the goods and/or services that Alibaba Group Holding Limited provides to its customers on a global basis in accordance with Specification 13 of its Registry Agreement with ICANN. This document sets forth the criteria which all domain names must meet in order to be registered and maintained within the TLD. Failure to comply with this Policy is a basis for a domain name registration to be denied, suspended, transferred and/or cancelled at the sole discretion of Registry Operator.

2.0 Definitions:

Applicant: A business or organization that requests registration of a domain name in the TLD

ICANN Consensus Policies: Those policies appearing on the ICANN website, see <https://www.icann.org/resources/pages/consensus-policies-2012-02-25-en>

Policy: Domain Name Registration Policy.

Registered Name Holder: The holder of a domain-name registration in the TLD.

Registrar: An entity that has a Registrar Accreditation Agreement with ICANN and has a Registry-Registrar Agreement with Registry Operator for the distribution of domain names in .Alibaba.

Registrar Accreditation Agreement (RRA): The agreement between a Registrar and ICANN for the distribution of domain names.

Registry Agreement: The agreement between Registry Operator and ICANN for the TLD.

Registry Operator: Alibaba Group Holding Limited.

Registry-Registrar Agreement: The agreement between a Registrar and Registry Operator for the distribution of domain names in TLD.

Reserved Name: Domain names that Registry Operator has reserved from registration.

TLD: Means .Alibaba.

Trademark Clearinghouse (TMCH): The database of qualified trademarks that entitles a rights holder to a series of Rights Protection Mechanisms.

3.0 REGISTRY OPERATOR'S RESERVATION OF RIGHTS

Registry Operator reserves the right to deny, cancel or transfer any registration or transaction, or place any domain name on registry lock, hold or similar status, as it deems necessary, either temporarily or permanently: to protect the interests of Registry Operator; to comply with any laws, court or law enforcement requests, or any dispute resolution process including ICANN

rights protection mechanisms; to avoid any civil or criminal liability against Registry Operator or its Affiliates, subsidiaries, officers, directors, employees, agents, consultants or contractors; pursuant to any Registry Operator policy; to remedy any error in connection with a TLD domain name registration; or as otherwise deemed necessary in its sole discretion and without notice.

4.0 REGISTERED NAME HOLDER ELIGIBILITY

4.1 The only Registered Name Holder permitted to register domain names in the TLD and control the associated DNS records (at any level) are the Registry Operator, its Affiliates or Trademark Licensees. Any determination regarding eligibility shall be made at the Registry Operator's sole discretion, and is not subject to any further appeal or review process.

4.2 To ensure compliance in connection with this Policy, proxy or privacy registrations are expressly prohibited in the TLD.

5.0 NAME SELECTION

Domain names must meet the following criteria in order to be registered:

- 5.1 Must be at least 1 character and no more than 63 characters long;
- 5.2 Must contain only letters (a-z), numbers (0-9) and hyphens or a combination thereof;
- 5.3 Must start and end with an alpha numeric character, not a hyphen;
- 5.4 Must not be a Reserved Name; and
- 5.5 Domain names at the second level, must not contain a hyphen at the 3rd and 4th positions (tagged domains), unless corresponding to a valid internationalized domain name in ASCII encoding; and

6.0 REGISTRANT NAME HOLDER OBLIGATIONS

6.1 Registrant Name Holders are obligated to comply with all ICANN Consensus Policies and the obligations set forth in Subsections 3.7.7.1 through 3.7.7.12 of the then current RRA (or any other replacement clause setting out the terms of the Registration Agreement between a Registrar and a Registered Name Holder whether the domain name is registered through a Registrar or under Specification 5 of the Registry Agreement.

6.2 Registrant Name Holder agrees to the applicability of ICANN-mandated Rights Protection Mechanisms, including but not limited to:

6.2.1 The Uniform Domain Name Dispute Resolution Policy (UDRP); the UDRP and rules which are currently located at <https://www.icann.org/udrp/udrp.htm>; and

6.2.2 The Uniform Rapid Suspension system (URS); the URS and rules which currently located at <http://newgtlds.icann.org/en/applicants/urs>.

6.3 Registered Name Holder agrees to comply with all Registry Operator policies and any other terms of services imposed as a condition to register/use a domain name in the TLD.

7.0 RESERVED NAMES

The following terms are reserved from registration.

7.1 Reserved or restricted names to comply with ICANN requirements, including those reserved for specific third parties.

7.2 Those names identified by Registry Operator for operational and other purposes, which Registry Operator may change from time to time.

8.0 Miscellaneous

8.1 Registry Operator reserves the right to modify this Policy at its sole discretion and at any time in accordance with its rights and obligations set forth in its Registry Agreement. In the event that a Registrant Name Holder objects to the any change in this Policy, the sole remedy is cancelation of the domain name registration.

8.2 The terms of this Policy are incorporated by reference into the Registrant Agreement.

Exhibit C
Signed Mark Data File ID Number

Alibaba – SMD ID: [REDACTED]