

## **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 1-1093-81854, as part of its ongoing contractual negotiations with ICANN for the execution of a Registry Agreement for the .alipay TLD (the "Registry Agreement"), hereby applies for .alipay 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: 25 August 2014

**Exhibit A**  
**Trademark Registration**

 CAYMAN ISLANDS	
THE PATENTS AND TRADE MARKS LAW (1999 REVISION) (AS AMENDED)	
<b>CERTIFICATE OF RECORDING</b>	
<p><i>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 20 February 2012.</i></p>	
<b>Registration of Trade Mark</b>	
PLACE OF ORIGIN	European Community
PATENT/TRADE MARK NO:	CT4469052
CLASS(ES):	9 35 42
Word/Mark: ALIPAY	
LIMITATIONS:	
DATE OF EXPIRY:	03 June, 2015
PROPRIETOR:	ALIBABA GROUP HOLDING LIMITED,
ADDRESS:	Fourth Floor, One Capital Place, P.O. Box 847, Grand Cayman Cayman Islands
AGENT:	APPLEBY INTELLECTUAL PROPERTY SERVICES LTD.
ADDRESS:	P.O. Box 190 GT Clifton House 75 Fort Street, George Town
<p><i>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: 6 of 12 March, 2012.</i></p>	
<div style="border: 2px solid blue; padding: 5px; text-align: center;"><b>REGISTRAR OF PATENTS AND TRADE MARKS</b>  MAR 13 2012  <b>CAYMAN ISLANDS</b></div>	<p><i>Given under my hand and seal at George Town in the island of Grand Cayman this Thirteenth day of March Two Thousand Twelve</i></p> <p style="text-align: center;"> (ASSISTANT REGISTRAR OF PATENTS AND TRADE MARKS)</p>

# United States of America

United States Patent and Trademark Office

## ALIPAY

**Reg. No. 3,761,346** ALIBABA GROUP HOLDING LIMITED (CAYMAN ISLANDS CORPORATION)  
Registered Mar. 16, 2010 FOURTH FLOOR, ONE CAPITAL PLACE  
P.O. BOX 847  
GRAND CAYMAN, CAYMAN ISLANDS

**Int. Cls.: 9, 35, 36, 38, 39  
and 42**

**TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER**

FOR: SOFTWARE FOR PROCESSING ELECTRONIC PAYMENTS TO AND FROM OTHERS; AUTHENTICATION SOFTWARE FOR AUTHENTICATING THE IDENTITY OF A PAYER; RECORDED COMPUTER PROGRAMS FOR PROCESSING ELECTRONIC PAYMENTS AND/OR AUTHENTICATING THE IDENTITY OF A PAYER; RECORDED COMPUTER SOFTWARE FOR PROCESSING ELECTRONIC PAYMENTS AND/OR AUTHENTICATING THE IDENTITY OF A PAYER; COMPUTERS; COMPUTER PERIPHERALS; DOWNLOADABLE ELECTRONIC PUBLICATIONS IN THE NATURE OF MAGAZINES, ARTICLES, BROCHURES, LEAFLETS AND DATASHEETS CONTAINING INFORMATION OR INSTRUCTIONS IN THE FIELD OF ELECTRONIC PAYMENTS, PRE-RECORDED AUDIO TAPES, CD-ROMS, DISCS AND VIDEO TAPES IN THE FIELD OF ELECTRONIC PAYMENTS; COMPUTER SOFTWARE FOR USE IN THE SEARCH AND RETRIEVAL OF COMPUTERIZED INFORMATION ON HOBBIES, COLLECTIBLES, AUCTIONS AND PRODUCTS ACCESSED FROM GLOBAL INFORMATION NETWORKS AND NETWORK SYSTEMS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).



*David J. Kappas*

Director of the United States Patent and Trademark Office

FOR: BUSINESS ADVISORY SERVICES RELATING TO FACILITATING THE TRANSACTION OF BUSINESS VIA LOCAL AND GLOBAL COMPUTER NETWORKS; PROVIDING COMPUTERIZED ONLINE ORDERING SERVICES FEATURING GENERAL CONSUMER MERCHANDISE AND INDUSTRIAL PRODUCTS; ADVERTISING SERVICES, NAMELY, PROMOTING THE GOODS AND SERVICES OF OTHERS VIA LOCAL AND GLOBAL COMPUTER NETWORKS; INTERNATIONAL IMPORT AND EXPORT AGENCY SERVICES; RENTAL OF ADVERTISING SPACE ON COMMUNICATION MEDIA; DIRECT MARKETING ADVERTISING SERVICES FOR OTHERS; MARKET RESEARCH AND CONSULTING SERVICES FOR OTHERS; ONLINE TRADING SERVICES IN WHICH SELLERS POST PRODUCTS TO BE SOLD AND PURCHASES ARE MADE VIA THE INTERNET AND PROVIDING ONLINE BUSINESS EVALUATION RELATING THERETO; COMPUTER SERVICES, NAMELY, PROVIDING AN ONLINE COMPUTER DATABASE IN THE FIELD OF SHOPPING, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FOR: CLEARING AND RECONCILING FINANCIAL TRANSACTIONS VIA A GLOBAL COMPUTER NETWORK; ONLINE BANKING SERVICES AND FINANCIAL SERVICES, NAMELY, CREDIT CARD OR/AND DEBIT CARD PROCESSING SERVICES, AND TRANS-

**Reg. No. 3,761,346** MISSION AND PROCESSING OF BILLS AND PAYMENTS THEREOF, CONDUCTED VIA A GLOBAL COMPUTER NETWORK; ELECTRONIC FUNDS TRANSFER SERVICES, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FOR: PROVIDING ELECTRONIC MAIL AND ELECTRONIC MAIL FORWARDING SERVICES; PROVIDING ACCESS TO WEBSITES ON THE INTERNET BY WHICH THIRD PARTIES CAN OFFER GOODS AND SERVICES, PLACE AND FULFILL ORDERS, ENTER INTO CONTRACTS AND TRANSACT BUSINESS; PROVIDING ONLINE COMMUNICATION LINKS WHICH TRANSFER THE WEBSITE USER TO OTHER LOCAL AND GLOBAL WEBPAGES TO FACILITATE E-COMMERCE AND REAL WORLD BUSINESS TRANSACTIONS; PROVIDING ONLINE ELECTRONIC BULLETIN BOARDS FOR TRANSMISSION OF MESSAGES AMONG COMPUTER USERS CONCERNING PRODUCTS, SERVICES AND BUSINESS OPPORTUNITIES; ELECTRONIC MESSAGE SENDING; COMPUTER AIDED ELECTRONIC TRANSMISSION OF MESSAGES AND IMAGES TELECOMMUNICATIONS SERVICES, NAMELY, PROVIDING TELEPHONE COMMUNICATION AND INTERNET TELEPHONY SERVICES; ELECTRONIC TRANSMISSION OF DATA AND INFORMATION VIA ELECTRONIC COMMUNICATIONS NETWORKS; INFORMATION, ADVISORY AND CONSULTANCY SERVICES RELATING TO ALL THE AFORESAID SERVICES, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FOR: STORAGE OF ELECTRONIC DATA AND DOCUMENTS, IN CLASS 39 (U.S. CLS. 100 AND 105).

FOR: COMPUTER SERVICES, NAMELY, CREATING, MAINTAINING AND HOSTING WEBSITES FOR OTHERS; HOSTING OF DIGITAL CONTENT FOR OTHERS ON THE INTERNET; COMPUTER PROGRAMMING FOR OTHERS; DESIGN AND DEVELOPMENT OF ONLINE COMPUTER SYSTEM SOFTWARE; COMPUTER SOFTWARE DESIGN FOR OTHERS; COMPUTER SYSTEM DESIGN FOR OTHERS; DESIGN AND DEVELOPMENT OF COMPUTER SOFTWARE AND HARDWARE; DESIGN AND DEVELOPMENT OF WEB PAGES; HOSTING WEBPAGES FOR OTHERS; INFORMATION, ADVISORY AND CONSULTANCY SERVICES RELATING TO ALL THE AFORESAID SERVICES; APPLICATION SERVICES PROVIDER FEATURING SOFTWARE IN THE FIELD OF ELECTRONIC CALENDAR, ADDRESS BOOK AND NOTES FEATURE, IN CLASS 42 (U.S. CLS. 100 AND 101).

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF TAIWAN REG. NO. 1178696, DATED 10-16-2005, EXPIRES 10-15-2015.

OWNER OF TAIWAN REG. NO. 1167652, DATED 8-1-2005, EXPIRES 7-31-2015.

OWNER OF TAIWAN REG. NO. 1178520, DATED 10-16-2005, EXPIRES 10-15-2015.

OWNER OF TAIWAN REG. NO. 1176367, DATED 10-1-2005, EXPIRES 9-30-2015.

OWNER OF TAIWAN REG. NO. 1178345, DATED 10-16-2005, EXPIRES 10-15-2015.

SER. NO. 78-537,541, FILED 12-23-2004.

WON TEAK OH, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §1058. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date. See 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must also timely file the Declarations of Use (or Excusable Nonuse) referenced above at the USPTO based on the U.S. registration date (not the international registration date). However, the grace periods for these registrations are different, as is the time period for filing the declarations of use due every ten years after the registration date. The declarations due every ten years must be filed within six months before expiration of the ten-year period. In addition, there is no grace period for the declaration due between the 5th and 6th years after the registration date, and there is a three-month grace period for the declarations due every ten years. See 15 U.S.C. §1141k. Further, owners of these registrations do not file renewal applications at the USPTO, but instead must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. You can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.



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: 302032307  
Trade Mark No.:

商標:  
Mark:

A. **ALIPAY**  
B. **alipay**  
C. **Alipay**  
D. **AliPay**

商標種類: Ordinary  
Mark Type:

商標描述: N/A  
Mark Description:

一系列商標: Yes  
Series Mark:

擁有人姓名/名稱、  
地址: Alibaba Group Holding Limited  
Fourth Floor, One Capital Place, P. O. Box 847,  
George Town, Grand Cayman,  
CAYMAN ISLANDS  
Owner(s)' Name,  
Address:

擁有人的送達地址: Hogan Lovells  
11th Floor, One Pacific Place,  
88 Queensway,  
HONG KONG  
Owner(s)' Address for  
Service:

類別及貨品/服務說明: Class 9  
Class(es) & Specification(s): 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 35

Advertising; business management; business administration; office functions; electronic data storage; organisation, operation and supervision of loyalty and incentive schemes; advertising services provided via the Internet; production of television and radio advertisements; accountancy; auctioneering; trade fairs; opinion polling; data processing; provision of business information; 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 relating to 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 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

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.

#### Class 36

Insurance; financial affairs; monetary affairs; real estate affairs; clearing and reconciling financial transactions via a global computer network; online banking services and financial services; credit card services, processing and transmission of bills and payments thereof, and providing insurance for financial transactions; funds transfer services; transmission of funds by electronic means for others; transfer of payments for others via the internet; financial services in the nature of billing and payment processing services; arrangement and management of leases and tenancy; renting and leasing of real estate; real estate appraisal; real estate valuation, real estate financing, real estate investment; real estate brokerage services; real estate agency services; housing agency services; actuarial services; real estate management and consultancy services; rent collection; rental of offices (real estate); rental of apartments and flats; provision of financial information via the Internet; safety deposit and issuing of travel vouchers services; capital investments; financial evaluation [insurance, banking, real estate]; financial and asset management services; insurance and financial services; financial services provided by

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telecommunication means; financial consultancy and advisory services; home banking; banking services provided on-line from a computer databases or the Internet; securities brokerage services, stock exchange quotation services; stocks and bonds brokerage, financial analysis; debit card services, charge card services and cheque guarantee services; banking, savings account and investment services; financial clearing services; credit verification via global computer information network; electronic credit risk management services; electronic purchase payment and electronic bill payment services; financial accounts debiting and crediting services; electronic banking services; issuance of stored value cards, charge cards and debit cards; telephone credit cards services; information services relating to finance and insurance, provided online from a computer database or Internet; agency for collection of gas and electricity fees; antique appraisal; art appraisal; jewelry appraisal; used car appraisal; tax information supply; charitable fund raising; organizing of charitable collections; charitable collections; rental of paper money and coin counting or processing machines; rental of cash dispensers or automated-teller machines; online payment services; rental and/or leasing of safes; consultancy, information and advisory services relating to the aforesaid services; all included in class 36.

#### Class 38

Telecommunications services; providing web-based multimedia teleconferencing, videoconferencing, and online meeting services that allow simultaneous and asynchronous viewing, sharing, editing, and discussion of documents, data, and images by participants via a web browser; providing customers with online access to online reports regarding the performance, effectiveness, and status of web-based applications, teleconferences, videoconferences, and meetings; providing users with secure remote access via the Internet to private computer networks; providing online collaboration services allowing users to access applications, platforms, jointly-shared documents, data, task lists, and discussion forums; Internet broadcasting services, providing an online database of information regarding web-based broadcasting complaint submission platform; provision of telecommunication access and links to computer database and to the Internet; electronic communication services; interactive telecommunications services; telecommunication of information (web pages), computer programs and data; providing telecommunications connections to the Internet or data bases; provision of telecommunication access to world-wide web facilities and structures; communication by computer terminals; communication by fibre optic networks; computer aided transmission of messages and images; facsimile transmission; message sending; paging services; rental of modems; data





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communication services by electronic means; rental of telecommunication equipment; electronic message sending, receiving and forwarding services; collection, transmission and delivery of data by electronic means; collection, transmission and delivery of mail messages, still picture and/or moving picture information such as characters, messages, music and images, telegrams, information and data by mechanical, electronic, telephone, telex, cable, computer and satellite means; transmission, broadcast and reception of audio, video, still and moving images and data whether in compressed or uncompressed form and whether in real or delayed time; electronic messaging, conferencing and order-transmission services; video conferencing services; communication by electronic bulletin board that enables users to perform a real-time interactive talk between a computer terminal and an electronic bulletin board containing still picture and moving picture information and voice information such as characters; providing electronic bulletin boards and message boards for transmission of messages; provision of online discussion forums; television broadcasting services; broadcasting and transmission of radio and television programmes; music broadcasting; transmission of music, films, interactive programmes, videos, electronic computer games; transmission of information relating to on-line shopping and general retail services; video-on-demand transmission services; news agency services; providing access to computer database on the global computer network for searching and retrieving information, data, web sites and resources available on computer networks; providing user access to a computer database containing electronic publications, bulletin boards, database and information accessible via computer; operation of chat rooms (chat room services); multiple user access to global computer information networks for the transfer and dissemination of a wide range of information; providing access to a website on a global computer network by which third parties can offer goods and services, place and fulfill orders, enter into contracts and transact business; providing access to an interactive website 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; communication services, namely, text and numeric digital messaging services; transmission of information by data communications for assisting decision making; transmission of information through video communication systems; web conferencing services; electronic communication services for establishing virtual chatrooms via text messaging; providing electronic bulletin boards for the posting and transmission of messages among and between computer users concerning products, services and business leads and opportunities; providing an online interactive bulletin board for the posting, promotion, sale and resale of items via a global computer network; providing electronic mail



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and electronic mail forwarding services; audio and video communication via computers and computer networks, and via a global communications network; providing computer access and leasing access time to online interactive bulletin boards and databases; providing access to a web site on a global computer network by which third parties can offer goods and services, place and fulfill orders, enter into contracts and transact business; providing access to electronic bulletin boards for the posting and transmission of messages among and between computer users concerning products, services and business opportunities; providing access to electronic calendar, address book and electronic notebook, via local and global computer networks; providing distant video and/or telephone conferencing access and facilities; providing computer links to third party web sites to facilitate e-commerce and real world business transactions; consultancy, information and advisory services relating to the aforesaid services; all included in class 38.

#### Class 39

Transport; packaging and storage of goods; travel arrangement; storage of electronically-stored data or documents; transportation information; shipbrokerage; car transport; air transport; vehicle rental; water supplying; message delivery; reservation (travel-); transport by pipeline; delivery of goods by mail order; courier services [messages or merchandise]; transport services in the nature of transport management; car rental services; car parking services; yacht and/or boat trips; travel agency services; travel reservation and travel information services; travel ticket agency services; arranging travel and information therefor, all provided on-line from a computer database or the Internet; provision of information relating to travel and tourism through the Internet or through telecommunication networks; transport of goods and passengers; packaging; providing road and traffic information, chauffeur services; loading and unloading of cargo; freight brokerage; removal services; brokerage for rental, leasing, selling, purchasing and/or chartering of ships and/or boats; salvage and refloating of ships and/or boats; piloting; gas distribution and supply; electricity distribution and supply; heat distribution and supply; water distribution and supply; mooring facility services; rental of warehouses; providing flying areas; providing toll road; rental and/or leasing of wheelchairs; management of parking spaces; rental and/or leasing of airplanes; rental and/or leasing of containers; rental and/or leasing of bicycles; rental and/or leasing of cars; rental and/or leasing of ships and/or boats; rental and/or leasing of man-powered vehicles; rental and/or leasing of mechanical parking systems; rental and/or leasing of pallets; rental and/or leasing of packaging or wrapping machines; rental and/or



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leasing of refrigerator; collection of domestic waste and trash; collection of industrial waste and trash; import-export clearance agencies (custom clearance); consultancy, information and advisory services relating to the aforesaid services; all included in class 39.

Class 41

Education; providing of training; entertainment; sporting and cultural activities; publication of texts, books and journals (others than publicity texts); publication of diagrams, images and photographs; publication of newspapers, magazines and periodicals; education, training and instruction services relating to telecommunications, computers, computer programs, web site design, e-commerce, business management and advertising; provision of education, recreation, instruction, tuition and training both interactive and non-interactive; design of educational courses, examinations and qualifications; entertainment provided via electronic and digital interactive media; electronic games services provided by means of the Internet; provision of information relating to education, training, entertainment, recreation, sporting, social and cultural activities; providing on-line electronic publications (not downloadable); arranging, organizing, hosting and conducting singing competitions; arranging, organizing, hosting and conducting concerts; arranging, organizing, hosting and conducting events and competitions for education or entertainment purposes; arranging, organizing, hosting and conducting game shows and quests; entertainment ticket agency services; information relating to entertainment or education, provided online from a computer database or the Internet; providing digital music (not downloadable) from the Internet; providing digital music (not downloadable) from MP3 (Moving Picture Experts Group-1 audio layer 3) Internet web sites; entertainment and education services relating to planning, production and distribution of sound, images, digital music, movies, live or recorded audio, visual or audiovisual material for broadcasting on terrestrial cable, satellite channels, the Internet, wireless or wire-link systems and other means of communications; music entertainment services; rental of sound recordings; preparation of entertainment, educational, documentary and news programmes for broadcasting; news reporters' services; information relating to sporting or cultural events, current affairs and breaking news provided by satellite television transmission, the Internet or by other electronic means; television, radio and film production; preparation and production of television programmes; provision of information, data, graphics, sound, music, videos, animation and text for entertainment purpose; game services; provision of club recreation, sporting and gymnasium facilities; band performances; club entertainment, discotheque, fashion show and night club services; club services relating to entertainment,





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education and cultural services; arranging, conducting and provision of conferences, conventions, congresses, seminars and training workshops; organizing and conducting exhibitions, fashion shows, educational shows and cultural shows and performances; art exhibition and gallery services; art gallery services relating to fine arts leasing; training services in relation to occupation health and safety, and environmental conservation; provision of cigar classes, wine tasting classes; providing education information about research materials and agency thereof; arranging, organizing, planning and management of seminars; animal training; direction in producing broadcasting programs; instructional services relating to operation of machines and equipment, including audiovisual equipment, which is used for the production of broadcasting programs; providing audio and visual studios; providing sports facilities; providing facilities for movies, shows, plays, music or educational training; entertainment booking agencies; rental and leasing of motion pictures (cine-films); rental and leasing of musical instruments; rental and leasing of television programmes; rental and leasing of television sets; lending libraries; archive library services; subtitling services; sign language interpretation services; rental of entertainment software; providing video games, computer games, sound or images, or movies through telecommunication or computer networks; providing online computer games and contests; rental of pre-recorded video tapes; rental and leasing of game machines; lending of arcade game equipment; lending of pictures; photography; translation; language interpretation; educational and training programs in the field of risk management; educational and training programs relating to certification; provision of news; lottery services; consultancy, information and advisory services relating to the aforesaid services; all included in class 41.

#### Class 42

Scientific and technological services and research and design relating thereto, industrial analysis and research services; design and development of computer hardware and software; computer services in connection with transmitting information, data, documents, and images over the Internet; application service provider (ASP) services, namely, hosting computer software applications of others; application service provider (ASP) services providing software in the fields of web-based conferencing, audio conferencing, electronic messaging, document collaboration, video conferencing, and voice and call processing; providing online non-downloadable software for facilitating the interoperability of multiple software applications; technical support services relating to computer software and applications provided online, by email and by telephone; computer services, namely, creating an on-line



商標編號 Trade Mark No. 302032307

community for registered users to participate in discussions, get feedback from their peers, form virtual communities, engage in social networking, and exchange documents; computer technology advice provided to Internet users by means of a support hotline; computer service relating to creating indexes of information, sites and resources on computer networks; providing search engines; design of computers, notebook computers, laptop computers, portable computers and handheld computers; design of personal digital assistants and personal media players; design of mobile telephones and smart phones; design of digital cameras; computer services; computer programming; computer integration services; computer analysis services; computer programming in relation to the defence against virus; computer system software services; providing direct connection services between computer users for exchanging data; computer software design; computer system design; design and development of webpages; hosting webpages for others; hosting computer application software for searching and retrieving information from databases and computer networks; providing technical information at the specific request of end-users by means of telephone or global computer network; consultancy services in relation to computer software; computer services relating to customized searching of computer databases and websites; computer and electronic signal coding and decoding; conversion of physical data and documents into electronic media format; testing and evaluation services; architectural and design services; interior designs of buildings, offices and apartments; computer and network information services; provision of computer security risk management programs; computer security information, knowledge, and testing services; quality assurance services; computer services relating to certification of business transactions and preparation of reports therefor; access control to (security services for-) computers, electronic networks and databases; security of data transmission and of transactions via computer networks; consultancy in the field of data security; technological consultancy concerning securing telecommunications; consultancy, information and advisory services relating to the aforesaid services; all included in class 42.

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: 15.09.2011

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

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

日期: 2012 年 8 月 6 日  
Date: 6 August, 2012



商標註冊處處長張錦輝  
Peter K.F. Cheung  
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. 本證明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 .ALIPAY 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 .Alipay.

**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 .Alipay.

**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 3<sup>rd</sup> and 4<sup>th</sup> 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**

Alipay – SMD ID: [REDACTED]