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”), in connection with the execution of the 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.

Because this application is submitted to ICANN after the delegation of the TLD to nameservers designated by the Registry Operator into the root- zone, Registry Operator represents to ICANN that all domain names that are registered in the TLD are registered to and maintained in compliance with the requirements of the .Brand TLD definition.
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], Senior Legal Counsel, Head of Soft IP, at [redacted].

Submitted by: [redacted]
Position: Senior Legal Counsel, Head of Soft IP
Date: 23 August 2019
Email: [redacted].

Please be advised that by submitting your personal data in the .Brand TLD Designation Application, you agree that your personal data will be processed in accordance with the ICANN Privacy Policy and the website Terms of Service.
Exhibit A

Trademark Registration

[to be attached by Registry Operator]
Reg. No. 3,761,346
ALIBABA GROUP HOLDING LIMITED (CAYMAN ISLANDS CORPORATION)
Registered Mar. 15, 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 PAYOR;
RECORDED COMPUTER PROGRAMS FOR PROCESSING ELECTRONIC PAYMENTS
AND/OR AUTHENTICATING THE IDENTITY OF A PAYOR; RECORDED COMPUTER
SOFTWARE FOR PROCESSING ELECTRONIC PAYMENTS AND/OR AUTHENTICATING
THE IDENTITY OF A PAYOR; COMPUTERS; COMPUTER PERIPHERALS; DOWLOADABLE
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 HOBIES, COLLECTIBLES, AUCTIONS AND PRODUCTS ACQUIRED
FROM GLOBAL INFORMATION NETWORKS AND NETWORK SYSTEMS, IN CLASS 9
(U.S. CLS. 21, 25, 26, 36 AND 38).

FOR: BUSINESS ADVISORY SERVICES RELATING TO FACILITATING THE TRANSACTION
OF BUSINESS VIA LOCAL AND GLOBAL COMPUTER NETWORKS; PROVIDING COMPUTE
TERIZED ONLINE ORDERING SERVICES FEATURING GENERAL CONSUMER MER
CHANDISE AND INDUSTRIAL PRODUCTS; ADVERTISING SERVICES, NAMELY, PRO
MOTING THE GOODWILL SERVICES OF OTHERS VIA LOCAL AND GLOBAL COMPUTER
NETWORKS; INTERNATIONAL IMPORT AND EXPORT AGENCY SERVICES; RENTAL
OF ADVERTISING SPACE ON COMMUNICATION MEDIA; DIRECT MARKETING ADVERT
ISING SERVICES FOR OTHERS; MARKET RESEARCH AND CONSULTING SERVICES
FOR OTHERS; ONLINE TRADING SERVICES IN WHICH SELLERS POST PRODUCTS TO
BE SOLD AND PURCHASED 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. 169, 101 AND 102).

FOR: CLEARING AND RECONCILING FINANCIAL TRANSACTIONS VIA A GLOBAL
COMPUTER NETWORK; ONLINE BANKING SERVICES AND FINANCIAL SERVICES,
NAMELY, CREDIT CARD AND DEBIT CARD PROCESSING SERVICES, AND TRANS-
Reg. No. 3,761,346

MEASUREMENT AND PROCESSING OF BILLS AND PAYMENTS THEREOF, CONDUCTED VIA A GLOBAL COMPUTER NETWORK; ELECTRONIC FUNDS TRANSFER SERVICES, IN CLASS 36 (U.S. CLS. 160, 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 WEB PAGES 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; TELECOMMUNICATION 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 36 (U.S. CLS. 160, 101 AND 102).

FOR: STORAGE OF ELECTRONIC DATA AND DOCUMENTS, IN CLASS 39 (U.S. CLS. 109 AND 105).

FOR: COMPUTER SERVICES, NAMELY, CREATING, MAINTAINING AND HOSTING WEB PAGES FOR OTHERS; HOSTING OR DISTRIBUTING 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 WEB PAGES FOR OTHERS; INFORMATION, ADVISORY AND CONSULTANCY SERVICES RELATING TO ALL THE AFORESAID SERVICES; APPLICATION SERVICES PROVIDER FEATURING SOFTWARE IN THE FIELD OF ELECTRONIC CALENDARS, ADDRESS BOOK AND NOTES FEATURE, IN CLASS 45 (U.S. CLS. 106 AND 101).

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


SER. NO. 78-387,541, FILED 12-31-2004.

WONG TAI KEE, 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 Fillings*
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 data). 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. §114k. Further, owners of those 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. §114l. 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.
Mark: AL PAY

US Serial Number: 78537541
Application Filing Date: Dec 23 2004
US Registration Number: 3761346
Registration Date: Mar 16 2010
Mark Type: Trademark
Status: A Section 8 declaration has been accepted
Status Date: Nov 30 2016
Publication Date: Dec 29 2009

Mark Information

Mark Literal
Elements:
AL PAY
Standard Character Claim:
Yes  The mark consists of standard characters without claim to any particular font style size or color
Mark Drawing Type:
4 STANDARD CHARACTER MARK

Foreign Information

Foreign Registration Number:
Foreign Registration Country: TA W An
Foreign Expiration Date:
Foreign Registration Date:
Foreign Registration Date:
Foreign Expiration Date:
Foreign Registration Date:
Foreign Expiration Date:
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Foreign Expiration Date:
Goods and Services

Note:
The following symbols indicate that the registrant/owner has amended the goods/services:
• Brackets [ ] indicate deleted goods/services;
• Double parenthesis (( )) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
• Asterisks * * identify additional (new) wording in the goods/services

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 data sheets 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, products accessed from global information networks and network systems

International Class(es): 009 Primary Class
U.S Class(es): 021 023 026 036 038
Class Status: ACT VE
Basis: 44(e)

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

International Class(es): 035 Primary Class
U.S Class(es): 100 101 102
Class Status: ACT VE
Basis: 44(e)

For: Clearing and reconciling financial transactions via a global computer network; online banking services and financial services, namely credit card or debit card processing services and transmission and processing of bills and payments thereof conducted via a global computer network; electronic funds transfer services

International Class(es): 036 Primary Class
U.S Class(es): 100 101 102
Class Status: ACT VE
Basis: 44(e)

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 web pages to facilitate e-commerce and real world business transactions; providing online electronic bulletin boards for transmission of messages among computer users concerning products 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

International Class(es): 038 Primary Class
U.S Class(es): 100 101 104
Class Status: ACT VE
Basis: 44(e)

For: Storage of electronic data and documents

International Class(es): 039 Primary Class
U.S Class(es): 100 105
Class Status: ACT VE
Basis: 44(e)

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 ]
**International Class(es):** 042  Primary Class  
**U.S Class(es):** 100  101  
**Class Status:** ACT VE  
**Basis:** 44(e)

## Basis Information (Case Level)

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## Current Owner(s) Information

- **Owner Name:** AL BABA GROUP HOLD NG L M TED  
- **Owner Address:** FOURTH FLOOR ONE CAP TAL PLACE  
  P O BOX 847  
  GRAND CAYMAN  
  CAYMAN ISLANDS  
- **Legal Entity Type:** CORPORATION  
- **State or Country Where Organized:** CAYMAN ISLANDS

## Attorney/Correspondence Information

### Attorney of Record
- **Attorney Name:** Jeffrey Costellia  
- **Email Address:** nptm@nixonpeabody.com  
- **Docket Number:** 074619 331  
- **Attorney Email Authorized:** Yes

### Correspondent
- **Name/Address:** Jeffrey Costellia  
  Nixon Peabody LLP  
  799 9th Street N W  
  Suite 500  
  Washington D STR CT OF COLUMB A 20001  
  UN TED STATES  
- **Phone:** 202 585 8000  
- **Fax:** 202 585 8080  
- **Correspondent Email:** nptm@nixonpeabody.com  
- **Correspondent e-mail Authorized:** Yes

### Domestic Representative
- **Name:** Jeffrey Costellia  
- **Phone:** 202 585 8000  
- **Fax:** 202 585 8080  
- **Domestic Representative Email:** nptm@nixonpeabody.com  
- **Domestic Representative e-mail Authorized:** Yes

## Prosecution History

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Maintenance Filings or Post Registration Information
**TM Staff and Location Information**

| Current Location: | TMO LAW OFF CE 114 | Date in Location: | Nov 30 2016 |

### Assignment Abstract Of Title Information

#### Summary

| Total Assignments: | 1 | Registrant: | AL BABA GROUP HOLDING LTD |

#### Assignment 1 of 1

| Conveyance: | CHANGE OF NAME |
| Reel/Frame: | 3716/0047 |
| Date Recorded: | Feb 08 2008 |
| Supporting Documents: | assignment_tm_3716_0047.pdf |

##### Assignor

- **Name:** AL BABA CORP.
- **Legal Entity Type:** CORPORATION
- **State or Country Where Organized:** CAYMAN ISLANDS
- **Execution Date:** Nov 05 2007

##### Assignee

- **Name:** AL BABA GROUP HOLDING LTD
- **Legal Entity Type:** CORPORATION
- **State or Country Where Organized:** CAYMAN ISLANDS
- **Address:** P.O. BOX 847

##### Correspondent

- **Name:** CONNELL ELLERBACH
- **Address:** 801 CAL FORN A STREET

##### Domestic Representative

- **Name:** CONNELL ELLERBACH
- **Address:** 801 CAL FORN A STREET

#### Proceedings

**Summary**

- **Number of Proceedings:** 1

**Type of Proceeding: Opposition**

| Proceeding Number: | 91233862 |
| Status: | Suspended |
| Status Date: | May 22 2019 |

**Defendant**

- **Name:** Amer Group nc
### Associated marks

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#### Plaintiff(s)

- **Name:** Alibaba Group Holding Limited

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Exhibit B

TLD Registration Policies

[to be attached by Registry Operator]
TLD Registration Policies

.ALIPAY TLD REGISTRATION POLICY

1. **ELIGIBILITY**

Only Alibaba Group Holding Limited, its Affiliates and qualified Trademark Licensees as defined in, and in accordance with Specification 13 of the Registry Agreement ("Specification 13" where applicable) are eligible to register a Domain Name under the .ALIPAY 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 licencing 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) to comply with Specification 13;
(vi) as required by ICANN Consensus Policy;
(vii) where such Domain Name is placed under reserved names list at any time; and
(viii) 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 ALIBABA’s response to Question 22 Geographic Names.

By registering a letter/letter two-character ASCII label, the Registrant represents that the Registrant will take steps to ensure against misrepresenting or falsely implying that the Registrant or its business is affiliated with a government or country-code manager if such affiliation, sponsorship or endorsement does not exist.

The Registry will take reasonable steps to investigate and respond to any reports from governmental agencies and ccTLD operators of conduct that causes confusion with the corresponding country code in connection with the use of a letter/letter two-character ASCII domain. In responding to such reports, the Registry will not be required to take any action in contravention of applicable law.

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 .ALIPAY 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 Alibaba Group Holding Limited (“ALIBABA”);*

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.*