

.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

AMP Limited ("Registry Operator"), in connection with the execution of the Registry Agreement for the .amp TLD (the "Registry Agreement"), hereby applies for .amp 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 SMD file ID attached hereto as Exhibit C is a complete and accurate copy of the SMD file ID for the TLD. Registry Operator also represents that it is currently working to obtain the appropriate documentation with regard to the trademark registration and Registry Operator's registration policies for the TLD.

Registry Operator agrees that if Registry Operator makes any changes to its registration policies for the TLD (whether before or after this application has been approved) that may disqualify the TLD as a .Brand TLD, it will promptly provide ICANN with a complete and accurate copy of the revised registration policies. In addition, if Registry Operator fails to maintain the trademark registration underlying its .Brand TLD application, it shall promptly notify ICANN of such failure. Registry Operator also agrees to maintain the criteria required to qualify as a .Brand TLD and to immediately notify ICANN of any changes in circumstances that could alter the statements made, and supporting materials provide with, this application.

Registry Operator acknowledges and agrees that this letter is binding on Registry Operator and, if any of the foregoing representations and agreements becomes untrue or not complied with, it shall be deemed a breach of the Registry Agreement by Registry Operator, and ICANN may assert its rights under the Registry Agreement, including by determining that the TLD no longer qualifies as a .Brand TLD pursuant to the terms of Specification 13.

Questions about this request should be directed to [REDACTED], the Contracting Point of Contact.

Submitted by: [REDACTED]
Position: Contracting Point of Contact
Dated: August 31, 2014

Email:





Australian Government
IP Australia

CERTIFICATE OF REGISTRATION OF TRADE MARK

No. 1336552

I, **Fatima Beattie**, Registrar of Trade Marks hereby certify -

that the trade mark represented on this certificate has been registered as a Trade Mark, No. 1336552 in the Register of Trade Marks for a period of ten years commencing from **15 December 2009** and that **AMP Life Limited ACN/ARBN 079 300 379 of Level 10 33 Alfred Street SYDNEY NSW 2000 AUSTRALIA** has been entered in the Register of Trade Marks as the owner of the trade mark.

AMP

The goods and/or services for which the trade mark is registered, plus any endorsement, additional owners or other information relating to the registration, are listed on the attached pages.

*Given under my hand and the seal of the Trade
Marks Office on 13 September 2010*

Fatima Beattie
REGISTRAR OF TRADE MARKS





Australian Government

IP Australia

CERTIFICATE OF REGISTRATION OF TRADE MARK ATTACHMENT

No. 1336552

The trade mark is registered for the following goods and/or services:

Printed matter; printed publications including but not limited to catalogues, magazines, journals, newspapers, newsletters, brochures, information leaflets, posters, paper, pamphlets, books; stationery; pens being goods in class 16

Financial services; money management, money investment and financial investment management services; establishment and management of investment portfolios, cash, mortgage, property, equity, unit trusts, infrastructure, fixed interest, debt, bonds, managed investment schemes, private equity, hybrid financial instruments; wealth management and protection services; asset origination; establishment and operation of superannuation funds, personal superannuation funds and self employed superannuation funds; provision of money and other credit and lending facilities; consulting services in the fields of superannuation, financial services and insurance; banking and investment services, financial management services; superannuation, insurance, banking, investment and financial services information; wealth planning; estate planning; financial planning; sourcing, advising and managing infrastructure funding and assets; financial research; platform and wrap services advice; debt management; business succession and business continuation advice; retirement payment and planning services; insurance including whole life insurance, endowment insurance, term insurance, investment account insurance and investment linked insurance including children's policies and single premium policies; disability insurance, business expense insurance, renewal disability insurance and annuity contracts of various kinds; general insurance, personal incapacity insurance, house owners and householders insurance, personal property insurance and professional indemnity insurance; services in this class rendered by agents engaged in such insurance businesses; insurance underwriting services; advice in relation to managing investments; providing advice and management services in relation to all the aforementioned services being services in class 36

Internet transmission and telecommunications services concerning business administration and support, banking, investment and financial services, superannuation and insurance; Internet broadcasting services, broadcasting and streaming of audio and video recordings of events and presentations and webcasts, providing on-line forums for transmission of messages among computer users concerning the development, planning, and conducting of multimedia presentations, providing on-line chat rooms and electronic bulletin boards for transmission of messages among users in the field of general interest being services in class 38

Arranging and conducting of conferences; educational services, seminars, lectures and continuing education programs; excluding instructions courses, seminars and training in the use, performance and assembly of electrical wiring systems and parts thereof being services in class 41

The trade mark is subject to the following endorsements:

Provisions of paragraph 44(3)(b) and/or Reg 4.15A(3)(b) applied.

EXHIBIT B

.AMP REGISTRATION POLICY

The Registry Operator intends for it and its Affiliates to be the only registrants of domain names within the TLD. This will ensure that such domain names only are used for purposes authorized by Registry Operator. Only relatively few, specifically designated employees of Registry Operator will have authority to authorize the registration and/or use of any such domain names by our Affiliates and their business customers, whose access and use will be subject to protocols set by Registry Operator.

To the extent that The Company authorizes Affiliates to register and/or use any such domain names, a written license will ensure that Registry Operator maintains control over all use of the domain name(s). That license will include specific guidelines and restrictions relating to use of the domain name(s), including but not limited to specific prohibitions against:

- Illegal or fraudulent actions;
- Spam
- Phishing
- Pharming
- Willful distribution of malware
- Botnet command and control
- Distribution of child pornography
- Illegal Access to Other Computers or Networks

Use of any and all licensed TLD domains will be monitored, and compliance with the contractual restrictions and guidelines will be enforced. Violations of any restrictions, guidelines or other contractual conditions may result in termination of the registration and/or accompanying license.