

.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

Apple Inc. ("Registry Operator"), in connection with the execution of the Registry Agreement for the .apple TLD (the "Registry Agreement"), hereby applies for .apple TLD to be qualified by ICANN as a .Brand TLD. Registry Operator confirms and represents to ICANN that the TLD meets each of the criteria for the TLD to be qualified as a .Brand TLD, as described in the .Brand TLD Application Process and Specification 13 attached thereto, and that all supplemental material accompanying this application is accurate and not misleading in any respect. Registry Operator also represents that the trademark registration attached hereto as Exhibit A, the registration policies attached hereto as Exhibit B, and the SMD file ID number attached hereto as Exhibit C are complete and accurate copies of the official trademark registration, Registry Operator's registration policies for the TLD, and the SMD file ID for the TLD for which this application is submitted respectively.

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

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

Questions about this request should be directed to [REDACTED]

[REDACTED]

EXHIBIT A
TRADEMARK REGISTRATION

Int. Cl.: 9

Prior U.S. Cl.: 26

United States Patent Office

Reg. No. 1,078,312
Registered Nov. 29, 1977

TRADEMARK
Principal Register

APPLE

Apple Computer, Inc. (California corporation)
20863 Stevens Creek Blvd.
Cupertino, Calif. 95014

For: COMPUTERS AND COMPUTER PROGRAMS
RECORDED ON PAPER AND TAPE, in CLASS 9
(U.S. CL. 26).

First use during April 1976; in commerce during April
1976.

Ser. No. 120,444, filed Mar. 25, 1977.

G. T. GLYNN, Examiner

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Apple Computer, Inc.		01/09/2007	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Apple Inc.		
Street Address:	1 Infinite Loop		
City:	Cupertino		
State/Country:	CALIFORNIA		
Postal Code:	95014		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 25			
Property Type	Number	Word Mark	
Registration Number:	3038073	APPLE	
Registration Number:	2808567	APPLE	
Registration Number:	2724165	APPLESCRIPT STUDIO	
Registration Number:	2649455	APPLE ISERVICES	
Registration Number:	2882805	APPLESEED	
Registration Number:	2683410	APPLE STORE	
Serial Number:	76116541	APPLE	
Registration Number:	2475786	APPLE STUDIO DISPLAY	
Registration Number:	2424976	THE APPLE STORE	
Registration Number:	2462798	APPLESTORE	
Registration Number:	2474021	APPLE CINEMA DISPLAY	
Registration Number:	2079765	APPLE	
Registration Number:	1975317	APPLEVISION	
Registration Number:	1895326	APPLE	

CH \$640.00 3038073

TRADEMARK

Registration Number:	1887822	APPLESCRIPT
Registration Number:	1393108	APPLETALK
Registration Number:	1422588	APPLEWORKS
Registration Number:	1543347	APPLECD SC
Registration Number:	1527874	APPLECAT
Registration Number:	1470516	APPLESHARE
Registration Number:	1448319	APPLE IIGS
Registration Number:	1401066	APPLELINK
Registration Number:	1282790	APPLECARE
Registration Number:	1144147	APPLE
Registration Number:	1078312	APPLE

CORRESPONDENCE DATA

██████████ ██████████

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: ██████████

Email: ██████████

Correspondent Name: ██████████

Address Line 1: 1 Infinite Loop

Address Line 2: MS: 3TM

Address Line 4: Cupertino, CALIFORNIA 95014

NAME OF SUBMITTER:

██████████

Signature:

██████████

Date:

01/25/2007

Total Attachments: 3

source=Certified Copy of Certificate of Ownership#page1.tif

source=Certified Copy of Certificate of Ownership#page2.tif

source=Certified Copy of Certificate of Ownership#page3.tif

TRADEMARK

EXHIBIT B
REGISTRATION POLICY

Registration Policy - .APPLE

The mission and purpose of the .APPLE TLD is to serve as a trusted, hierarchical, and intuitive namespace provided by Apple Inc. ("Registry Operator") for use by Registry Operator, its qualified Affiliates and Trademark Licensees. Only Registry Operator and its qualified Affiliates and Trademark Licensees will be allowed to register or control the DNS records associated with domain names at any level in the .APPLE TLD. Registry Operator will implement an internal process to determine which second-level domain names will be registered and which Affiliates and Trademark Licensees will be eligible to register second-level domains. The Registry Operator will manage all domain name registrations.

Registry Operator will review each second-level domain name at the time of registration to ensure that the name complies with internal policies governing the registration of .APPLE domain names, including this Registration Policy. Additionally, Registry Operator will conduct ongoing reviews of each second-level domain at least once per calendar year name to ensure compliance with the terms of the .APPLE Registry Agreement, as well as with ICANN Consensus or Temporary Policies.

Registry Operator reserves the right to amend its registration policy.

EXHIBIT C
SMD FILE ID NUMBER

