

## .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

Baidu, Inc. ("Registry Operator"), in connection with the execution of the Registry Agreement for the .baidu TLD (the "Registry Agreement"), hereby applies for .baidu 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 and the registration policies attached hereto as Exhibit B are complete and accurate copies of the official trademark registration and Registry Operator's registration policies for the TLD, 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]

Submitted by: [REDACTED]

Position: Legal

Dated: 2018.4.26

<http://www.baidu.com>

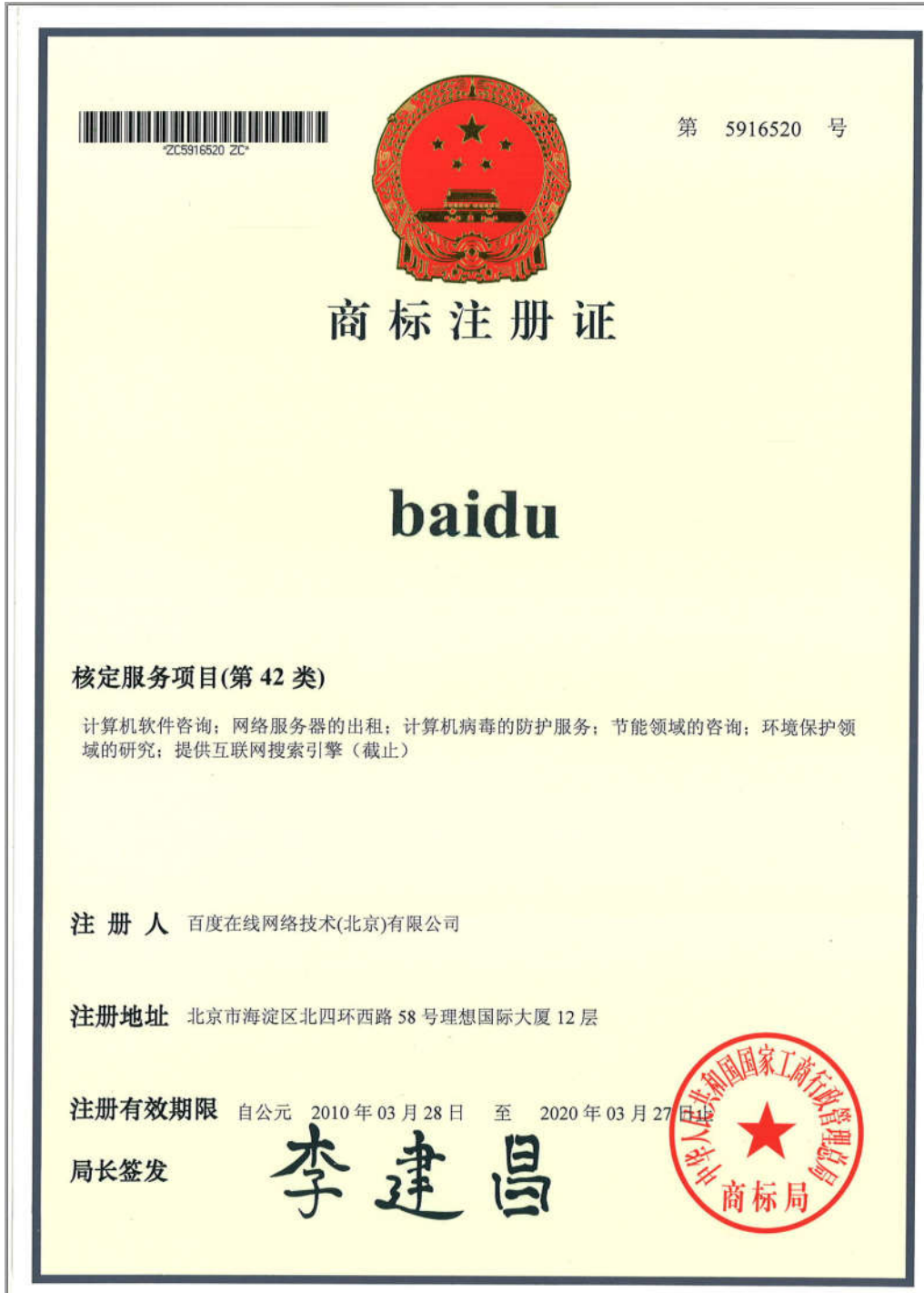
北京市海淀区上地十街 10 号 100085

No. 10 Shangdi 10th Street, Haidian District, Beijing 100085, P.R.C

Tel: +8610-5992-8888 Fax: +8610-5992-0000

Exhibit A

Trademark Registration



<http://www.baidu.com>

北京市海淀区上地十街 10 号 100085

No. 10 Shangdi 10th Street, Haidian District, Beijing 100085, P.R.C

Tel: +8610-5992-8888 Fax: +8610-5992-0000

## Exhibit B

### TLD Registration Policies

#### **Mission and Purpose:**

The mission of .BAIDU is to act as a trusted and dedicated domain name platform provided by Baidu Inc. ("Registry Operator") only for Registry Operator, its qualified Affiliates and Trademark Licensees, with the purpose to protect its brand and intellectual property rights, and to provide an uniform and stable platform for internal communication.

#### **Registration Qualification:**

Following the mission and purpose of .BAIDU, only Registry Operator and its qualified Affiliates and Trademark Licensees will be allowed to be the registrations of domain names in .BAIDU and control the DNS record associated with domain names at any level in .BAIDU.

#### **Registration Policy:**

Registry Operator will implement its Domain Name Registration Policy, which includes: (i) Name Allocation Policy, (ii) Registrant Eligibility Policy, (iii) Dispute Resolution Policy, and other policies to determine which second-level domain names can be registered and which Affiliates and Trademark Licensees will be eligible to register second-level domains of .BAIDU.

#### **Domain Compliance:**

Registry Operator will review each second-level domain name at the time of registration to make sure each domain name registered complies with internal domain name Registration Policy of .BAIDU. 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 .BAIDU Registry Agreement, as well as ICANN Consensus or temporary Policies.

Registry Operator reserves the sole and exclusive right to amend its registration policy sometimes.