

.Brand TLD Designation Application for .BANAMEX

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

Citigroup Inc. (“Registry Operator”), in connection with the execution of the Registry Agreement for the .BANAMEX TLD (the “Registry Agreement”), hereby applies for the .BANAMEX TLD (Application ID: 1-2087-76555) 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 also submits detailed information, including particular evidence, attached hereto as Exhibits C-D, supporting the TLD’s satisfaction of the .Brand TLD criteria set forth below.

- i. **TLD And Trademark Identity.** The BANAMEX TLD string is identical to the textual elements protected by the submitted Mexican Service Mark Registration for BANAMEX (Reg. No. 921415)(the “BANAMEX Mark”). See Exhibit A.
 - a. **Trademark Clearinghouse Entry.** The BANAMEX Mark was recorded with the Trademark Clearinghouse with proof of use. A copy of the Signed Mark Data file [REDACTED] issued by the Trademark Clearinghouse for the BANAMEX Mark is attached hereto as Exhibit C.
 - b. **Trademark Ownership.** The BANAMEX Mark is owned and used by Registry Operator’s Affiliate Banco Nacional de Mexico, S.A. in connection with the offering of financial services, as demonstrated by the submitted service mark registration attached as Exhibit A and the specimen attached as Exhibit D. Banco Nacional de Mexico, S.A. is a subsidiary of Registry Operator. Under the Registry Agreement, “Affiliate” means a person or entity that, directly or indirectly, through one or more intermediaries, or in combination with one or more other persons or entities, controls, is controlled by, or is under common control with, the person or entity specified, and (ii) “control” (including the terms “controlled by” and “under

common control with”) means the possession, directly or indirectly, of the power to direct or cause the direction of the management or policies of a person or entity, whether through the ownership of securities, as trustee or executor, by serving as an employee or a member of a board of directors or equivalent governing body, by contract, by credit arrangement or otherwise. As the parent company of Banco Nacional de Mexico, S.A., Registry Operator has the power through its subsidiary intermediaries to direct or cause the direction of the management or policies of Banco Nacional de Mexico, S.A. Banco Nacional de Mexico, S.A. is thus indirectly controlled by and an Affiliate of Registry Operator.

- c. **Registration Timing.** The submitted service mark registration for the BANAMEX Mark was issued on February 24, 2006 (See Exhibit A), well before ICANN opened its new gTLD application window on January 12, 2012 and the Registry Operator submitted its TLD registry application.
 - d. **Continuous Trademark Use.** Registry Operator’s Affiliate Banco Nacional de Mexico, S.A. has continuously used the BANAMEX Mark in connection with at least some of the services identified in the submitted trademark registration since at least as early as 1975, and intends to maintain such use throughout the Term of the Registry Agreement.
 - e. **No Punctuation.** The BANAMEX Mark does not begin with a period or dot. See Exhibits A, D.
 - f. **Trademark Unrelated To Registry Services.** Registry Operator’s Affiliate Banco Nacional de Mexico, S.A. has continuously used the BANAMEX Mark in connection with at least some of the financial services identified in the submitted trademark registration since at least as early as 1975, and intends to maintain such use throughout the Term of the Registry Agreement. See Exhibits A, D. The services identified in the submitted trademark registration and supporting specimen do not reference the provision of any TLD Registry Service, as defined in Section 2.1 of Specification 6 of the Registry Agreement.
- ii. **Registrants and DNS Record Control.** As detailed in its registration policies (See Exhibit B), only Registry Operator or its Affiliates (as defined in the Registry Agreement) will be registrants of domain names in the TLD and control the DNS records associated with domain names at any level in the TLD.
- iii. **Non-Generic String.** The applied-for TLD BANAMEX is not a Generic String TLD as defined in Specification 11 of the Registry Agreement. As defined in Section 3(c) of Specification 11 of the Registry Agreement, “Generic String” means a string consisting of a word or term that denominates or describes a general class of goods, services, groups, organizations or things, as opposed to distinguishing a specific brand of goods, services, groups, organizations or things from those of others. “BANAMEX” is not a dictionary term or general class of goods or services, but is a

specific brand of goods or services offered by Registry Operator's Affiliate. At the Mexican Institute of Industrial Property, Trademark Examining Attorneys substantively analyze trademark applications to determine if they are unregistrable for being generic in relation to the applied-for goods and services. Registry Operator submits to ICANN a presumptively valid Mexican service mark registration for the BANAMEX Mark, meaning that it is the current opinion of the Mexican Institute of Industrial Property that the word BANAMEX is not generic, and that it distinguishes a specific brand of financial services from the services of others.

- iv. **Registration Certificate.** Registry Operator has provided ICANN with an accurate and complete copy of a Mexican service mark registration for the BANAMEX Mark. See Exhibit A.

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].

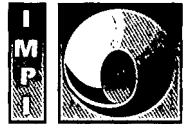
Submitted by: [REDACTED]
Position: Partner, Katten Muchin Rosenman LLP
Counsel for Citigroup Inc.
Dated: August 29, 2014
Email: [REDACTED]

Exhibit A

Trademark Registration

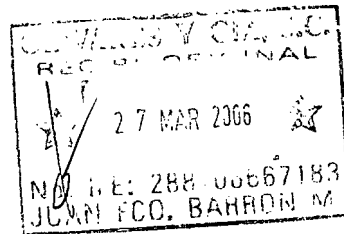
TITULO DE REGISTRO DE MARCA

Instituto
Mexicano
de la Propiedad
Industrial



Titular BANCO NACIONAL DE MEXICO, S.A., INTEGRANTE DEL GRUPO FINANCIERO BANAMEX

Nacionalidad MEXICANA
Domicilio ISABEL LA CATOLICA # 44, COL. CENTRO MEXICO, D.F. 06000 MEXICO
Establecimiento ISABEL LA CATOLICA # 44, COL. CENTRO MEXICO, D.F. 06000 MEXICO



Marca 921415

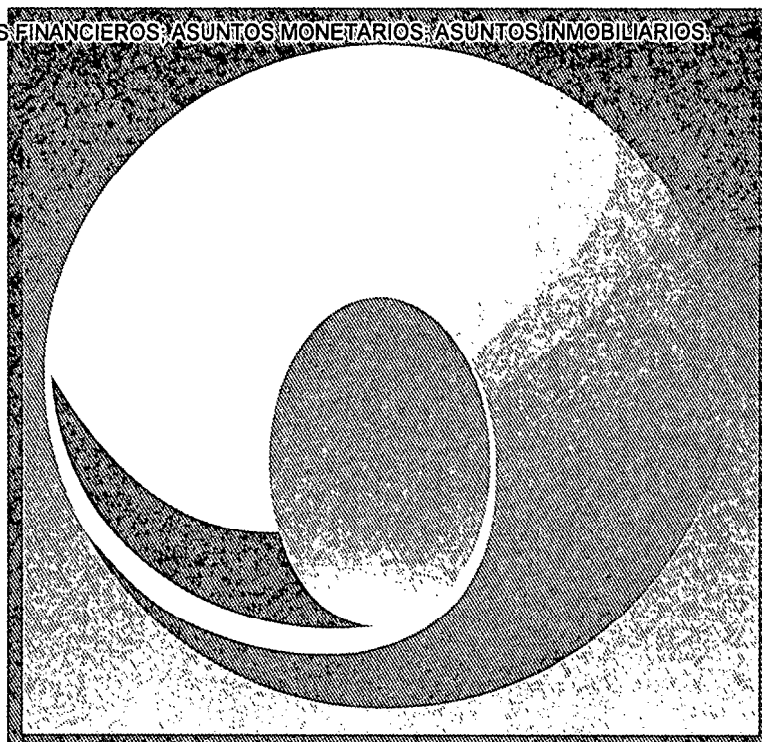
Tipo de Marca NOMINATIVA

Signo distintivo BANAMEX

Clase 36

Se aplica a

SEGUROS; ASUNTOS FINANCIEROS; ASUNTOS MONETARIOS; ASUNTOS INMOBILIARIOS;



Expediente 760063
Fecha de presentación ENE 11, 2006
Hora 14:25
Fecha de inicio de uso FEB 17, 1975

El registro de referencia se otorga con fundamento en los artículos 1º, 2º fracción V, 6º fracción III, 125 y 126 de la Ley de la Propiedad Industrial.

De conformidad con el artículo 95 de la Ley de la Propiedad Industrial, el presente registro tiene una vigencia de diez años contados a partir de la fecha de presentación de la solicitud y el mismo podrá renovarse por periodos de la misma duración, en los términos establecidos en los artículos 133 y 134 del mismo Ordenamiento Legal.

Quien suscribe el presente título lo hace con fundamento en los artículos 6º fracción III y 7 bis 2 de la Ley de la Propiedad Industrial; 1º, 3º fracción V, inciso b), subíndice ii) primero, segundo, tercero y cuarto guión, 4º, 5º, 11 fracción II, y último párrafo y 13 fracción III del Reglamento del Instituto Mexicano de la Propiedad Industrial; 3º, 4º, 5º párrafos vigésimo cuarto a vigésimo séptimo, 17 fracción III, 28 y 31 del Estatuto Orgánico de este Instituto; 1º, 3º y 6º inciso a) y penúltimo párrafo del Acuerdo que delega facultades en los Directores Generales Adjuntos, Coordinador, Directores Divisionales, Titulares de las Oficinas Regionales, Subdirectores Divisionales, Coordinadores Departamentales y Otros Subalternos del Instituto Mexicano de la Propiedad Industrial.

MEXICO, D.F. A 24-DE FEBRERO DE 2006.

COORDINADOR DEPARTAMENTAL DE EXAMEN DE MARCAS 'C'

LIC. PATRICIA EGUIA PEREZ



20060076798

Exhibit B

.BANAMEX TLD Registration Policies

As stated in its new gTLD application for .BANAMEX, the ultimate goal of the TLD is for Applicant to securely and uniquely provide a top-level domain dedicated to providing banking and financial goods and services to Internet users and customers around the globe under its famous and trusted brand. In line with this goal, Applicant intends to operate an exclusive access registry to extend the high-quality online banking and financial goods and services it already offers to the more fully branded namespace made possible by the .BANAMEX TLD. Accordingly, policies and decisions regarding the registration and use of domain names within the TLD will be made by internal teams consisting of Applicant's existing business, marketing, legal, and technical decision-making channels. Because its famous brand will be affixed to all second-level domains in the TLD, the TLD will immediately indicate to Internet users that Registry Operator is the source of the TLD. Accordingly, Registry Operator's internal decision makers will take extreme care to select domain names for registration and control their DNS records under strict guidelines.

In line with its current domain name registration guidelines, only Registry Operator or its Affiliates (as defined in the Registry Agreement) through authorized employees will be allowed to register and control the DNS records of domain names within the TLD for purposes related to the brand under strict internal guidelines. Under these guidelines, each domain name requested must be for an internally approved justification and match a naming scheme that is aligned to the purpose of the justification. Each name will be reviewed by relevant legal and technical personnel, and finally approved by Registry Operator's Domain Name Team to ensure the proper procedure was fulfilled. Thereafter, the Domain Name Team will review the ongoing use of registered names to ensure the guidelines are met on an ongoing basis.

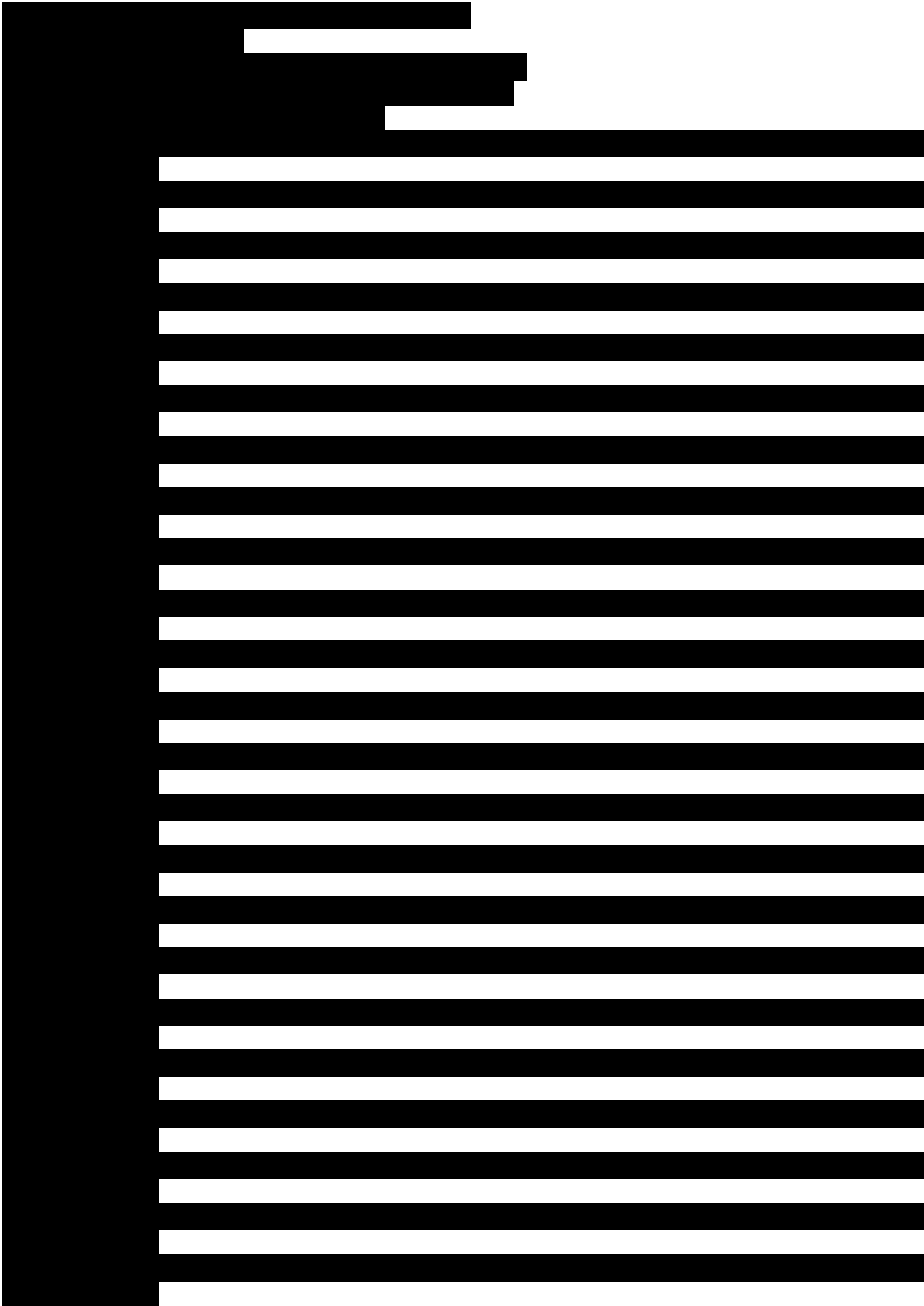
Accordingly, it is Registry Operator's intention that non-affiliated third parties will never be allowed to register, buy, or sell domain names in the TLD, or control their DNS records. Applicant, however, reserves the right to sell, distribute, or transfer control or use of any registrations in the TLD to any third party that is an affiliate of Registry Operator (as defined in the Registry Agreement) for the exclusive use of Registry Operator.

The TLD's domain name registration and use policies will be subject to its abuse prevention and rights protection policies discussed in its new gTLD application, and Applicant will strive to avoid registering domain names that are confusingly similar to third-party's trademarks and related rights. Obscene, explicit, and offensive domain names will not be entitled to registration.

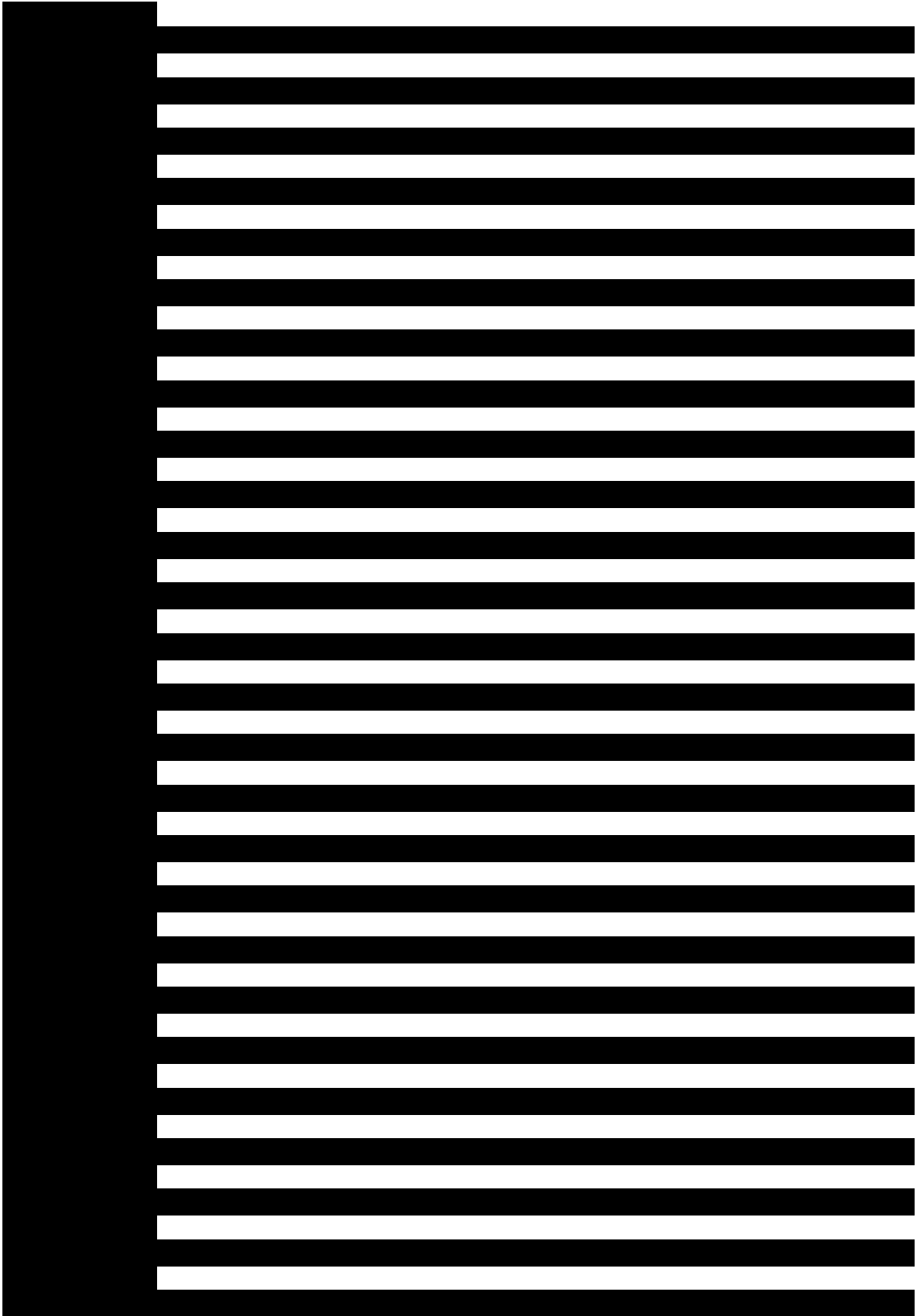
Exhibit C

Signed Mark Data File

Marks: Banamex



[REDACTED]



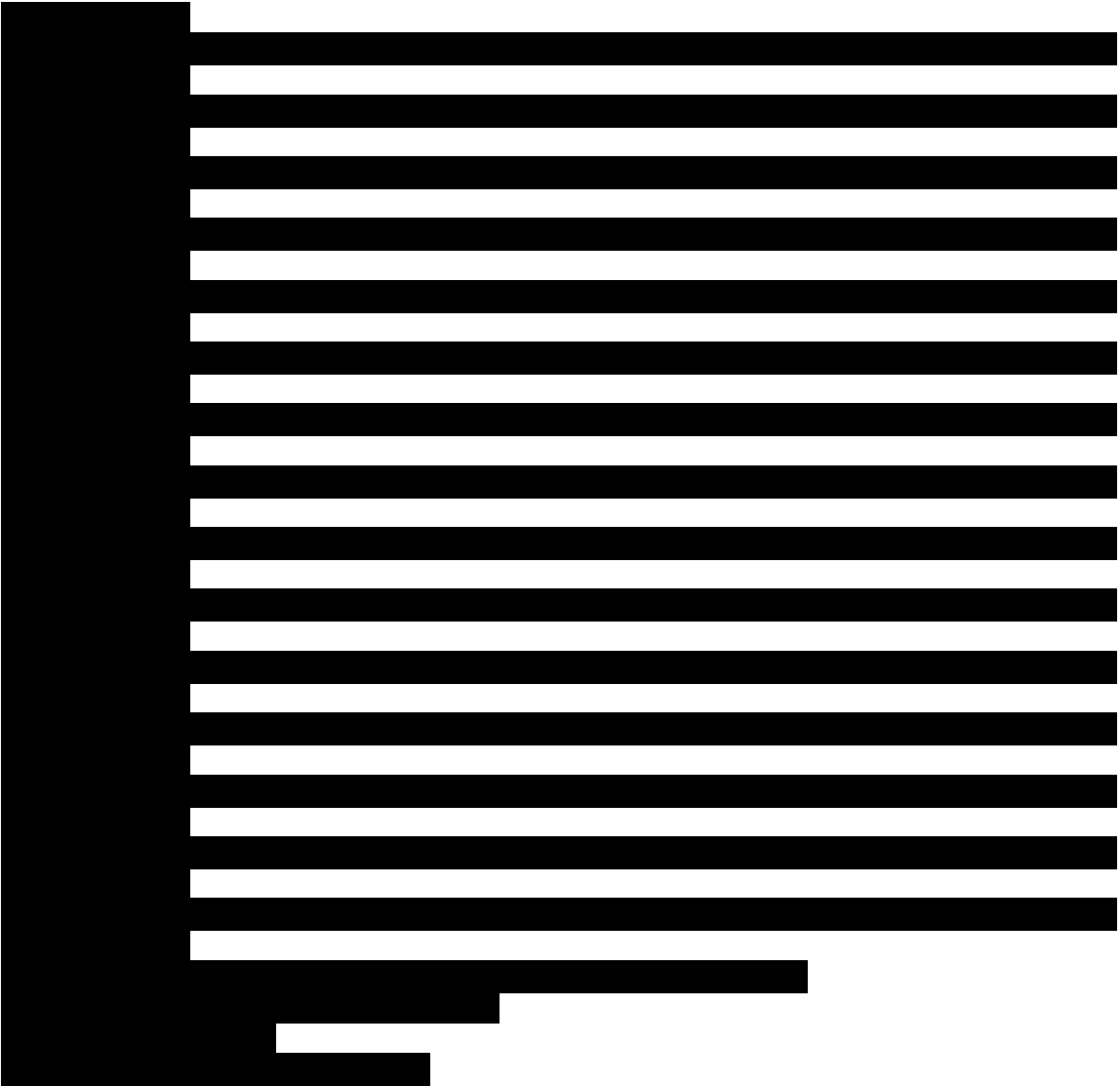


Exhibit D

Specimens of Use

Online Banking
Banamex gives you access to all your online solutions

Sign In ...

Social Commitment
2013 Citizenship Report.

Banamex Careers
Become part of our team.

Security Center
Find what you need to know to keep you protected.

Support Teleton Foundation with your purchases.

Request your Teleton Credit Card with the first annual fee for free.

[Apply here](#)



ANÁLISIS BANAMEX Financial Information | **APPLY FOR YOUR CARD** Credit cards | CALL, UPDATE AND WIN Credit cards | TRANSFER FOR FREE Banamex app

CUENTA MAESTRA
Request now your Banamex Debit Card with extraordinary benefits.

REQUEST YOUR BANAMEX CREDIT CARD
and discover all its benefits.

TRANSFER BANAMEX
Activate your account here and use it from your phone.

Pagaré Banamex
Obtain 3% annual fixed rate when activate in any of your bank branches.

3%

[Know more](#)

Aldo Conti
Last days! Special sale.

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Fito Páez
Presale August 28th and 29th.

[Find your tickets](#)

Pay your passport easier > With Electronic Banking you save time.

With Bócalos donate and help > \$10 pesos make the difference. Talent needs your help. Donate from any Banamex ATM.

Domiliación Banamex > Stop worrying about your payments due dates.

Economy and Finance More Info >

BUY	USD	Euro	Pound	Yen	VARIATION QUOTE	IPC	Dow Jones	Nasdaq	CIUSA
SELL	12.8200	17.0329	21.4330	0.1245		00.14	00.05	00.04	00.43
	13.4200	17.5205	22.0465	0.1293		45,529.04	17,115.62	4,572.34	51.90

Know all the benefits and operations you can do.

[Banamex](#)
[Banamex App](#)
[eStatement](#)
[Notifications](#)
[Automático](#)
[ATM](#)
[Banamex Express](#)

Individuals Credit Cards Cuenta Maestra Banamex Payroll Personal Loans Mortgage Loans Banamex 1 Wealth Management	Small and Medium Companies Ofertas Integral PYME Dollar Plus SME Development Credit	Business and Corporate Banamex Payroll Card Acceptance Lease Electronic Banking Direct Debt Foreign Trade	Government Universal Collection Banamex Fiduciary Fund Concentration NAFIN	Take Advantage of Banamex Social Commitment Events Activist Afore Seguros Banamex Fondos de Inversión Banamex	About Banamex Meet Banamex Historical Archive Banamex Careers Press Room Afore Security Clarifications Credit Card Activation
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