.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

BLANCO GmbH + Co KG ("Registry Operator"), in connection with the execution of the Registry Agreement for the .blanco TLD (the “Registry Agreement”), hereby applies for .blanco 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, listed below, Specification 13 attached thereto, and all supplemental material accompanying this application is accurate and not misleading in any respect.

- The BLANCO TLD (.blanco) is identical to the textual elements protectable under applicable law of a valid registered trademark
- The BLANCO trademark is recorded with, and issued a signed mark data file by the Trademark Clearinghouse and meets all eligibility requirements.
- The BLANCO trademark is owned and used by the Registry Operator and its Affiliates in the ordinary course of Registry Operator’s and its Affiliates’ business in connection with the offering of any of the goods and/or services claimed in the trademark registration.
- The BLANCO trademark was issued to Registry Operator prior to the filing of its TLD registry application with ICANN.
- The BLANCO trademark is used throughout the Term continuously in the ordinary course of business of Registry Operator in connection with the offering of any of the goods and/or services identified in the trademark registration.
- The BLANCO trademark does not begin with a period or a dot.
- The BLANCO trademark is used by Registry Operator in the conduct of one or more of its businesses that are unrelated to the provision of TLD Registry Services.
- Registry Operator has provided ICANN with an accurate and complete copy of such trademark registration. (see exhibit A).
- Only Registry Operator, its Affiliates or Trademark Licensees are registrants of domain names in the TLD and control the DNS records associated with domain names at any level in the TLD (see exhibit B).
- The TLD is not a Generic String TLD (as defined in Specification 11).

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

Submitted by: 
Position: Marketing - Kommunikation
Dated: 13 June 2014
Email: 

Exhibit A

Trademark Registration
CERTIFICAT D’ENREGISTREMENT

Le Bureau international de l’Organisation Mondiale de la Propriété Intellectuelle (OMPI) certifie que les indications figurant dans le présent certificat sont conformes aux inscriptions portées au registre international tenu en vertu de l’Arrangement et du Protocole de Madrid.

N. Kopp
Chef

Section des enregistrements internationaux de marques
Division des opérations d’enregistrement international
Département des marques, des dessins et modèles industriels
et des indications géographiques

Genève, le 24 octobre 2002

788 140

Date d’enregistrement: 3 juillet 2002
Date d’échéance: 3 juillet 2012

BLANCO
Route de Metz - Saulny
F-57143 WOIPPY
(France).

Forme juridique du titulaire (personne morale) et lieu de constitution: SOCIÉTÉ À RESPONSABILITÉ LIMITÉE, FRANCE.

Nom et adresse du mandataire: CABINET REGIMBEAU, 20, rue de Chazelles, F-75847 PARIS CEDEX 17 (France).

BLANCO

Indication relative à la nature de la marque ou au type de marque: caractères standard

Liste des produits et services - NCL(8):
  6 Supports et crochets métalliques.
  10 Mobilier spécial, stationnaire et mobile à usage médical.
  11 Lavabos, tables de lavage, lavabos encastrés; éviers, éviers encastrables, blocs-évières; cuvettes, bacs, bassins d’évier et égouttoirs ainsi que tables de travail et plateaux de travail comprenant cuvettes, bacs, bassins d’évier et/ou égouttoirs; baignoires, cabines de douche, toilettes et bidets; robinets et robinetterie de réglage pour canalisations et appareils de distribution d’eau, robinets mélangeurs pour eau chaude et eau froide; appareils à cuire, à rôtir et à griller, cuisinières électriques, tables de cuisson, plaques chauffantes; hottes aspirantes; appareils pour réchauffer, pour tenir chaud et refroidir les aliments et boissons; réfrigérateurs.
  12 Chariots et autres appareils mobiles pour le transport, le stockage, le réchauffement, la tenue au chaud, le refroidissement, la tenue au frais et/ou la distribution d’aliments, de boissons et/ou de couverts, à l’exception des distributeurs automatiques à prépaiement.
  20 Objets d’aménagement tels que comptoirs, bars (mobilier), dessertes roulantes, chariots à étageres, à plateaux et chariots de distribution de repas (mobilier) pour la distribution, la présentation, la conservation et la tenue au chaud ou au frais d’aliments, de boissons et/ou de couverts; étageres; éléments encastrables, stationnaires et mobiles pour armoires; supports et crochets non métalliques pour le montage dans des armoires.
  21 Ustensiles et récipients non électriques pour le ménage, la cuisine domestique, la cuisine industrielle et le restaurant (ni en métaux précieux ni en plaqué); dispositifs de collecte de déchets sous forme de poubelles ou de récipients. Conseils techniques relatifs à l’installation d’une cuisine domestique; conseils techniques relatifs à l’installation d’une cuisine industrielle; consultation technique et étude de projets techniques dans le secteur des services logistiques dans le secteur de la santé, en particulier pour l’exploitation d’un centre logistique, pour l’exploitation d’un centre d’approvisionnement pour des organisations portuaires dans le secteur de la santé, pour l’exploitation d’un approvisionnement central aux médicaments et pour l’exploitation d’une pharmacie centrale; élaboration de logiciels.


Données relatives à la priorité selon la Convention de Paris: France, 17.01.2002, 02 3 142 183.


Désignations selon le Protocole de Madrid: Australie, Estonie, Lituanie, Norvège, Turquie.

Date de notification: 24.10.2002

Langue de la demande internationale: Français
CERTIFICAT DE RENOUVELLEMENT

Le Bureau international de l’Organisation Mondiale de la Propriété Intellectuelle (OMPI) certifie que les indications figurant dans le présent certificat sont conformes aux inscriptions portées au registre international tenu en vertu de l’Arrangement et du Protocole de Madrid.

Asia Valdimarsdóttir
Chef du Service des opérations
Services d’enregistrement international de Madrid et de Lisbonne
Secteur des marques et des dessins et modèles

Genève, le 2 août 2012

788 140
Date d’enregistrement: 3 juillet 2002
Date du renouvellement: 3 juillet 2012
Date d’échéance: 3 juillet 2022

BLANCO GmbH + Co KG
Flehinger Strasse 59
75038 Oberderdingen
(Allemagne).

Nom et adresse du mandataire: Hoeger, Stellrecht & Partner, Patentanwälte, Uhlandstrasse 14c, 70182 Stuttgart (Allemagne).

BLANCO
Indication relative à la nature de la marque ou au type de marque: caractères standard
Traduction de la marque: blanc
Liste des produits et services - NCL(8):
6 Supports et crochets métalliques.
10 Mobilier spécial, stationnaire et mobile à usage médical.
11 Lavabos, tables de lavage, lavabos encastrés; éviers, éviers encastrables, blocs-éviers; cuvettes, bacs, bassins d’évier et égouttoirs ainsi que tables de travail et plateaux de travail comprenant cuvettes, bacs, bassins d’évier et/ou égouttoirs; baignoires, cabines de douche, toilettes et bidets; robinets et robinetterie de réglage pour canalisations et appareils de distribution d’eau, robinets mélangeurs pour eau chaude et eau froide; appareils à cuire, à rotir et à griller, cuisinières électriques, tables de cuisson, plaques chauffantes; hottes aspirantes; appareils pour réchauffer, pour tenir chauds et refroidir les aliments et boissons; réfrigérateurs.
12 Chariots et autres appareils mobiles pour le transport, le stockage, le réchauffement, la tenue au chaud, le refroidissement, la tenue au frais et/ou la distribution d’aliments, de boissons et/ou de couverts, à l’exception des distributeurs automatiques à prépaiement.
20 Objets d’aménagement tels que comptoirs, bars (mobilier), desserteres roulantes, chariots à étageres, à plateaux et chariots de distribution de repas (mobilier) pour la distribution, la présentation, la conservation et la tenue au chaud ou au frais d’aliments, de boissons et/ou de couverts; étageres; éléments encastrables, stationnaires et mobiles pour armoires; supports et crochets non métalliques pour le montage dans des armoires.
21 Utensiles et récipients non électriques pour le ménage, la cuisine domestique, la cuisine industrielle et le restaurant (ni en métaux précieux ni en plaqué); dispositifs de collecte de déchets sous forme de poubelles ou de récipients.
42 Conseils techniques relatifs à l’installation d’une cuisine domestique; conseils techniques relatifs à l’installation d’une cuisine industrielle; consultation technique et étude de projets techniques dans le secteur des services logistiques dans le secteur de la santé, en particulier pour l’exploitation d’un centre logistique, pour l’exploitation d’un centre d’approvisionnement pour des organisations portuaires dans le secteur de la santé, pour l’exploitation d’un approvisionnement central aux médicaments et pour l’exploitation d’une pharmacie centrale; élaboration de logiciels.

Changement partiel de titulaire: 2010/28 Gaz.
À supprimer de la liste:
6 Supports et crochets métalliques.
10 Mobilier spécial, stationnaire et mobile à usage médical.
21 Utensiles et récipients non électriques pour la cuisine industrielle et le restaurant (ni en métaux précieux ni en plaqué).
42 Conseils techniques relatifs à l’installation d’une cuisine industrielle; consultation technique et étude de projets techniques dans le secteur des services logistiques dans le secteur de la santé, en particulier pour l’exploitation d’un centre logistique, pour l’exploitation d’un centre d’approvisionnement pour des organisations portuaires dans le secteur de la santé, pour l’exploitation d’un approvisionnement central aux médicaments et pour l’exploitation d’une
pharmacie centrale; élaboration de logiciels.

_Enregistrement de base:_ France, 17.01.2002, 02 3 142 183.

_Données relatives à la priorité selon la Convention de Paris:_ France, 17.01.2002, 02 3 142 183.

_Désignations selon le Protocole de Madrid:_ Australie, Estonie, Lituanie, Norvège, Turquie.

_Désignations selon le Protocole de Madrid en vertu de l'article 9sexies:_ Arménie, Bélarus, Bosnie-Herzégovine, Bulgarie, Croatie, Égypte, Ex-République yougoslave de Macédoine, Fédération de Russie, Hongrie, Lettonie, Liechtenstein, Monténégro, Pologne, République tchèque, Roumanie, Saint-Marin, Serbie, Slovaquie, Slovénie, Suisse, Ukraine, Viet Nam.

_Autres décisions finales:_ Fédération de Russie; 2004/15 Gaz.

_Autres décisions finales:_ Turquie; 2004/19 Gaz.

_Autres décisions finales:_ Hongrie; 2005/7 Gaz.

_Autres décisions finales:_ Australie; 2005/19 Gaz.

_Changement partiel de titulaire:_ 2009/32 Gaz.
Exhibit B

TLD Registration Policies
1. ELIGIBILITY
Only BLANCO GmbH + Co KG and its Affiliates (and qualifying 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 blanco 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 otherwise complies with the requirements of Specification 13; 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);
registered office and principal place of business (or address of the Registrant if the Registrant is a natural person); and

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 BLANCO GmbH + Co KG’s response to Question 22 Geographic Names.

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 blanco 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 “BLANCO GmbH + Co KG”;

Registry Agreement means the agreement between the Registry and ICANN;

Registry Rules mean:

(i) this Registration Policy as amended by the Registry from time to time; 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.
Exhibit C

Signed Mark Data File ID Number

[Redacted]