

Attachment 3

.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

Bridgestone Corporation ("Registry Operator"), in connection with the execution of the Registry Agreement for the .bridgestone TLD (the "Registry Agreement"), hereby applies for .bridgestone 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, and the SMD file ID number attached hereto as Exhibit C 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 below.

Submitted by: [REDACTED]
Position: Director
Dated: 22 August, 2014
Email: [REDACTED]

Exhibit A

Trademark Registration

Please view the following pages for Registry Operator's Trademark Registration.

2011T00353HK

知識產權署商標註冊處
Trade Marks Registry
Intellectual Property Department



香港特別行政區政府
The Government of the Hong Kong
Special Administrative Region

商標註冊證明書
《商標條例》(第 559 章)
CERTIFICATE OF REGISTRATION OF TRADE MARK
Trade Marks Ordinance (Chapter 559)

茲證明下述商標之詳情於今日記入註冊紀錄冊:

I hereby certify that the Trade Mark with the following particulars has been entered in the register today:

商標編號: 301841986
Trade Mark No.:

商標:
Mark: 

商標種類: Ordinary
Mark Type:

商標描述: N/A
Mark Description:

一系列商標: No
Series Mark:

擁有人姓名/名稱、
地址: Kabushiki Kaisha Bridgestone (Bridgestone Corporation)
10-1, Kyobashi 1-chome,
Owner(s)' Name, Chuo-Ku, Tokyo,
Address: JAPAN

擁有人的送達地址: MARKS & CLERK
Owner(s)' Address for Level 9, Cyberport 1,
Service: 100 Cyberport Road, Pok Fu Lam,
HONG KONG

類別及貨品/服務說明: Class 1
Class(es) & Specification(s): Rubber cement for use in retreading preformed tires; solvents; self-vulcanizing binder compositions and vulcanizing accelerator compositions all used in the repair of tires.

Class 6
Metal junctions for pipes; metal flanges; water-pipe valves of metal; pipework of metal; antiseismic construction materials of metal; construction materials of metal; reinforcing materials of metal for building; metal hardware; reinforcing materials of metal

for pipes; nuts of metal; industrial water storage tanks [of metal]; water tanks of metal for household purposes; steel buildings; stainless-steel water tank; containers of metal; gaskets of metal.

Class 7

Tires for scrapers; tires for motor graders; tires for shovel loaders; tires for tire rollers; tires for wheel cranes; tires for cranes; tires for snow plows; tires for pavers; tires for off-the-road vehicles; tires for mining vehicles; rubber tracks for use with crawlers on agricultural machinery; rubber tracks for use with crawlers on mining machinery; rubber tracks for use with crawlers on construction, cargo handling machinery; rubber pads to be attached to shoe plates of metal crawlers; rubber tracks for use with crawlers on snow remover; rubber tracks for use with crawlers of vehicles; belts for conveyors; transmission belts; belt conveyers; brakes; hydraulic hoses, not of metal, for use in machines; non-metallic hoses for transferring hydraulic power in machines; non-metallic hoses for use in hydraulic systems in machines; hydraulic quick release couplings for high pressure hoses used in machines; plastics pipes [fitted parts of machines]; hydraulic connectors [pipes] being parts of machines; tire repairing machinery; pressure chambers as parts of tire repairing machinery; tire buffers as parts of tire repairing machinery; tire tread rollers as parts of tire repairing machinery; tire tread cutters and bonding agent applicators used in recapping tires as parts of tire repairing machinery; pneumatic shock absorbers [air springs, for machine elements not for land vehicles].

Class 9

Phase indicators; rubber covered wires; electric buzzers; electronic buzzers; solar batteries; facsimile apparatus; electronic displays utilizing electronic paper technology; computers; rollers including transfer rollers, toner supply rollers, development rollers for printers, facsimile apparatus and copy machines; plastic sheets to insert between each glass or between glass and plastic or between each plastic used along with solar cells for adhesive purposes; alarm devices for tire pressure; pressure gauges in vehicle tires; rubber testing machines; cameras; magnetic cores; gasoline station equipment; cigar lighter for automobiles; protective masks; apparatus for electronic games adapted for use with an external display screen or monitor; electronic circuits and CD-ROMS recorded with programs for hand-held games with liquid crystal displays; weight belts for scuba diving; downloadable music files; downloadable image files; electronic publications; batteries, electric; electric batteries for vehicles; sunglasses.

Class 12

Automobiles; tires for passenger cars; tires for trucks; tires for buses; tires for racing cars; tires for automobiles; retreaded tires for

passenger cars; retreaded tires for trucks; retreaded tires for buses; retreaded tires for racing cars; retreaded tires; retreaded tires for automobiles; inner tubes for passenger cars; inner tubes for trucks; inner tubes for buses; inner tubes for racing cars; inner tubes for automobiles; wheels and rims for passenger cars; wheels and rims for trucks; wheels and rims for buses; wheels and rims for racing cars; wheels and rims for automobiles; two-wheeled motor vehicles and their parts and fittings; tires for two-wheeled motor vehicles; inner tubes for two-wheeled motor vehicles; wheels and rims for two-wheeled motor vehicles; bicycles; tires for bicycles; inner tubes for bicycles; wheels and rims for bicycles; aircrafts; tires and inner tubes for aircraft; adhesive rubber patches for repairing tubes or tires; tread rubber for retreading tires for the above-mentioned vehicles; tread rubber for retreading tires for two-wheeled motor vehicles or bicycles; tread rubber for retreading tires for aircraft; tread used to retread tires; preformed tire tread; rubber patches for repairing vehicle tread; alarm devices for tire pressure; shock absorbers [for land vehicles]; air springs for land vehicles; shaft couplings or connectors [for land vehicles]; fenders for vessels [boat side protectors]; seat cushions for vehicles; air springs for railway cars; vehicle bumpers; suspension shock absorbers for vehicles; suspension springs for vehicles.

Class 17

Valves of rubber or vulcanized fiber; flexible tubes not of metal; junction for pipes, not of metal; sealants for use in building and construction and insulation for use in building and construction; oil fences for anti-pollution barrier in or on water; hydraulic hoses, not of metal; plastic semi-processed products; plastic sheets for use as interlayers for laminated glass; plastic films, not for wrapping; films for solar battery; urethane foam; thermoplastic elastomers used as materials for buffers of hard disk drive; plastic pipes and tubes; flexible rubber tubes; laminated plastic films for use in electronic displays including plasma display panels and liquid crystal displays; plastic sheets to insert between each glass or between glass and plastic or between each plastic used along with solar cells for adhesive purposes; seismic isolation rubber bearing; synthetic rubber; natural rubber; rubber compounds; rubber for retreading and repairing tires and repairing tubes; rubber material for recapping tires; gaskets; rubber spring for non-vehicular suspension systems; seals; plastic for packaging.

Class 18

Shopping bags; bags for sports; rucksacks; travelling bags; handbags; wheeled shopping bags; net bags for shopping; purses; school bags; bags [envelopes, pouches] of leather for packaging; umbrellas; parasols; card cases (leatherware); key cases (leatherware); vanity cases not fitted.

Class 19

Pipes, not of metal; rubber building or construction materials; seismic isolation rubber bearing; rubber building materials for seismic isolation; non-metallic building materials; roofing membranes and waterproof membranes for use in building; rubber covered chain preventing collapse of bridges; man-made garden ponds (structures).

Class 20

Valves, not of metal, other than parts of machines; tanks, not of metal nor of masonry; liquid storage tanks not of metal nor of masonry; gas storage tanks not of metal nor masonry; chests, not of metal; desks; chairs; mirrors; vanity units (furniture) for bathroom; bookcases (book shelves); cushions; pillows; mattresses; cases of wood; packing containers of rubber; bamboo for packaging; fans for personal use; water tanks for household purposes not of metal nor masonry; sleeping bags for camping; hairdresser's chairs.

Class 24

Towels of textile; handkerchiefs; labels [cloth].

Class 25

Wind jackets; wristbands; golf shoes; golf spikes; cyclist's suits of jerseys for racing; cyclist's pants for racing; cyclist's overall; golf trousers; golf caps; golf shirts; golf pants; golf skirts; jackets; jogging pants; sweat pants; trousers; overcoats; raincoats; sweaters; sport shirts; camisoles; undershirts; underpants; vests; open-necked shirts; polo shirts; collar protectors; socks; scarves; gloves; gloves for bicycling; neckerchiefs; warmth-keeping support stockings; mufflers; ear muffs; hats; caps [clothing]; visors; sports shoes; shoes.

Class 28

Miniature cars; toy four-wheeled go-carts; rubber balls; tricycles for infants (playthings); model vehicles; golf clubs; golf bags; golf balls; golf gloves; golf club heads; golf club head covers; golf irons; golf putters; golf implements; sports bags shaped to contain specific sports apparatus; tennis rackets; tennis balls; gloves for bicycle racing; gloves for cycling.

Class 35

Retail services or wholesale services for automobiles, tires and parts and fittings for automobiles; retail services or wholesale services for sports goods; retail services or wholesale services for bicycles and parts and fittings for bicycles.

Class 37

Repair and maintenance of automobiles and their parts; repair and maintenance of tires for automobiles; retreading of tires; repair and maintenance of two-wheeled motor vehicles and their parts; repair and maintenance of tires for two-wheeled motor vehicles; repair and maintenance of bicycles and their parts; repair and maintenance of tires for bicycles; repair and maintenance of tires for aircraft; tire repair and recapping services; roofing services; roof repair; roof installation, and maintenance.

卸棄:
Disclaimer: N/A

限制:
Limitation: N/A

條件:
Condition: N/A

其他:
Others: N/A

註冊日期:
Date of Registration: 24.02.2011

聲稱具有優先權的日期:
Dates of Priority Claimed: N/A

優先權申請編號:
Priority Application No.: N/A

優先權申請的
國家、地區、地方:
**Country, territory, area of
Priority Applications:** N/A

商標編號 Trade Mark No. 301841986

日期：2011 年 9 月 27 日

Date: 27 September, 2011



商標註冊處處長張錦輝

Peter K.F. Cheung

Registrar of Trade Marks

註：
Note:

1. 註冊由上述註冊日期起計為期 10 年。在該期間屆滿時，可再每次續期 10 年。
Registration is for a period of 10 years beginning on the date of registration. At the end of that period, it may be renewed successively for further periods of 10 years.
2. 本證明書不可用於法律程序，或用以取得外地註冊。
This certificate is not for use in legal proceedings or for obtaining registration abroad.
3. 本商標的擁有權如有改變，或擁有人的姓名/名稱及/或地址/送達地址改變，必須立刻向商標註冊處處長申請更改註冊。
Upon any change of ownership of this trade mark, or change of name and/or address /address for service of the registered owner, application should AT ONCE be made to the Registrar of Trade Marks to register the change.

Exhibit B

TLD Registration Policies

.bridgestone Registry Public Policy

The Registry Operator for .bridgestone adheres to the following policies and procedures.

Specification 13

This TLD is a .brand TLD as defined by the Specification 13 attached to the Registry Agreement between the Registry Operator and ICANN and Registry Operator intends to operate the TLD accordingly.

Basic Naming Rules

The domain names under this TLD will be as follows: “domain-name” .bridgestone”. Domain names may consist of the English letters A-Z, digits 0-9, and hyphens (“-”), provided that they are 1-63 characters long.

Naming rules for this TLD are established in full consideration of the New gTLD Reserved Names Policy outlined in the Registry Agreement (Specification 5) as well as other applicable rules and policies that are subject to change from time to time.

Eligibility Policy

The only eligible Registrants for this TLD are the Registry Operator itself, namely “Bridgestone Corporation”, and its Affiliates or Trademark Licensees as approved by the Registry. All domains for this Registry are registered by the Registry Operator, its Affiliates or Trademark licensees and they maintain control of the DNS records associated with all domains names at any level.

Anti-abuse policy

The Registry Operator intends to function in such a way that all domain name registrations in the TLD shall be registered to and controlled by the Registry Operator, its Affiliates or Trademark Licensees, under the Registry Operator’s strict control. It will not sell, distribute or transfer control of domain name registrations to any party that is not an Affiliate or a Trademark Licensee of the Registry Operator. As such, the Registry Operator does not anticipate that abuse activities, or at least their certain forms, could present a threat for this TLD. Below is the outline of the Registry Operator’s anti-abuse policy.

The Registry Operator will make commercially reasonable efforts to protect its space from abusive uses of its domain names.

Abusive use includes, but is not limited to, the following:

- Illegal or fraudulent actions;
- Spam
- Phishing
- Pharming
- Willful distribution of malware: (Computer viruses, worms, keyloggers, and trojan horses etc)
- Botnet command and control
- Distribution of child pornography;
- Illegal Access to Other Computers or Networks
- Defamation of the Registry Operator, its businesses, employees, etc.

It is upon the Registry’s discretion to execute its following rights:

- deny, cancel or transfer any registration or transaction
- place any domain name on “lock”, “hold”, “pending cancellation” or any other status

The objective of such action may be, but is not limited to:

- protection of the Registry’s integrity and stability
- compliance with any applicable laws or regulations as well as any dispute resolution processes
- avoidance of any liability on the part of the Registry Operator or its Affiliates
- correction of mistakes made by the Registry Operator or any of the accredited Registrars it uses

Abuse Point of Contact

The Registry Operator maintains an abuse point of contact to report issues as the ones illustrated above. The information about this point of contact will be available at the Registry Operator's official site (www.nic.bridgestone).

WHOIS Policy

The Registry Operator for this TLD complies with all the regulations by ICANN, as set forth in the Registry Agreement (Specification 4), related to the establishment and operation of the registry-level Whois, accessible to the public.

The WhoIs Domain Name Lookup Service will return information in the format established and defined by ICANN.

Launch Policy: General availability

As per Specification 13, the Registry Operator will not implement a Sunrise. The Registry will implement a General Availability period from the beginning of operations, defined as the time the Registry will start allowing registration of domains within the TLD. The General Availability period is subject to the eligibility criteria mentioned in this policy: only Registry Operator, its Affiliates or Trademark Licensees are allowed to become registrants of domain names in the TLD and they must control the DNS records associated with domain names at any level in the TLD.

Launch policy: Trademark Claims

Trademark Claims system will be in place as minimally required by ICANN during a period of 90 days from the time General Availability starts. During this period there will be a notice to the Registrant before registration if a requested domain name is an identical match to a trademark registered in the Trademark Clearinghouse. Moreover, the rights owner/s will be informed once the domain name corresponding to the record in the Trademark Clearinghouse has been registered. However, given the Registry Operator's intended exclusive use of all domain names in the .bridgestone TLD and its policies designed to prevent any misuse, it is highly unlikely that the Registry Operator's registration and use of any .bridgestone domain names will infringe any other company's trademark rights.

Domain Name Lifecycle

1. Domain Name Lifecycle - Registration Periods

The .bridgestone TLD Registry supports initial registrations of up to ten (10) years. Renewals may be made for one (1) to ten (10) years provided that the total remaining registration period does not exceed ten (10) years.

Transfers, under part A of the Inter-Registrar Transfer Policy, extend the term of the registration by one year. The registration period will be truncated to ten (10) years should the addition of this year result in a registration period exceeding the ten (10) year maximum.

2. Domain Name Lifecycle - States

The states in which a domain name can exist in this TLD Registry are as follows: Registered, Pending Transfer, Redemption, Pending Restore or Pending Delete.

3. Domain Name Lifecycle - Grace Periods

This TLD supports four grace periods: add, renew, auto-renew, and transfer.

4. Domain Name Lifecycle - Transitions

The following describes all transitions available from the states described above. Reference to grace periods is mentioned where applicable.

4.1. Available -> Registered

4.2. Registered -> Pending Transfer

4.3. Pending Transfer -> Registered

4.4. Registered -> Deleted

4.5. Registered -> Redemption Period

4.6. Redemption Period -> Pending Restore

4.7. Pending Restore -> Registered

4.8. Pending Restore -> Redemption Period

4.9. Redemption Period -> Pending Delete

4.10. Pending Delete -> Deleted

5. Domain Name Lifecycle - Locks

Locks may be applied to the domain name to prevent specific operations from occurring. The sponsoring Registrar may set the locks prefixed with “client”, whilst locks prefixed with “server” are added and removed by the administrator. Locks are added and removed independently, however they can be combined to facilitate the enforcement of higher processes, such as “Registrar Lock”, and outcomes required as part of UDRP proceedings.

All locks are compatible with EPP RFCs.

Requests to delete the domain name are rejected.

DNS delegation information is not published for the object.

Requests to renew the object are rejected. However, auto-renew will be allowed.

Requests to transfer the domain name are rejected.

Requests to update the domain name are rejected, unless the update removes this status.

Exhibit C

Signed Mark Data File ID Number

SMD File ID: [REDACTED]