.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

SALM S.A.S. ("Registry Operator"), in connection with the execution of the Registry Agreement for the .cuisinella TLD (the "Registry Agreement"), hereby applies for .cuisinella 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:
Dated:
Email:

Exhibit A

Trademark Registration

[redacted]

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Certificado de registro de marca comunitaria / Eintragungsurkunde der Gemeinschaftsmarke / Registration certificate of community trade mark / Certificat d'enregistrement de marque communautaire / Certificato registrazione di marchio comunitario

OHMI – OFFICE DE L'HARMONISATION DANS LE MARCHÉ INTÉRIEUR
MARQUES, DESSINS ET MODÈLES

CERTIFICAT D'ENREGISTREMENT

Le présent Certificat d'Enregistrement est délivré pour la marque communautaire identifiée ci-joint. Les mentions et les renseignements qui s'y rapportent ont été inscrits au Registre des Marques Communautaires.

HABM – HARMONISIERUNGSAMT FÜR DEN BINNENMARKT
MARKEN, MUSTER UND MODELLE

EINTRAGUNGSURKUNDE

Diese Eintragungsurkunde wird für die unter angegebene Gemeinschaftsmarke ausgestellt. Die betreffenden Angaben sind im das Register der Gemeinschaftsmarken eingetragen worden.

Enregistré / Eingetragen 05/12/2012

[redacted]

cuisinella

Le Président / Der Präsident

Antonio Campinos

[redacted]

COPY

Page 1 of 5

OHMI – OFFICE DE L'HARMONISATION DANS LE MARCHÉ INTÉRIEUR
MARQUES, DESSINS ET MODÈLES

HABM – HARMONISIERUNGSAMT FÜR DEN BINNENMARKT
MARKEN, MUSTER UND MODELLE

210 011108222
220 23/07/2012
400 28/08/2012

151 05/12/2012
450 10/12/2012

186 23/07/2022
541 cuisinella
521 0
546

cuisinella®

571 BG - Марката е съставена от думата "cuisinella" с малки букви.
ES - La marca está conformada por la palabra "cuisinella" en caracteres en minúscula.
CS - Ochranná známka se skládá ze slova "cuisinella" napsaného malým písmem.
DA - Varemærket består af benævnelsen "cuisinella" skrevet med minuskler.
DE - Besteht aus dem Wort "cuisinella" in Kleinbuchstaben.
ET - Kaubamärk koosneb väiketähtedega kirjutatud sõnast "cuisinella".
EL - Το σήμα αποτελείται από τη λέξη "cuisinella" γραμμένη με πεζούς χαρακτήρες.
EN - The trademark consists of the word "cuisinella" in lower case.
FR - La marque se compose du mot "cuisinella" en caractères minuscules.
IT - Il marchio è composto dalla parola "cuisinella" in caratteri maiuscoli.
LV - Preču zīmi veido vārds "cuisinella", rakstīts ar mazajiem burtiem.
LT - Prekių ženklą sudaro žodis "cuisinella", parašytas mažosiomis raidėmis.
HU - A védjegy a kisbetűkkel írt "cuisinella" szóból áll.
MT - It-trejdmark hija komposta mill-kelma "cuisinella" b'karattri żgħar.
NL - Het merk bestaat uit het woord "cuisinella" geschreven in kleine letters.
PL - Znak składa się ze słowa "cuisinella" zapisanego małymi literami.
PT - A marca é constituída pela palavra "cuisinella" em letras minúsculas.
RO - Marca se compune din cuvântul "cuisinella" cu caractere mici.
SK - Ochrannú známku tvorí slovo "cuisinella" napísané malými písmenami.
SL - Blagovno znamko sestavlja beseda "cuisinella", napisana z malimi tiskanimi črkami.
FI - Merkki koostuu pienin kirjaimin kirjoitetusta sanasta "cuisinella".
SV - Märket är sammansatt av ordet "cuisinella" i gemener.

581 BG - Червен ("Pantone 1797").
ES - Rojo ("Pantone 1797").
CS - Červená ("Pantone 1797").
DA - Rød ("Pantone 1797").
DE - Rot ("Pantone 1797").
ET - Punane ("Pantone 1797").
EL - Κόκκινο ("Pantone 1797").
EN - Red ("Pantone 1797").
FR - Rouge ("Pantone 1797").
IT - Rosso ("Pantone 1797").
LV - Sarkans ("Pantone 1797").
LT - Raudona ("Pantone 1797").
HU - Vörös ("Pantone 1797").
MT - Aħmar ("Pantone 1797").
NL - Rood ("Pantone 1797").
PL - Czerwony ("Pantone 1797").
PT - Vermelho ("Pantone 1797").
RO - Roșu ("Pantone 1797").
SK - Červená ("Pantone 1797").
SL - Rdeča ("Pantone 1797").
FI - Punainen (Pantone 1797).
SV - Rött ("Pantone 1797").

531 27.5.1
29.1.1

732 SALM S.A.S.
5, rue Clemenceau
68660 Liepvre
FR

270 FR DE

350 FR - (a) 3155593 - (b) 25/03/2002 - (c) 25/03/2002

511 BG - 7
Перални машини и машини за миене на съдове.
BG - 11
Осветителни, отоплителни, готварски, охлаждащи, изсушаващи, вентилационни и водопроводни уреди както и санитарни съоръжения.
BG - 20
Мебели, а именно мебели за кухни, бани и съхранение.
BG - 35
Реклама. Разпространение на листовки, Радио- и телевизионна реклама.
BG - 37
Кухненско оборудване, водопроводни дейности за боядисване, електричество, зидария и измазване.
CS - 7
Lavadoras y lavavajillas.
ES - 11
Aparatos de alumbrado, de calefacción, de cocción, de refrigeración, de secado, de ventilación, de distribución de agua e instalaciones sanitarias.
ES - 20
Muebles, en concreto muebles para cocinas, cuartos de baño y para guardar cosas.
ES - 35
Publicidad, Distribución de folletos, Publicidad radiofónica y televisada.
ES - 37
Equipamiento de cocinas, trabajos de fontanería, de pintura, de electricidad, de albañilería y de yesería.
CS - 7
Pračky a myčky nádobí.
CS - 11
Přístroje pro osvětlení, topení, pro vaření, přístroje chladicí, pro sušení, ventilaci, rozvod vody a sanitární zařízení.
CS - 20
Nábytek, zejména kuchyňský, koupelnový a úložný nábytek.
CS - 35
Propagační činnost, reklama, Distribuce letáků, Rozhlasová a televizní reklama.
CS - 37
Kuchyňské vybavení, instalatérské, malířské, elektrikářské, zednické a štukatérské práce.

N[redacted]

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[redacted]

DA - 7
Vaskemaskiner og opvaskemaskiner.

DA - 11
Apparater til belysning, opvarmning, kogning, køling, tørring, ventilation og vandledning samt sanitetsinstallationer.

DA - 20
Møbler, nemlig møbler til køkkener, badeværelser og opbevaringsrum.

DA - 35
Annonce- og reklamevirksomhed, Omdeling af brochurer. Radio- og tv-reklamer.

DA - 37
Køkkenudstyr, blikkenslagerarbejde, malerarbejde, elektrikerarbejde, murerarbejde, gipsarbejde.

DE - 7
Waschmaschinen und Geschirrspüler.

DE - 11
Beleuchtungs-, Heizungs-, Koch-, Kühl-, Trocken-, Lüftungs- und Wasserleitungsgeräte sowie sanitäre Anlagen.

DE - 20
Möbel, nämlich Möbel für Küchen, Badezimmer und Ablagen.

DE - 35
Werbung, Verteilung von Prospekten, Rundfunk- und Fernsehwerbung.

DE - 37
Einrichtung von Küchen, Klempnerarbeiten, Malerarbeiten, Elektrikerarbeiten, Maurerarbeiten und Gipsarbeiten.

ET - 7
Pesumasinad ja nõudepesumasinad.

ET - 11
Valgustus-, kütteseadmed, aurugeneraatorid, kuumtõõtlus-, jahutus-, kuivatus-, ventilatsiooni-, veevarustus- ja sanitaarseadmed.

ET - 20
Mööbel, nimelt kööginõ-, vannitoa- ja laomööbel.

ET - 35
Reklaam, Voldikute levitamine, Raadio- ja televisioonireklaam.

ET - 37
Köökide sisseseade, torutööd, maalritööd, elektritööd, müürladumistööd ja krohvimistööd.

EL - 7
Πλυντήρια ρούχων και πλυντήρια πιάτων.

EL - 11
Συσκευές φωτισμού, θέρμανσης, μαγειρέματος, ψύξης, αποξήρανσης, αερισμού, υδροδότησης και υγιεινής.

EL - 20
Έπιπλα, συγκεκριμένα έπιπλα κουζίνας, μπάνιου και φύλαξης.

EL - 35
Διαφήμιση, Διανομή διαφημιστικών φυλλαδίων, Ραδιοφωνική και τηλεοπτική διαφήμιση.

EL - 37
Εξοπλισμός κουζίνας, υδραυλικές εργασίες, εργασίες ελαιοχρωματισμού, ηλεκτολογικές εργασίες, εργασίες τοιχοποιίας και γυψοκατασκευών.

EN - 7
Washing machines and dishwashers.

EN - 11
Apparatus for lighting, heating, cooking, refrigerating, drying, ventilation, water supply and sanitary purposes.

EN - 20
Furniture, namely furniture for kitchens, bathrooms and storage

EN - 35
Advertising, Distribution of leaflets, Radio and television advertising.

EN - 37
Kitchen equipment installation, plumbing, painting, electrical work, masonry and plastering.

FR - 7
Machines à laver le linge et la vaisselle.

FR - 11
Appareils d'éclairage, de chauffage, de cuisson, de réfrigération, de séchage, de ventilation, de distribution d'eau et installations sanitaires.

FR - 20
Meubles, à savoir meubles pour cuisines, salles de bains et rangement.

FR - 35
Publicité, distribution de prospectus, publicité radiophonique et télévisée.

FR - 37
Equipement de cuisines, travaux de plomberie, de peinture, d'électricité, de maçonnerie et de plâtrerie.

IT - 7
Lavatrici e lavastoviglie.

IT - 11
Apparecchi d'illuminazione, di riscaldamento, di cottura, di refrigerazione, d'essiccamento, di ventilazione e di distribuzione d'acqua e impianti sanitari.

IT - 20
Mobili, ovvero mobili per cucine, bagni e di riordino.

IT - 35
Pubblicità, Distribuzione di volantini, Pubblicità radiofonica e televisiva.

IT - 37
Apparecchiature per cucine, lavori d'idraulica, di pittura, d'elettricità, di muratura e lavori in gesso.

LV - 7
Veļas mazgāšanas mašīnas un trauku mazgāšanas mašīnas.

LV - 11
Apgaismes, apkures, ēdienu gatavošanas, saldēšanas, žāvēšanas, ventilācijas un ūdenapgādes aparāti, kā arī santehniskās iekārtas.

LV - 20
Mēbeles, proti, virtuves, vannas istabas mēbeles un skapji uzglabāšanai.

LV - 35
Reklāma, informatīvo lapu izplatīšana, Radio un televīzijas reklāma.

LV - 37
Virtuvju aprīkošana, santehnikas, krāsošanas, elektroinstalācijas, mūrēšanas un apmešanas darbi.

LT - 7
Plovimo mašinos ir indaplovės.

LT - 11
Apšvietimo, šildymo, valgio virimo, šaldymo, džiovinimo, ventiliavimo, vandens tiekimo ir sanitariniai įrenginiai.

LT - 20
Baldai, ypač virtuvės, vonios kambario ir pagalbinių patalpų baldai.

LT - 35
Reklama, Skrajučių platinimas, Radijo ir televizijos reklama.

LT - 37
Virtuvės įrangos įtaisymo, santechnikos, dažymo, elektros instaliacijos, mūrijimo, tinkavimo darbai.

HU - 7

No [redacted]

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Mosógépek és mosogatógépek.

HU - 11
Világító, fűtő-, főző-, hűtő-, szárító-, szellőztető-, vízelosztó készülékek és egészségügyi berendezések.

HU - 20
Bútorok, nevezetesen konyhabútorok, fürdőszobabútorok és tárolók.

HU - 35
Reklámozás, Reklámcédulák forgalmazása, Rádió és televízió reklám.

HU - 37
Konyhai berendezések, vízvezeték-szerelési, festési, villanyszerelési, kőműves és vakolási munkák.

MT - 7
Magni tal-ħasil tal-ħwejjeġ u magni tal-ħasil tal-platti.

MT - 11
Apparat tad-dawl, tat-tisħin, tat-tisjir, tar-refrigerazzjoni, tat-tniexiff, tal-ventilazzjoni, tad-distribuzzjoni ta' l-ilma u installazzjonijiet sanitarji.

MT - 20
Ġħamara, jiġifieri ġħamara tal-kċina, tal-kamra tal-banju u xkafef.

MT - 35
Reklamar, Id-distribuzzjoni ta' fuljetti, Reklamar fuq ir-radju u fuq it-televiżjoni.

MT - 37
Tagħmir tal-kċejjen, xogħol ta' plaming, taz-żebgħa, tal-elettriku, tal-gebel u tat-tikħil.

NL - 7
Wasmachines en vaatwassers.

NL - 11
Verlichtingsapparaten, verwarmingsapparaten, kookapparaten, koelapparaten, droogapparaten, ventilatieapparaten, waterleidingsapparaten, sanitaire installaties.

NL - 20
Meubelen, te weten keuken-, badkamer- en opbergmeubelen.

NL - 35
Reclame, Verspreiding van folders, Radio- en televisiereclame.

NL - 37
Installatie van keukens, loodgieterswerk, schilderwerk, diensten van elektriciens, metselwerk en pleisterwerk.

PL - 7
Pralki i zmywarki do naczyń.

PL - 11
Urządzenia oświetleniowe, do ogrzewania, wywarzania pary, gotowania, chłodzenia, suszenia, wentylacji i wodociągowe oraz instalacje sanitarne.

PL - 20
Meble, w szczególności meble kuchenne, łazienkowe i magazynowe.

PL - 35
Reklama, Dystrybucja ulotek, Reklamy radiowe i telewizyjne.

PL - 37
Wyposażenie kuchenne, usługi hydrauliczne, malarskie, elektryczne, murarskie i tynkowanie.

PT - 7
Máquinas de lavar roupa e máquinas de lavar loiça.

PT - 11
Aparelhos de iluminação, aparelhos de aquecimento, aparelhos para cozinhar, aparelhos de refrigeração, aparelhos de secagem, aparelhos de ventilação, aparelhos de distribuição de água, instalações sanitárias.

PT - 20
Móveis, nomeadamente móveis para cozinhas, casas de banho e arrumação.

PT - 35
Publicidade, Distribuição de prospectos, Publicidade radiofónica e televisiva.

PT - 37
Equipamento de cozinhas, trabalhos de canalização, de pintura, de eletricidade, de alvenaria e de aplicação de estuque.

RO - 7
Masini de spalat rufe si masini de spalat vase.

RO - 11
Aparate de iluminare, incalzire, fierbere, racire, uscare, ventilatie si de alimentare cu apa si instalatii sanitare.

RO - 20
Mobilier, şi anume mobilier pentru bucătărie, săli de baie şi pentru depozitare.

RO - 35
Publicitate, Distribuire de broşuri, Publicitate radiofonică şi de televiziune.

RO - 37
Echipare de bucătării, lucrări de conducte, de zugrăvit, de electricitate, de zidărie şi de tencuială.

SK - 7
Pracie stroje a umývačky riadu.

SK - 11
Osvetľovacie prístroje, výroba pary, zariadenia na varenie, mrazenie, sušenie, ventiláciu, rozvody vody a sanitárne zariadenia.

SK - 20
Nábytok, menovite kuchynský nábytok, kúpeľňový nábytok a úložný nábytok.

SK - 35
Reklamné služby, Distribúcia letákov, Rozhlasová a televízna reklama.

SK - 37
Zariaďovanie kuchýň, klampiarstvo a inštalatérstvo, maľovanie a natieranie, elektrikárske práce, murárstvo a štukovanie, sadrovanie.

SL - 7
Pralni stroji in pomivalni stroji za posodo.

SL - 11
Naprave za osvetljevanje, ogrevanje, proizvodnjo pare, kuhanje, hlajenje, sušenje, prezračevanje, vodovodne in sanitarne instalacije.

SL - 20
Pohištvo, in sicer pohištvo za kuhinje, kopalnice in shranjevanje.

SL - 35
Oglasna dejavnost, Distribucija letakov, Radijsko in televizijsko oglaševanje.

SL - 37
Oprema za kuhinje, vodovodna, pleskarska, električna, zidarska dela in dela nanašanja ometa.

FI - 7
Pesukoneet ja astianpesukoneet.

FI - 11
Valaistuslaitteet, lämmityslaitteet, keittolaitteet, jäähdytyslaitteet, kuivatuslaitteet, ilmastointilaitteet, vesijohtolaitteet, saniteettilaitteet.

FI - 20
Huonekalut, nimittäin keittiö-, kylpyhuone- ja säilytyskalusteet.

FI - 35
Mainonta, Esitteiden jakelu, Radio- ja televisiomainonta.

No [redacted]

OHMI – OFFICE DE L'HARMONISATION DANS LE MARCHÉ INTÉRIEUR
MARQUES, DESSINS ET MODÈLES

HABM – HARMONISIERUNGSAMT FÜR DEN BINNENMARKT
MARKEN, MUSTER UND MODELLE

FI - 37
Kettiökalusteiden asennus, putki-, maalaus-, sähkö-, muurausja kipsaustyöt.
SV - 7
Tvätt- och diskmaskiner.
SV - 11
Belysningsapparater, uppvärmningsapparater, kokapparater, torkapparater, ventilationsapparater, vattenledningsapparater, sanitära anläggningar.
SV - 20
Möbler, nämligen köks-, vardagsrums- badrums- och förvaringsmöbler.
SV - 35
Annons- och reklamverksamhet, Distribution av prospekt, Radio- och TV-reklam.
SV - 37
Köksutrustning, rörmokeri-, målnings- elektricitets-, murnings- och gipsningsarbeten.

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OAMI OFICINA DE ARMONIZACIÓN DEL MERCADO INTERIOR (MARCAS, DIBUJOS Y MODELOS)
HABM HARMONISIERUNGSAMT FÜR DEN BINNENMARKT (MARKEN, MUSTER UND MODELLE)
OHIM OFFICE FOR HARMONIZATION IN THE INTERNAL MARKET (TRADE MARKS AND DESIGNS)
OHMI OFFICE DE L'HARMONISATION DANS LE MARCHÉ INTÉRIEUR (MARQUES, DESSINS ET MODÈLES)
UAMI UFFICIO PER L'ARMONIZZAZIONE NEL MERCATO INTERNO (MARCHI, DISEGNI E MODELLI)

D113

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Code d'identification • Codice di identificazione: [redacted]

Por la presente se certifica que el documento que se adjunta es una copia conforme del certificado de registro para la marca comunitaria cuyo número y fecha de registro aparecen a continuación.
El documento original puede ser consultado en el enlace de la OAMI http://oami.europa.eu introduciendo el código de identificación indicado más arriba.

Hiermit wird bestätigt, daß die Abschrift, die diesem Beleg beigeheftet ist, eine genaue Abschrift der Eintragungsurkunde ist, die für die Gemeinschaftsmarke mit der nachstehenden Eintragungsnummer und dem nachstehenden Eintragungstag ausgestellt wurde.
Das Originaldokument kann mittels Eingabe eines Identifizierungscode bei folgender Webadresse http://oami.europa.eu eingesehen werden.

This is to certify that the attached document is an exact copy of the certificate of registration issued for the Community trade mark bearing the registration number and date indicated below.
The original document can be consulted introducing the identification code indicated above at the following OHIM web page link http://oami.europa.eu.

Par la présente, il est certifié que le document annexé est une copie conforme du certificat d'enregistrement délivré pour la marque communautaire portant le numéro et la date d'enregistrement qui figurent ci-après.
Le document original peut être consulté sur le site web de l'OHMI http://oami.europa.eu en introduisant le code d'identification indiqué ci-dessus.

Con la presente si certifica che il documento allegato è una copia conforme del certificato di registrazione per il marchio comunitario contrassegnato dal numero e dalla data di registrazione riportati sotto.
Il Documento originale può essere consultato introducendo il codice di identificazione sopra indicato, nel indirizzo http://oami.europa.eu della pagina Web della UAMI.

Núm./Nr./No/n°/n	Fecha/Datum/Date/Date/Data
[redacted]	**05/12/2012**

Avenida de Europa, 4 • E-03008 Alicante • España Tel. + 34-96-513 91 00 • Fax + 34-96-513 13 44. Internet http://oami.europa.eu

Exhibit B

TLD Registration Polices

All domain names registered within the .cuisinella TLD will be registered and maintained by SALM for the exclusive use of SALM, its internal departments and its Affiliates (as defined in Article 2.9(c) of the Registry Agreement). SALM will not sell, distribute or transfer the control or use of any registration within the TLD to any third party that is not an Affiliate of SALM. All domain names will be registered via an ICANN-accredited Registrar.

Departments within SALM will be able to request to register .cuisinella domain names that reflect Cuisinella-related products and initiatives with authority. The registration policy in this TLD will require that domain names registered within the .cuisinella TLD further the published strategic business goals of SALM.

The authority to register domain names will be vested in a limited number of SALM staff members. The Marketing Manager will be responsible for pre-approving all domain names before their registration. This staff member will perform a monthly audit of all domain name transactions to verify that they were authorised and that the use of domain names complies with the .cuisinella Acceptable Registration and Use Policy. The Marketing Manager will additionally conduct internal information sessions to improve awareness of the threat of domain name hijacking and fraud as well as raising awareness of the Acceptable Registration and Use Policy.

Safeguards against allowing for unauthorised or infringing domain name registrations and abusive uses of domain name registrations are discussed in detail in the responses to Question 28 and Question 29.

These restrictions underpin the achievement of the goals of the .cuisinella TLD, in particular enhancing trust in the interaction between Internet users and the Cuisinella brand and forming an authoritative, strictly controlled source of information relating to Cuisinella and SALM.

All domain name registrations in the .cuisinella TLD will be registered to and maintained by SALM for its own exclusive internal use. No measures are considered needed to protect the privacy or confidential information of registrants in the .cuisinella TLD, because no information of a private nature will be collected during the registration process.

SALM will not distribute or transfer control or use of domain name registrations in the TLD to any third party that is not an Affiliate (as defined in clause 2.9(c) of the Registry Agreement). Use of .cuisinella domain name registrations will be reserved for the exclusive use of SALM and its Affiliates. Accordingly, SALM consider that no measures need be taken toward protecting the privacy or confidential information of users of domain name registrations in the .cuisinella TLD.

All activities in relation to the TLD will be conducted within and consistent with the existing framework of privacy and acceptable behaviour policies and standards of the SALM group.