

.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

Dell Inc. ("Registry Operator"), in connection with the execution of the Registry Agreement for the .DELL TLD (the "Registry Agreement"), hereby applies for .DELL 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 trademark assignment attached hereto as Exhibit B, are complete and accurate copies of the official trademark registration and proof of trademark assignment from Dell Computer Corporation to Dell Inc., respectively. Additionally, the registration policies attached hereto as Exhibit C, and the SMD file ID number attached hereto as Exhibit D are the registration policies for the TLD, and the SMD file ID for the TLD for which this application is submitted 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] at [REDACTED]

Submitted by:	[REDACTED]
Position:	Principal Legal Counsel, Trademarks and Copyrights
Dated:	August 20, 2014
Email:	[REDACTED]

Exhibit A

Trademark Registration

Int. Cl.: 9

Prior U.S. Cl.: 26

United States Patent and Trademark Office **Reg. No. 1,616,571**
Registered Oct. 9, 1990

**TRADEMARK
PRINCIPAL REGISTER**

DELL

DELL COMPUTER CORPORATION (DELA-
WARE CORPORATION)
9505 ARBORETUM BOULEVARD
AUSTIN, TX 78759

FOR: COMPUTERS AND COMPUTER PE-
RIPHERALS, NAMELY MONITORS, KEY-
BOARDS, PRINTERS, MICE, CO-PROCESSORS,
MODEMS, HARD AND FLOPPY DISK DRIVES,
TAPE DRIVES, CARDS AND MEMORY ADD-
ONS, MEMORY BOARDS AND CHIPS, CABLES

AND CONNECTORS, OPERATING SOFTWARE
AND INSTRUCTION MANUALS SOLD TO-
GETHER AS A UNIT, IN CLASS 9 (U.S. CL. 26).
FIRST USE 11-0-1987; IN COMMERCE
11-0-1987.

OWNER OF U.S. REG. NOS. 1,529,465, 1,529,468
AND OTHERS.

SER. NO. 74-021,331, FILED 1-19-1990.

THOMAS V. SHAW, EXAMINING ATTORNEY

Exhibit B

Trademark Assignment

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	CHANGE OF NAME
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Dell Computer Corporation		07/18/2003	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Dell Inc.
Street Address:	One Dell Way
Internal Address:	MS#8033
City:	Round Rock
State/Country:	TEXAS
Postal Code:	78682
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 76

Property Type	Number
Serial Number:	75889917
Serial Number:	75851765
Serial Number:	78034228
Serial Number:	78037328
Serial Number:	78098848
Serial Number:	78098901
Serial Number:	76353027
Serial Number:	76353028
Serial Number:	78125739
Serial Number:	76417973
Serial Number:	78152472
Serial Number:	78234058
Serial Number:	78233933
Serial Number:	78179255

OP \$1915.00 75889917

900001467

TRADEMARK
REEL: 002698 FRAME: 0781

Serial Number:	75186301
Serial Number:	75186075
Serial Number:	78179266
Serial Number:	78192999
Serial Number:	78193009
Serial Number:	78193029
Serial Number:	78193037
Serial Number:	78195442
Serial Number:	78224898
Serial Number:	78233601
Registration Number:	2378626
Registration Number:	1787620
Registration Number:	2408384
Registration Number:	2527880
Registration Number:	1616571
Registration Number:	2236785
Registration Number:	1860272
Registration Number:	1498470
Registration Number:	2030084
Registration Number:	2373817
Registration Number:	2490020
Registration Number:	2632305
Registration Number:	2333902
Registration Number:	2715756
Registration Number:	2578777
Registration Number:	2284782
Registration Number:	2358613
Registration Number:	2482604
Registration Number:	2425829
Registration Number:	2700755
Registration Number:	2656715
Registration Number:	2357754
Registration Number:	1792042
Registration Number:	2091556
Registration Number:	2432498

TRADEMARK
REEL: 002698 FRAME: 0782

Serial Number:	75186301
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Serial Number:	78193009
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Registration Number:	2378626
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Registration Number:	2357754
Registration Number:	1792042
Registration Number:	2091556
Registration Number:	2432498

TRADEMARK
REEL: 002698 FRAME: 0782

Registration Number:	2171257
Registration Number:	2604925
Registration Number:	2565558
Registration Number:	2697937
Registration Number:	2055603
Registration Number:	2398633
Registration Number:	2570181
Registration Number:	2254835
Registration Number:	1962286
Registration Number:	2599629
Registration Number:	1843281
Registration Number:	1977038
Registration Number:	1475419
Registration Number:	2483674
Registration Number:	2731999
Registration Number:	1930206
Registration Number:	2543224
Registration Number:	2187970
Registration Number:	2592996
Registration Number:	1881224
Registration Number:	1910429
Registration Number:	1966480
Registration Number:	2535122
Registration Number:	2043203
Registration Number:	2670417
Registration Number:	1899601
Registration Number:	2390851

CORRESPONDENCE DATA

Fax Number: (512)283-6844

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 512-728-7835

Email: max_millican@dell.com

Correspondent Name: Max Millican

Address Line 1: One Dell Way

Address Line 2: MS#8033

Address Line 4: Round Rock1, TEXAS 76028

TRADEMARK

REEL: 002698 FRAME: 0783

ATTORNEY DOCKET NUMBER:	RECORDAL OF NAME CHANGE
NAME OF SUBMITTER:	Max Millican
Total Attachments: 1 source=change of name cert.tif	

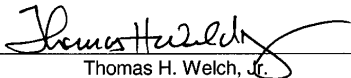
DELL INC.
(FORMERLY DELL COMPUTER CORPORATION)

SECRETARY'S CERTIFICATE

The undersigned, being the Assistant Secretary of Dell Inc., a corporation organized and existing under the laws of the State of Delaware (the "Company"), hereby certifies that on July 18, 2003, the Company filed a Certificate of Amendment to its Certificate of Incorporation changing its name from "Dell Computer Corporation" to "Dell Inc." Such name change was duly and validly approved by the Company's Board of Directors and stockholders and became effective upon the filing of such Certificate of Amendment.

In witness whereof, I have executed this Secretary's Certificate effective as of the date indicated below.

Dated: 6 August 2003


Thomas H. Welch, Jr.
Assistant Secretary

RECORDED: 08/13/2003

TRADEMARK
REEL: 002698 FRAME: 0785

Exhibit C

TLD Registration Policies

The mission and purpose of the .DELL gTLD is to serve as a trusted, hierarchical, and intuitive namespace provided by Dell Inc. ("Registry Operator") for use by Registry Operator, its qualified Affiliates and Trademark Licensees. Only Registry Operator and its qualified Affiliates and Trademark Licensees will be allowed to register or control the DNS records associated with domain names at any level in the .DELL gTLD. Registry Operator will implement an internal process to determine which second-level domain names will be registered and which Affiliates and Trademark Licensees will be eligible to register second-level domains. All domain name registrations will be managed by the Registry Operator.

For the purposes of this proposed Registration Policy, Registry Operator utilizes the following definitions*:

Affiliate – 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.

Control – 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 management or otherwise.

Trademark Licensee – Trademark Licensee means any corporation, partnership, limited liability company or similar legal entity (and not a person) that has a written trademark license agreement with Registry Operator or its Affiliate, for use of the registered trademark owned by Registry Operator or its Affiliate, the textual elements of which correspond exactly to the .BRAND TLD string operated by Registry Operator, where:

- (i) such license is valid under applicable law;
- (ii) such license is for the use of such trademark in the regular course of that entity's business outside of the provision of TLD Registry Services, and is not primarily for the purpose of enabling registration or use of domain names in the TLD;
- (iii) such trademark is used continuously in that entity's business throughout the Term; and
- (iv) the domain names in the TLD registered to the Trademark Licensee are required to be used for the promotion, support, distribution, sales or other services reasonably related to any of the goods and/or services identified in the trademark registration.

Registry Operator will review each second-level domain name at the time of registration to ensure that the name complies with internal policies governing the registration of .DELL domain names, including this Registration Policy. Additionally, Registry Operator will conduct ongoing reviews of each second-level domain at least once per calendar year namely to ensure compliance with the terms of the .DELL Registry Agreement, as well as with ICANN Consensus or Temporary Policies.

Registry Operator reserves the right to amend its registration policy.

*Definitions for “Affiliate” and “Control” are taken from Section 2.9(c) of the Registry Agreement. The definition of “Trademark Licensee” is taken from Section 6.2 of Specification 13 of the Registry Agreement.

Exhibit D

Signed Mark Data File ID Number

Dell Signed Mark Data File ID Number:

