

FLIR .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

FLIR Systems, Inc. ("Registry Operator"), in connection with the execution of the Registry Agreement for the .FLIR TLD (the "Registry Agreement"), Application # 1-1272-48294, hereby applies for the .FLIR 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 registrations 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:	Chief Intellectual Property Counsel
Dated:	July 2, 2014
Email:	[REDACTED]

United States of America

United States Patent and Trademark Office



Reg. No. 2,975,668

Registered July 26, 2005

Amended Mar. 13, 2012

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

FLIR SYSTEMS, INC. (OREGON CORPORATION)
27700A SW PARKWAY AVENUE
WILSONVILLE, OR 97070

FOR: ELECTRONIC VISION SYSTEMS, NAMELY, IMAGE PROCESSORS AND CAMERAS SENSING ELECTROMAGNETIC RADIATION INCLUDING VISIBLE LIGHT, INFRARED RADIATION AND OTHER THERMAL RADIATION, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-31-1980; IN COMMERCE 1-31-1980.

OWNER OF U.S. REG. NO. 2,411,289.

THE MARK CONSISTS OF A DESIGN OF A DOUBLE DIAMOND FOLLOWED BY FLIR.

SEC. 2(F) AS TO "FLIR".

SER. NO. 78-254,729, FILED 5-27-2003.



David J. Kyjars

Director of the United States Patent and Trademark Office

United States of America
United States Patent and Trademark Office



Reg. No. 3,959,266

FLIR SYSTEMS, INC. (OREGON CORPORATION)
27700 SW PARKWAY AVENUE
WILSONVILLE, OR 97070

Registered May 10, 2011

Int. Cl.: 36

FOR: FINANCIAL SPONSORSHIP OF ATHLETIC EVENTS, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

SERVICE MARK

FIRST USE 5-0-2007; IN COMMERCE 5-0-2007.

PRINCIPAL REGISTER

OWNER OF U.S. REG. NO. 3,097,681.

THE MARK CONSISTS OF TWO CHEVRONS ARRANGED TO FORM A DIAMOND SHAPE.

SN 77-951,809, FILED 3-5-2010.

LIEF MARTIN, EXAMINING ATTORNEY



David J. Kyfos

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

FLIR

Reg. No. 4,030,407

Registered Sep. 27, 2011

Int. Cls.: 9 and 41

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

FLIR SYSTEMS, INC. (OREGON CORPORATION)
27700 SW PARKWAY AVENUE
WILSONVILLE, OR 97070

FOR: PRECISION RETICULES AND RETICULE ASSEMBLIES AND ELECTRO OPTICAL GIMBALS; APPARATUS FOR DETECTING, MEASURING, RECORDING, TRANSMITTING, ANALYZING, AND REPRODUCING IMAGES AND SOUND, NAMELY, GIMBALS, SECURITY CAMERAS, AND MULTI-SENSORS WITH DAYLIGHT TV AND GEO POINTING CAPABILITIES; HAND HELD OPTICAL WEAPON SIGHT PRODUCTS, NAMELY, IMAGE INTENSIFIED WEAPON SIGHTS, AND OPTICALLY FUSED WEAPON SIGHTS; LASER DESIGNATORS; READ OUT INTEGRATED CIRCUITS; INFRARED THERMAL CAMERAS FOR BUILDING DIAGNOSTICS, ENERGY AUDITING AND HOME INSPECTION, PROPERTY AND FACILITY MANAGEMENT, HVAC AND PLUMBING, MOISTURE AND RESTORATION, AUTOMATION AND SAFETY, ELECTRICAL AND MECHANICAL, UTILITIES, MANUFACTURING INDUSTRIES, SERVICE COMPANIES, ELECTRICAL CONTRACTORS, GAS IMAGING FOR PETROCHEMICAL AND REFINERIES, SF6 GAS DETECTION, OIL AND GAS EXTRACTION, ENVIRONMENTAL ENFORCEMENT, MUNICIPAL GAS DISTRIBUTION, AND SERVICE COMPANIES, RANGE PHENOMENOLOGY, TRACKING, HIGH SPEED/STOP MOTION, LASER DESIGNATION, DIRECTED ENERGY WEAPONS, AND RESEARCH AND DEVELOPMENT; CAMERAS AND RELATED OPERATING SOFTWARE USED IN CONJUNCTION WITH REPORT GENERATION, BUILDING APPLICATIONS, RESEARCH AND DEVELOPMENT, TRACKING SYSTEMS FOR TRACKING PERSONS, OBJECTS, AND OTHER TARGETS COMPRISED OF PIXEL RESOLUTION, WINDOWING FULL FRAME RATE, INTEGRATION TIME RANGE, DIGITAL OUTPUT, NOISE-EQUIVALENT TEMPERATURE DIFFERENTIATION (NETD), FILTER WHEEL, OPTICAL INTERFACE, ANALOGUE SIGNALS, LENS, MOUNTING, AND POWER SUPPLY; POINTING SYSTEMS FOR POINTING OUT PERSONS, OBJECTS, CRYSTALLINE LASER MATERIALS AND OTHER TARGETS COMPRISED OF DAYLIGHT/COLOR CCD TV CAMERA, ELECTRON-MULTIPLYING CCD (EMCCD) CAMERA, EYE SAFE LASER RANGE FINDER, LASER POINTER, STABILIZED GIMBALS, AND ELECTRONIC CONTROL UNIT; GUIDANCE SYSTEMS COMPRISED OF DAYLIGHT CAMERA, LASER PAYLOADS, SYSTEM INTERFACES, NAMELY, LASER SPOT TRACKER, NAVIGATION/RADAR INTERFACE, DISPLAY AND RECORDER, MOVING MAP SYSTEMS, DIGITAL VIDEO OUTPUT FOR THE PURPOSE OF NAVIGATING, GUIDING AND CONTROLLING AIR, LAND AND MARITIME VEHICLES WITHOUT DIRECT OR CONTINUOUS HUMAN CONTROL; GLOBAL POSITIONING SYSTEMS; REMOTE CONTROL SYSTEMS COMPRISED OF REMOTE CONTROLS FOR ERGONOMIC HAND CONTROL UNIT, LAPTOP CONTROL UNIT, AND ELECTRONIC SIMPLIFIED



David J. Kappas

Director of the United States Patent and Trademark Office

Reg. No. 4,030,407 CONTROL UNIT FOR CLAMP-ON ELECTRIC METERS, DIGITAL AND/OR ANALOG MULTIMETERS, POWER SUPPLIES, FIBER OPTIC POWER METERS, THERMOMETERS, HUMIDITY METERS, AIRFLOW METERS, LIGHT METERS, SOUND LEVEL METERS, TACHOMETERS, PRESSURE METERS, CALIBRATORS, WATER QUALITY METER; MOUNTING DEVICES FOR TILT DOMES; COMPUTER SOFTWARE FOR CONNECTING TOGETHER MIDDLE WARE PLATFORMS, NAMELY, SERVERS AND NETWORK PROTOCOLS WITH GRAPHICAL USER INTERFACE SOFTWARE; OPERATING SOFTWARE FOR SECURITY CAMERAS, THERMAL ENERGY AND STABILIZED CAMERA SYSTEMS; SOFTWARE FOR REAL TIME ANALYSIS OF RADIOMETRIC THERMAL IMAGING IN THE FIELD OF HVAC AND PLUMBING, MOISTURE AND RESTORATION, AUTOMATION AND SAFETY, ELECTRICAL AND MECHANICAL, UTILITIES, MANUFACTURING INDUSTRIES, SERVICE COMPANIES, ELECTRICAL CONTRACTORS, GAS IMAGING FOR PETROCHEMICAL AND REFINERIES, SF6 GAS DETECTION, OIL AND GAS EXTRACTION, ENVIRONMENTAL ENFORCEMENT, MUNICIPAL GAS DISTRIBUTION, AND SERVICE COMPANIES, RANGE PHENOMENOLOGY, TRACKING, HIGH SPEED/STOP MOTION, LASER DESIGNATION, DIRECTED ENERGY WEAPONS, AND RESEARCH AND DEVELOPMENT; SOFTWARE USED FOR PREDICTIVE MAINTENANCE AND OPERATING SCIENCE CAMERAS; PRE-RECORDED MEDIA IN THE FORM OF DVD, CD ROM, FLASH DRIVES, TAPES, FEATURING INFORMATION ABOUT ELECTRONIC VISION SYSTEMS, VIDEOS, DATA AND SOUND, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-31-1980; IN COMMERCE 1-31-1980.

FOR: EDUCATIONAL SERVICES, NAMELY, CONDUCTING LIVE AND WEB-BASED SEMINARS AND CLASSES IN THE FIELD OF INFRARED THERMOGRAPHY TECHNOLOGY AND APPLICATIONS AND DISTRIBUTION OF COURSE MATERIALS IN CONNECTION THEREWITH; EDUCATIONAL SERVICES, NAMELY, DEVELOPING COURSES AND SEMINARS FOR OTHERS IN THE FIELD OF INFRARED THERMOGRAPHY TECHNOLOGY AND APPLICATIONS AND DISTRIBUTION OF COURSE MATERIALS IN CONNECTION THEREWITH, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 1-31-1980; IN COMMERCE 1-31-1980.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,411,289, 3,313,758 AND OTHERS.

SEC. 2(F).

SER. NO. 77-982,032, FILED 1-8-2009.

KATHLEEN LORENZO, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office

FLIR

Reg. No. 4,140,596

Registered May 15, 2012

Int. Cl.: 10

TRADEMARK

PRINCIPAL REGISTER

FLIR SYSTEMS, INC. (OREGON CORPORATION)
27700 SW PARKWAY AVENUE
WILSONVILLE, OR 97070

FOR: ELECTRONIC IMAGING DEVICES FOR DIAGNOSING, QUANTIFYING, AND SCREENING SKIN SURFACE CHANGES, FOR MEDICAL USE, IN CLASS 10 (U.S. CLS. 26, 39 AND 44).

FIRST USE 5-0-2003; IN COMMERCE 5-0-2003.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,411,289, 3,313,758 AND OTHERS.

SEC. 2(F).

SER. NO. 77-645,718, FILED 1-8-2009.

KATHLEEN LORENZO, EXAMINING ATTORNEY



David J. Kyjars

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

FLIR

Reg. No. 4,141,463

Registered May 15, 2012

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

FLIR SYSTEMS, INC. (OREGON CORPORATION)
27700 SW PARKWAY AVENUE
WILSONVILLE, OR 97070

FOR: VISIBLE LIGHT CAMERAS; CHARGE-COUPLED DEVICE CAMERAS; ELECTRON-MULTIPLYING CHARGE-COUPLED DEVICE CAMERAS; LASERS, NAMELY, LASER DIODES; LASER RANGEFINDERS; LASER POINTERS; CAMERA OPTICS, NAMELY, LENSES; WEAPON SIGHTS, NAMELY, OPTICAL LENS SIGHTS AND TELESCOPIC SIGHTS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-31-1980; IN COMMERCE 1-31-1980.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,772,421, 4,030,407 AND OTHERS.

SEC. 2(F).

SER. NO. 85-330,735, FILED 5-26-2011.

KATHLEEN LORENZO, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

FLIR

Reg. No. 4,188,984

Registered Aug. 14, 2012

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

FLIR SYSTEMS, INC. (OREGON CORPORATION)
27700 SW PARKWAY AVENUE
WILSONVILLE, OR 97070

FOR: HARDWARE AND SOFTWARE FOR IMAGE GENERATION AND PROCESSING FOR USE IN RANGE PHENOMENOLOGY, TARGET RECOGNITION AND DETECTION, PLUME AND ATMOSPHERIC PHENOMENALLY AND NON-DESTRUCTIVE TESTING; CAMERA LENSES; ELECTRONIC IMAGE DISPLAY UNITS; CAMERA MOUNTING DEVICES; GIMBALS FOR USE WITH ELECTRONIC DEVICES; SEMICONDUCTOR MICROPROCESSORS FOR USE WITH CAMERAS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-31-1980; IN COMMERCE 1-31-1980.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,772,421, 3,313,758 AND OTHERS.

SEC. 2(F).

SER. NO. 85-330,727, FILED 5-26-2011.

KATHLEEN LORENZO, EXAMINING ATTORNEY



David J. Kyfos

Director of the United States Patent and Trademark Office

Mission:

The mission of the .FLIR TLD is to make a safe, trusted and reputable name space for our products, services, and company divisions, as well as our authorized FLIR sales agents, OEMs and distribution outlets.

FLIR Systems, Inc. (FLIR) is a world leader in the design, manufacture, and marketing of sensor systems that enhance perception and awareness. Today FLIR provides advanced thermal imaging and threat detection systems for use by industry, consumers, science, law enforcement, and the military for a wide variety of imaging, thermography, and security applications.

The .FLIR TLD will be managed under the direct control of FLIR and therefore will deliberately be organized from the beginning to be consistent with the navigational needs and preferences of FLIR's main stakeholders such FLIR corporate divisions, authorized FLIR sales agents, OEMs and distribution outlets, and most importantly, FLIR's end-user customers.

.FLIR Registration Policies

The .FLIR TLD will be managed and operated exclusively by FLIR and its qualified affiliates and trademark licensees.

FLIR will implement the following registration policies:

1. .FLIR Domain Name Eligibility Requirements
2. Acceptable Use Policy
3. Rights Protection Mechanisms
4. Privacy

1. FLIR Domain Name Eligibility Requirements

The .FLIR Domain Registration Eligibility policy sets forth guidelines for what domain names may be registered in the .FLIR TLD, as well as which individuals or entities may register or control the DNS records associated with these domains.

Only FLIR and its qualified affiliates, and trademark licensees will be allowed to request domain registrations in the .FLIR TLD. FLIR will implement an internal process that will define how qualified individuals and entities can submit registration requests and the process by which such registrations will be approved and executed upon by FLIR.

FLIR's internal domain management department will be responsible for the receipt of domain name

registration requests from specially designated and approved domain name managers (Domain Managers) through a documented internal request form. Once the Domain Manager receives a registration request, an internal review will be completed to ensure the name complies with internal naming criteria and registration policies, as well as with the specifications described in the ICANN Registry Agreement. Once the name has undergone the standard review and is deemed in compliance with internal rules and procedures, the name will be approved and submitted through a 2013 ICANN-Accredited Registrar for registration.

Upon registration, only FLIR and its qualified Affiliates and Licensees will be able to control the DNS records associated with domain names in the .FLIR TLD.

FLIR reserves the right to modify its Domain Name Eligibility Requirements in its sole discretion and without prior notice, as well as the internal procedures established for requesting, approving, and registering names in the .FLIR TLD. FLIR will promptly notify its Domain Managers and .FLIR registrants of any changes to the Domain Name Eligibility Requirements. FLIR will promptly notify Domain Managers in the event of changes to its internal registration procedures.

2. Acceptable Use Policy

This Acceptable Use Policy sets forth the criteria and procedures by which FLIR ("Registry Operator") can quickly lock, cancel, suspend, transfer or take ownership of a name in the .FLIR TLD, either temporarily or permanently. The Acceptable Use policy may be invoked if a domain name in the .FLIR TLD is being used in a manner that appears to threaten the stability, integrity or security of the .FLIR Registry or in a fashion that may put the safety and security of a .FLIR registrant or user at risk. The process also allows the Registry Operator to take preventive measures to avoid criminal or security threats.

The Acceptable Use Policy may be triggered through a variety of channels, including, among others, private complaint, public alert, government or law enforcement agency outreach, or on-going monitoring by the Registry or its partners. In all cases, Registry Operator or its designees will alert the sponsoring registrar(s) about any identified threats.

The following are some (but not all) activities that may trigger rapid domain compliance:

- Phishing: the attempt by a third party to acquire personally identifiable information by masquerading as a FLIR website.
- Pharming: the redirection of Internet users to websites other than those the user intends to visit, usually through unauthorized changes to the Hosts file on a victim's computer or DNS records in DNS servers.
- Dissemination of Malware: the intentional creation and distribution of "malicious" software designed to infiltrate a computer system without the owner's consent, including, without limitation, computer viruses, worms, key loggers, and Trojans.

- Fast Flux Hosting: a technique used to shelter Phishing, Pharming and Malware sites and networks from detection and to frustrate methods employed to defend against such practices, whereby the IP address associated with fraudulent websites are changed rapidly so as to make the true location of the sites difficult to find.
- Botnetting: the development and use of a command, agent, motor, service, or software which is implemented: (1) to remotely control the computer or computer system of an Internet user without their knowledge or consent, (2) to generate direct denial of service (DDOS) attacks.
- Malicious Hacking: the attempt to gain unauthorized access (or exceed the level of authorized access) to a computer, information system, user account or profile, database, or security system.
- Child Pornography: the storage, publication, display and/or dissemination of pornographic materials depicting individuals under the age of majority in the relevant jurisdiction.

FLIR reserves the right, in its sole discretion, to take any administrative and operational actions necessary, including, but not limited to, the use of computer forensics and information security technological services in order to implement the Acceptable Use Policy. In addition, FLIR reserves the right to deny, cancel, suspend, transfer, or otherwise alter any registration or transaction, or to place any domain name(s) on registry lock, hold or similar status, that it deems necessary, in its discretion (1) to protect the integrity and stability of the registry; (2) to comply with any applicable laws, government rules or requirements, requests of law enforcement, or any dispute resolution process; (3) to avoid any liability, civil or criminal, on the part of Registry Operator as well as its affiliates, subsidiaries, officers, directors, and employees; (4) to enforce the terms of the registration agreement or (5) to correct mistakes made by Registry Operator or any Registrar in connection with a domain name registration. FLIR also reserves the right to place upon registry lock, hold or similar status a domain name during resolution of a dispute or court proceeding or (5) to enforce the .FLIR Domain Eligibility Requirements.

FLIR further reserves the right to modify its Acceptable Use Policies without prior notice and in its sole discretion. FLIR will promptly notify its Domain Managers and .FLIR registrants of any changes to its Acceptable Use Policies.

3. Rights Protection Mechanisms

FLIR is committed to following all mandatory ICANN rights protection mechanisms aimed at protecting third party intellectual property rights within the .FLIR TLD. FLIR plans to limit the registration and control of DNS records associated with .FLIR domain names to FLIR and its qualified affiliates and licensees; therefore, it is highly unlikely that names under .FLIR infringe upon with the intellectual property rights of third parties.

Nevertheless, FLIR plans to implement all Rights Protection Mechanisms (RPMs) as required by ICANN, including:

- Implementation of the Trademark Claims Process
- Implementation of the Uniform Dispute Resolution Policy (UDRP)

- Implementation of the Uniform Rapid Suspension (URS) mechanism

4. Privacy

FLIR will ensure that the operation of the .FLIR TLD will be consistent with FLIR's Privacy Policy, available on its website at <http://www.flir.com/corporate/en/privacy/>.