

LIFESTYLE DOMAIN HOLDINGS, INC.

.Brand TLD Designation Application

For .FOOD

September 24, 2015

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

Lifestyle Domain Holdings, Inc. (“Registry Operator”) (“LDH”), in connection with the execution of the Registry Agreement for the .FOOD string (the “Registry Agreement”), hereby applies for FOOD 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, 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, Registry Operator’s registration policies for the TLD, and the SMD file ID for the TLD for which this application is submitted respectively.

In addition to the above and attached application for status as a .Brand and in furtherance of its intentions, Registry Operator provides further support of its intention to operate as a .Brand:

Lifestyle Domain Holdings, Inc. (“LDH”) is a wholly-owned subsidiary of Scripps Networks Interactive, Inc. (“SNI”), a leader in lifestyle media with famous brands including but not limited to Food Network, Food, Cooking Channel, HGTV, Travel Channel, and DIY Network. LDH will serve as the Registry Operator of the string, FOOD, and SNI and its Affiliates, as defined in the Registry Agreement, shall be the sole registrant. The mission of .FOOD is to provide a diverse population of internet users high-profile lifestyle-oriented content that is reflective of our popular lifestyle brands and allows users access to relevant ideas, information and solutions every day, everywhere. .FOOD will be focused on the development of robust and authentic connected experiences centered on travel, home (e.g., design and decor, gardening, real estate, home improvement and remodeling), food (cooking, nutrition), entertaining, parenting, self-help, and other related concepts, topics and activities. .FOOD will be an SNI-branded top level domain that will seek to provide internet users with the confidence that all of the programming, information, social media, shopping

opportunities and/or other content found therein is authentic, genuine, safe and secure and associated with SNI's trusted family of lifestyle brands.

Registry Operator acknowledges and agrees that this letter is binding on Registry Operator, and if any of the foregoing representations and agreements become untrue or is 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] the Contracting Point of Contact.

Submitted by:

[REDACTED]
[REDACTED]
[REDACTED]

Exhibit A

Trademark Registration

The trademark registration for FOOD is attached.
Registered November 1, 2011 with first use in commerce January 2, 2003.
Registration Number 4,049,665

United States of America

United States Patent and Trademark Office

FOOD

Reg. No. 4,049,665

Registered Nov. 1, 2011

Int. Cl.: 41

SERVICE MARK

PRINCIPAL REGISTER

TELEVISION FOOD NETWORK, G.P. (DELAWARE PARTNERSHIP)
1180 AVENUE OF THE AMERICAS
NEW YORK, NY 10036

FOR: ENTERTAINMENT SERVICES, NAMELY, AN ON-GOING AUDIO AND VISUAL PROGRAM DISTRIBUTED OVER TELEVISION, SATELLITE, WIRELESS, AUDIO AND VIDEO MEDIA, FIBER OPTICS, CABLE, AND A GLOBAL COMPUTER NETWORK IN THE FIELDS OF COOKING AND CULINARY ARTS, HEALTH, FITNESS, AND NUTRITION, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 1-2-2003; IN COMMERCE 1-2-2003.

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

SEC. 2(F).

OWNER OF U.S. REG. NOS. 2,647,730, 2,924,168, AND OTHERS.

SN 77-690,147, FILED 3-13-2009.

ANDREA HACK, EXAMINING ATTORNEY



David J. Kyfos

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.*
See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

Exhibit B

TLD Registration Policies

Lifestyle Domain Holdings, Inc. (“LDH”) is a wholly-owned subsidiary of Scripps Networks Interactive, Inc. (“SNI”), a leader in lifestyle media with famous brands including but not limited to Food Network, Food, Cooking Channel, HGTV, Travel Channel, and DIY Network.

Domain Name Registration and Use Policy for “.FOOD”

Registry Operator hereby acknowledges that the following are true and correct registration policies:

Registry Operator intends to operate the gTLD as a Specification 13 Brand Registry with SNI and its Affiliates, as defined in the Registry Agreement, as the sole registrant. The goal of the proposed gTLD is to provide SNI and its family of brands the opportunity to extend the digital experience to its consumers and users through a dedicated and authentic domain space for SNI products and services, content, social and sharing platforms, shopping and/or other integrated online digital experiences for the benefit of Internet users.

Members of the public will not be able to register domain names in this new gTLD. Registration will be managed by Registry Operator and its parent company, SNI, and only a limited number of designated SNI personnel or designees will be able to register domain names.

Except for those provisions not applicable to a Specification 13 brand registry and in accordance with the registration policies set forth in Specification 13 for a brand registry, Registry Operator will abide by all policies, rights protection mechanisms and registration procedures as set forth in the Registry Agreement.

Exhibit C

Signed Mark Data File ID Number

SMD ID for FOOD: [REDACTED]