

.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

HDFC Bank Limited ("Registry Operator"), in connection with the execution of the Registry Agreement for the .HDFCBANK TLD (the "Registry Agreement"), hereby applies for .HDFCBANK 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, 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]

Submitted by: [REDACTED]

Position: Sr Vice President


Dated: 10th December 2014


Email: [REDACTED]

Exhibit A

Trademark Registration

प्ररूप ओ - 2
FORM O-2


भारत सरकार
GOVERNMENT OF INDIA
व्यापार चिन्ह रजिस्ट्री
TRADE MARKS REGISTRY
क्रमांक
No. 722781


बौद्धिक सम्पदा, भारत
Intellectual Property, India


व्यापार चिन्ह अधिनियम, 1999
Trade Marks Act, 1999
व्यापार चिन्ह के रजिस्ट्रीकरण का प्रमाणपत्र, धारा 23 (2) नियम 62 (1)
Certificate of Registration of Trade Mark, Section 23 (2), Rule 62 (1)

व्यापार चिन्ह संख्या/ Trade Mark No. 1504880 दिनांक/ Date 16-11-2006 ज.संख्या/ J.No. 3-9



यह प्रमाणित किया जाता है कि जिस प्रकार चिन्ह की समकृति इसके साथ संलग्न है, वह
के बारे में दिनांक नाम से रजिस्ट्रीकरण हो चुका है।

Certified that the Trade Mark / a representation is annexed hereto, has been registered in the name(s) of
HDFC BANK LTD., 2ND FLOOR, PROCESS HOUSE, KAMALA MULES COMPOUND, LUDHAKI PAREL (WEST), MUMBAI
400 013, MAHARASHTRA, INDIA. SERVICE PROVIDER.

In Class 36 Under No. 1504880 as of the Date 16-Nov-2006 in respect of
BANKING, FINANCIAL AND MONETARY AFFAIRS, BROKERAGE AND BROKING SERVICES RELATING TO THE
STOCKS, BONDS, SECURITIES AND DEBTS INCLUDED IN CLASS 36.

 HDFC BANK

मेरे निदेश पर आज मास के वे दिन को इस पर मुद्रा लगायी गई।
Sealed at my direction, this day of 2006

व्यापार चिन्ह रजिस्ट्री, मुम्बई। व्यापार चिन्ह रजिस्ट्रार
Trade Marks Registry, Mumbai Registrar of Trade Marks

रजिस्ट्रीकरण आवेदन की तारीख से 10 वर्ष के लिए है और उद्वरण पर 10 वर्ष की अवधि के लिए और प्रत्येक 10 वर्ष की अवधि के अवसान पर ही नवीनीकृत किया जा सकता है।
Registration is for 10 years from the date of application and may then be renewed for a period of 10 years and also at the expiration of each period of 10 years.
यह प्रमाणपत्र विधि कार्यवाहियों में प्रयोग के लिये या विदेश में रजिस्ट्रीकरण अधिप्राप्त करने के लिये नहीं है।
This certificate is not for use in legal proceedings or for obtaining registration abroad.

टिप्पणी - इस व्यापार चिन्ह के अधिकार में कोई परिवर्तन होने पर, या कार्यालय के मुख्य स्थान के पते में या भारत में तारीख के लिये पते में परिवर्तन होने पर परिवर्तन के लिये आवेदन
दुबारा किया जाना चाहिए।
Note: Upon any change of ownership of this Trade Mark, or change in address, of the principal place of business or address for service in India a request should
AT ONCE be made to register the change.

CNT. No.:

Country	Trademark	Appl. / Reg. No.	Class
India	HDFCBANK	1504880	36

Exhibit B

TLD Registration Polices

.HDFCBANK TLD REGISTRY POLICIES

HDFC BANK LTD's registry policies are designed to follow the highest of standards and meet the criteria for global operations.

1. ELEGIBILITY

.HDFCBANK will be used for HDFC BANK LTD. It will be available to Registry Operator, its Affiliates or Trademark Licensees to be registrants in the TLD.

2. TERM OF REGISTRATION / RENEWAL

Initial Term - In general, domains will be offered for periods of one (1) to ten (10) years, but no greater than ten years.

Renewal - The term may be extended at any time for a period of one (1) to ten (10) years provided that the total aggregate term of the Domain Name does not exceed ten (10) years at any time.

Cancellation - The Registrant may cancel a Domain Name registration at any time by submitting its request in writing with the Registrar.

3. ROLL OUT

The roll-out of our TLD is anticipated to feature the following phases:

- Reservation of reserved names,
- General Availability period — real-time registrations, made on a first-come first-served basis.
- The registration of domain names in the .HDFC BANK TLD will follow standard practices, procedures and policies, which include the following:
 - o Domain registration polices (for example, grace periods, transfer policies, etc.)
 - o This TLD will follow the ICANN standard domain lifecycle.

- When the domain is created, the standard five day Add Grace Period begins, the domain and contact information are available in WHOIS, and normal operating EPP domain statuses will apply. Other specifics regarding registration rules for an active domain include:
 - The domain must be unique;
 - Restricted or reserved domains cannot be registered;
 - The domain can be registered from 1-10 years;
 - The domain can be renewed at any time for 1-10 years, but cannot exceed 10 years;
 - The domain can be explicitly deleted at any time;
 - Contacts and hosts can be modified at any time.

- Abuse prevention tools and policies, for example, measures to promote WHOIS accuracy and efforts to reduce Phishing and Pharming,

- Rights protection mechanisms and dispute resolution mechanism policies (for example, UDRP, URS) will also be implemented as per guidelines from ICANN.

- Other detailed policies for this domain include policies for reserved names.

4. REGISTRY RESERVED NAMES

We will reserve the following classes of domain names, which will not be made generally available to registrants via the Sunrise or subsequent periods:

- All of the reserved names required in Specification 5 of the new gTLD Registry Agreement.
- The geographic names required in Specification 5 of the new gTLD Registry Agreement.
- The registry operator's own name and variations thereof, and registry operations names (such as registry.tld, and www.tld), for internal use.
- Names related to ICANN and Internet standards bodies (iana.tld, ietf.tld, w3c.tld, etc.), for delegation of those names to the relevant organizations upon their request.
- The list of reserved names will be published publicly before the Sunrise period begins, so that registrars and potential registrants will know which names have been set aside.

5. PRIVACY AND DATA PROTECTION AND WHOIS

Privacy and confidential information protection as per the New gTLD Registry Agreement, we will make domain contact data (and other fields) freely and publicly available via a Web-based WHOIS server. This default set of fields

includes the mandatory publication of registrant data. Our Registry-Registrar Agreement will require that registrants consent to this publication.

We shall notify each of our registrars regarding the purposes for which data about any identified or identifiable natural person (“Personal Data”) submitted to the Registry Operator by such registrar is collected and used, and the intended recipients (or categories of recipients) of such Personal Data (the data in question is essentially the registrant and contact data required to be published in the WHOIS). We will require each registrar to obtain the consent of each registrant in the TLD for the collection and use of such Personal Data. The policies will be posted publicly on our TLD web site. As the registry operator, we shall not use or authorize the use of Personal Data in any way that is incompatible with the notice provided to registrars.

Our privacy and data use policies are as follows:

- As registry operator, we do not plan on selling bulk WHOIS data. We will not sell contact data in any way. We will not allow, enable, or otherwise support the transmission by e-mail, telephone, or facsimile of mass unsolicited, commercial advertising or solicitations.
- DNS query data will never be sold in a way that is personally identifiable.
- We may from time to time use the demographic data collected for statistical analysis, provided that this analysis will not disclose individual Personal Data and provided that such use is compatible with the notice provided to registrars regarding the purpose and procedures for such use.

As the registry operator we shall take significant steps to protect Personal Data collected from registrars from loss, misuse, unauthorized disclosure, alteration, or destruction.

In order to acquire and maintain accreditation for our TLD, we will require registrars to adhere to certain information technology policies designed to help protect registrant data. These will include standards for access to the registry system and password management protocols.

We will allow the use of proxy and privacy services, which can protect the personal data of registrants from spammers and other parties that mine zone files and WHOIS data. We are aware that there are parties who may use privacy

services to protect their free speech rights, or to avoid religious or political persecution.

6. REVOCATION OF DOMAIN NAMES

The Registry may revoke a Domain Name immediately at its sole discretion:

- i. in the event there is a breach in any Registry Rules;
- ii. to comply with applicable law, court order, government rule or under any dispute resolution processes;
- iii. where such Domain Name is compromised and used for any of the following prohibited activities (Prohibited Activities):
 - a) spamming;
 - b) intellectual property and privacy violations;
 - c) obscene speech or materials;
 - d) defamatory or abusive language;
 - e) forging headers, return addresses and internet protocol addresses;
 - f) illegal or unauthorized access to other computers or networks;
 - g) distribution of internet viruses, worms, Trojan horses or other destructive activities; and
 - h) any other illegal or prohibited activities as determined by the Registry.
- iv. in order to protect the integrity and stability of the domain name system and the Registry;
- v. to comply with Specification 13;
- vi. as required by ICANN Consensus Policy;
- vii. where such Domain Name is placed under reserved names list at any time.

7. TRANSFER OF DOMAIN NAMES BETWEEN REGISTRANTS

Any transfer of a Domain Name between Registrants must be approved by the Registry through the Registrar in accordance with the Registry Rules.

8. COMPLIANCE WITH CONSENSUS AND TEMPORARY POLICES

The Registrant will be bound by all applicable consensus and temporary policies as required and mandated by ICANN.

EXHIBIT C

SMD FILE NO:-

Marks: HDFC BANK



U-labels: hdfcbank

notBefore: 2014-12-09 10:00:05.023000

notAfter: 2015-10-28 10:37:21.513000