

.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

HSBC Holdings PLC ("Registry Operator"), in connection with the execution of the Registry Agreement for the .hsbc TLD (the "Registry Agreement"), hereby applies for the .hsbc 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.

Specifically:

- The applied-for TLD, .hsbc, is identical to the textual elements of the HSBC trademark registered with the Office for Harmonization in the Internal Market (OHIM), with registration number 000122903 ("HSBC Mark");
- The HSBC Mark is recorded with, and has been issued a signed mark data (SMD) file by, the Trademark Clearinghouse;
- The HSBC Mark is owned and used by the Registry Operator, in the ordinary course of its business, and was issued to Registry Operator prior to the filing of the .HSBC application with ICANN;
- The HSBC Mark has been used throughout the term of its registration continuously in connection with the goods and services identified in the trademark registration. Registry Operator intends to maintain the use of the HSBC Mark throughout the term of the Registry Agreement;
- The HSBC Mark does not begin with a period or a dot;
- The HSBC Mark is used by the Registry Operator in the conduct of business unrelated to the provision of TLD Registry Services;
- As referenced in the attached Registry Policies, only Registry Operator, its Affiliates or Trademark Licensees are permitted to be registrants of domain names in the .hsbc TLD, and control the DNS records associated with such domain names;
- The .hsbc TLD is not a Generic String TLD, as defined in Specification 11 of the Registry Agreement;
- An accurate and complete copy of the registration certificate for the HSBC Mark is attached as Exhibit A.

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]

[REDACTED].

Submitted by: [REDACTED] _____
Position: _Senior Manager_____

Dated: _11 July 2014_____

Email: [REDACTED]

Exhibit A

Trademark Registration



OHIM - OFFICE FOR HARMONIZATION IN THE INTERNAL MARKET

TRADE MARKS
AND
DESIGNS

OAMI - OFICINA DE ARMONIZACIÓN DEL MERCADO INTERIOR

MARCAS,
DIBUJOS
Y MODELOS

CERTIFICATE OF REGISTRATION

This Certificate of Registration is hereby issued for the Community trade mark identified below. The corresponding entries have been recorded in the Register of Community Trade Marks.

CERTIFICADO DE REGISTRO

Se expide el presente certificado de registro para la marca comunitaria que se identifica a continuación. Las menciones y las informaciones relativas a tal marca han sido inscritas en el Registro de marcas comunitarias.

N° 000122903

HSBC

Registered/Registrada, 28/05/1998

The President / El Presidente



OHIM - OFFICE FOR HARMONIZATION IN THE INTERNAL MARKET

TRADE MARKS
AND
DESIGNS

OAMI - OFICINA DE ARMONIZACIÓN DEL MERCADO INTERIOR

MARCAS,
DIBUJOS
Y MODELOS

450 24/08/1998

210 000122903

220 01/04/1996

442 15/12/1997

541

732 HSBC Holdings plc
10 Lower Thames Street
London EC3R 6AE
REINO UNIDO

740 MARKS & CLERK
57-60 Lincoln's Inn Fields
London WC2A 3LS
REINO UNIDO

270 EN ES

511 ES - 36 - Servicios financieros, de negocios bancarios, de seguros, de corretaje de bolsa y de inversión; todos comprendidos en la clase 36.

DA - 36 - Finans-, bank-, forsikrings-, børs-mægler- og investeringsvirksomhed; alt indeholdt i klasse 36.

DE - 36 - Finanz-, Bank-, Versicherungs-, Wertpapierhandels- und Anlagenservice; alle soweit in Klasse 36 enthalten.

EL - 36 - Υπηρεσίες οικονομικές, ασφαλιστικές, τραπεζικές, χρηματιστηριακές και επενδυτικές· περιλαμβανόμενες στο σύνολό τους στην κλάση 36.

EN - 36 - Financial, banking, insurance, stockbroking and investment services; all included in class 36.

FR - 36 - Services financiers, bancaires, d'assurances, de courtage en bourse et d'investissements; tous inclus en classe 36.

IT - 36 - Servizi finanziari, bancari, assicurativi, di investimento e di intermediazione in titoli tutti compresi nella classe 36.

NL - 36 - Financiële zaken, bankzaken, verzekeringen, effectenmakelaardij en investerings; allemaal begrepen in klasse 36.

PT - 36 - Serviços financeiros, bancários, de seguros, de corretagem na bolsa e de investimentos; todos compreendidos na classe 36.

FI - 36 - Rahoitus-, pankki-, vakuutus-, pörssi- ja sijoituspalvelut; kaikki luokassa 36.

SV - 36 - Finansiella tjänster, bankrörelse, försäkringsverksamhet, börsmäkleri och investeringstjänster; alla ingående i klass 36.

4 5 0	<p>Fecha de publicación del registro Registreringsens offentliggørelsesdato Tag der Veröffentlichung der Eintragung Ημερομηνία δημοσίευσης της καταχώρησης Date of publication of the registration Date de publication de l'enregistrement Data di pubblicazione della registrazione Datum van publikatie van de inschrijving Data de publicação do registro Rekisteröinnin julkaisemispäivä Datum för offentliggörandet av registreringen</p>	5 5 4	<p>Marca tridimensional Tredimensionelt varemærke Dreidimensionale Marke Τρισδιάστατο σήμα Three dimensional trade mark Marque tridimensionnelle Marchio tridimensionale Driedimensionaal merk Marca tridimensional Kolmiulotteinen merkki Tredimensionellt märke</p>
2 1 0	<p>Número de expediente atribuido a la solicitud Ansøgningsnummer Aktenzeichen der Anmeldung Αριθμός φακέλλου της αίτησης File number given to the application Numéro de dossier attribué à la demande Numero d'ordine del fascicolo relativo alla domanda Nummer van de aanvraag Número de processo atribuído ao pedido Hakemukselle annettu numero Ansökningsnummer</p>	5 5 6	<p>Marca sonora Lydmærke Hörmarke Ηχητικό σήμα Sound mark Marque sonore Marchio sonoro Klankmerk Marca sonora Äänimerkki Ljudmärke</p>
2 2 0	<p>Fecha de presentación de la solicitud Ansøgningsdato Anmeldetag Ημερομηνία καταβολής της αίτησης Filing date of application Date du dépôt de la demande Data del deposito della domanda Datum van de aanvraag Data de depósito do pedido Hakemispäivä Ansökningsdag</p>	5 5 1	<p>Marca colectiva Fællesmærke Kollektivmarke Συλλογικό σήμα Collective mark Marque collective Marchio collettivo Collectief merk Marca colectiva Yhteismerkki Kollektivmärke</p>
4 4 2	<p>Fecha de publicación de la solicitud Ansøgningsens offentliggørelsesdato Tag der Veröffentlichung der Anmeldung Ημερομηνία δημοσίευσης της αίτησης Date of publication of the application Date de publication de la demande Data di pubblicazione della domanda Datum van publikatie van de aanvraag Data da publicação do pedido Hakemuksen julkaisemispäivämäärä Datum för offentliggörandet av ansökan</p>	5 7 1	<p>Descripción de la marca Beskrivelse af varemærket Beschreibung der Marke Περιγραφή του σήματος Description of the trade mark Description de la marque Descrizione del marchio Beschrijving van het merk Descrição da marca Selostus merkistä Beskrivning av märket</p>
5 4 1	<p>Reproducción de la marca en caracteres normalizados Gengivelse af varemærket, med standardtyper Wiedergabe der Marke in üblicher Schreibweise Αναπαράσταση του σήματος με τυποποιημένους χαρακτήρες Reproduction of trade mark in standard script Reproduction de la marque en écriture standard Riproduzione del marchio secondo le usuali modalità di scrittura Afbeelding van het merk in gewoon schrift Reprodução da marca em escrita normal Tavaramerkin kuvaus esitettyinä vakiokirjaimin Atergivning av märke med standardtext</p>	5 9 1	<p>Indicación del (de los) color(es) Angivelse af farve(r) Angabe der Farbe(n) Ενδειξη του χρώματος (των χρωμάτων) Indication of colour or colours Indication de la ou des couleur(s) Indicazione del/dei colore/i Aanduiding van de kleur(en) Indicação da(s) cor(es) Värejä koskeva maininta Uppgift om färg eller färger</p>
5 4 6	<p>Reproducción de la marca en caracteres no normalizados Gengivelse af varemærket ved brug af ikke standardiserede typer Wiedergabe der Marke ohne Beachtung der üblichen Schreibweise Αναπαράσταση του σήματος με μη τυποποιημένους χαρακτήρες Reproduction of trade mark in non-standard script Reproduction de la marque en écriture non standard Riproduzione del marchio secondo modalità di scrittura diverse dalle usuali Afbeelding van het merk indien niet weergegeven in gewoon schrift Reprodução da marca em escrita não normal Tavaramerkin kuvaus esitettyinä ei-vakiokirjaimin Atergivning av märke med speciell grafisk utformning</p>	5 3 1	<p>Elementos figurativos (Clasificación de Viena) Figurative elementer (Wiener-Klassifikation) Bildbestandteile (Wiener-Klassifikation) Γραφικά στοιχεία (Ταξινόμηση της Βιέννης) Figurative elements (Vienna Classification) Elements figuratifs (Classification de Vienne) Elementi figurativi (Classificazione di Vienna) Figuratieve elementen (Classificatie van Wenen) Elementos figurativos (Classificação de Viena) Kuvalliset osat (Wienin luokitus) Figurativa element (Wien-klassificering)</p>

Exhibit B

TLD Registration Policies

.HSBC TLD Domain Name Registration Policy

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.HSBC TLD Domain Name Registration Policy

This .HSBC TLD Domain Name Registration Policy (.HSBC TLD Registration Policy) sets out the eligibility criteria for domain names in the .HSBC Top Level Domain.

The .HSBC TLD Registration Policy may be updated periodically, without prior notice. The current version can be found at [TBC], and continued registration or use of a .HSBC domain name after any update constitutes acceptance of the current version. The only remedy in case of any disagreement with the current terms of the .HSBC TLD Registration Policy is to cancel your domain name registration.

The terms of the .HSBC TLD Registration Policy as described below constitute the entire agreement concerning the eligibility criteria for registration of a .HSBC domain name. It is to be read in conjunction with the .HSBC TLD T&Cs; no other agreements or representations supplement or alter the terms of the .HSBC TLD Registration Policy, except as expressly incorporated herein.

Any undefined capitalised term in the .HSBC TLD Registration Policy shall have the meaning set out in the ICANN Registry Agreement applicable to the .HSBC Top Level Domain, available at [TBC].

General/Definitions

HSBC (or “we” or “us”) means HSBC Holdings PLC.

.HSBC means the .HSBC Top Level Domain.

.HSBC TLD Registration Policy the .HSBC Domain Name Registration Policy which sets out the eligibility criteria for domain names in the .HSBC Top Level Domain.

.HSBC TLD T&Cs the .HSBC Domain TLD Terms and Conditions which sets out the terms and conditions governing the registration and use of domain names in the .HSBC Top Level Domain, and which incorporates, as relevant, the HSBC Site Terms as posted at www.hsbc.co.uk/1/2/legal/site-terms-and-privacy-statement.

ICANN means the Internet Corporation for Assigned Names and Numbers.

Registrar means the entity through which a .HSBC domain name registration is undertaken.

Reserved Names mean domain names which are unavailable for third-party registration at the time of their appearance on a list of Reserved Names.

Top Level Domain means the final characters after the dot in a domain name; in the case of *nic.hsbc*, this is “hsbc”.

You or your means an individual or entity seeking to initiate registration of a .HSBC domain name, or if allowed, the domain name registrant.

Terms used in the singular or plural are merely for convenience, and shall apply mutatis mutandis, as the context may require.

All communications and information under this .HSBC TLD Registration Policy shall be in English.

Registration Eligibility

Eligibility to register or use a .HSBC domain name (including controlling associated DNS records) is limited to HSBC, and upon HSBC's sole discretion, its Affiliates, or Trademark Licensees.

HSBC reserves the right, for any reason, to periodically verify .HSBC domain name registration eligibility. Any determination as to such eligibility shall be made by HSBC in its sole discretion, and is not subject to any further appeal mechanism or reconsideration process. HSBC reserves the right, in its sole discretion, to suspend, cancel, revoke, or take other action it deems necessary with respect to a .HSBC domain name registrant in the event it determines that their registration violates the registration eligibility criteria. Questions about a determination by HSBC as to .HSBC domain name registration eligibility should be directed to the [TBC].

Domain Name Registration Rules

Domain name registrations in the .HSBC Top Level Domain follow a four-step process managed by HSBC and its designated agents such as a Registrar: (i) Eligibility Confirmation; (ii) Naming Convention Check; (iii) Acceptable Use Review; (iv) Registration.

.HSBC domain name registrations are available to eligible registrants for annual terms between one (1) and ten (10) years.

In the event Internationalized Domain Name (IDN) registrations are made available in the .HSBC Top Level Domain, they will be subject to the .HSBC IDN registration pairing rules as and when they are developed.

(i) Eligibility Confirmation

Only HSBC, and upon HSBC's sole discretion, HSBC's Affiliates, or Trademark Licensees who agree to be bound by the terms of the .HSBC TLD Registration Policy and the .HSBC TLD T&Cs are eligible to register or use a .HSBC domain name. .HSBC domain names may not under any circumstances be registered or used by third parties other than HSBC, HSBC's Affiliates, or Trademark Licensees.

Prior to any .HSBC domain name registration or renewal, and at any time during the registration life cycle, domain name registrations will be verified by HSBC for compliance with the .HSBC TLD Registration Policy.

(ii) Naming Convention Check

.HSBC domain names must meet the following technical conditions:

- a. must be at least 1 character and no more than 63 characters long
- b. must contain only letters (a-z), numbers (0-9) and hyphens or a combination of these
- c. must start and end with an alphanumeric character, not a hyphen
- d. must not be a Reserved Name
- e. domain names at the second level, must not contain a hyphen at the 3rd and 4th positions (tagged domains), unless corresponding to a valid Internationalized Domain Name in ASCII encoding (for example "xn--ndk061n").

(iii) Acceptable Use Review

By asking us to register or renew a .HSBC domain name registration, you warrant and represent that your .HSBC domain name registration does and will at all times comply with the .HSBC TLD Registration Policy and the .HSBC TLD T&Cs.

Registration or renewal of a .HSBC domain name is subject to HSBC's satisfaction that the Acceptable Use standards set out in the .HSBC TLD T&Cs are met prior to, and at all times during, a .HSBC domain name registration.

(iv) Registration

Provided that the .HSBC eligibility confirmation, naming convention check, and acceptable use review are satisfied, HSBC will provide a secure instruction consistent with its internal domain management process to the Registrar to proceed with the registration or renewal of your .HSBC domain name.

If at any point prior to the registration expiration date you no longer wish to maintain your .HSBC domain name registration, you may submit a written request by email to HSBC at [TBC] and the Registrar requesting cancellation of your registration. Please note that if you cancel your .HSBC domain name registration, HSBC is under no obligation to make that domain name available for your future registration.

At the conclusion of the registration period for your .HSBC domain name, unless you have instructed HSBC and the Registrar otherwise prior to the expiration of your .HSBC domain name registration, the Registrar will renew your .HSBC domain name registration on the basis of your agreement that such registration shall automatically renew.

Reserved Names

The following terms are reserved from registration by third parties:

- a. reserved terms prohibited by ICANN from availability for registration including as provided in Specification 5 of the ICANN Registry Agreement applicable to the .HSBC Top Level Domain, and in particular
 1. the terms "example", "www", "rdds", and "whois" at all levels, which at HSBC's discretion shall be withheld from registration or allocated to HSBC
 2. the term "nic", at all levels, as this term shall be allocated to HSBC for use in connection with the operation of the .HSBC Top Level Domain
- b. any term reserved by HSBC from time to time in its sole discretion.