

.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

IntercontinentalExchange, Inc. ("Registry Operator"), in connection with the execution of the Registry Agreement for the .ice TLD (the "Registry Agreement"), hereby applies for .ice TLD to be qualified by ICANN as a .Brand TLD.

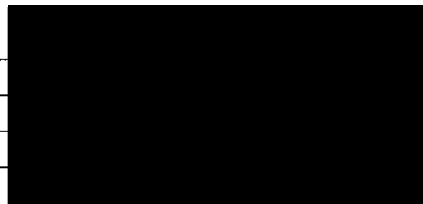
Registry Operator confirms and represents to ICANN that the TLD meets each of the criteria for the TLD to be qualified as a .Brand TLD, as described in the .Brand TLD Application Process and Specification 13 attached thereto, and that all supplemental material accompanying this application is accurate 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 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 the submitting contact below.

Submitted by: _____
Position: _____
Dated: _____
Email: _____



Int. Cl.: 36

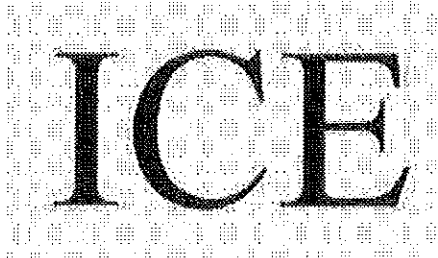
Prior U.S. Cls.: 100, 101, and 102

United States Patent and Trademark Office

Reg. No. 2,978,085

Registered July 26, 2005

SERVICE MARK
PRINCIPAL REGISTER



INTERCONTINENTALEXCHANGE, INC. (DELA-



FOR: PROVIDING AN ONLINE EXCHANGE SERVICE FOR PURCHASING AND SELLING COMMODITIES AND COMMODITY DERIVATIVES, PROVIDING ONLINE COMMODITIES AND COMMODITY DERIVATIVES PRICING AND RELATED INFORMATION, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 4-4-2003; IN COMMERCE 4-4-2003.

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

SN 78-016,619, FILED 7-13-2000.

ANDREW BENZMILLER, EXAMINING ATTORNEY

Int. Cl.: 36

Prior U.S. Cls.: 100, 101, and 102

United States Patent and Trademark Office

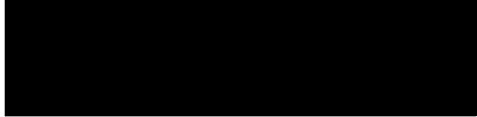
Reg. No. 3,277,230

Registered Aug. 7, 2007

**SERVICE MARK
PRINCIPAL REGISTER**



INTERCONTINENTALEXCHANGE, INC. (DELA-



FOR: PROVIDING AN ONLINE EXCHANGE
SERVICE FOR PURCHASING AND/OR SELLING
COMMODITIES AND COMMODITY DERIVA-
TIVES, PROVIDING ONLINE COMMODITIES AND
COMMODITY DERIVATIVES PRICING AND RE-

LATED INFORMATION, IN CLASS 36 (U.S. CLS. 100,
101 AND 102).

FIRST USE 10-28-2005; IN COMMERCE 10-28-2005.

OWNER OF U.S. REG. NOS. 2,442,215, 2,530,330,
AND 2,978,085.

SN 78-700,159, FILED 8-25-2005.

KAREN BRACEY, EXAMINING ATTORNEY

IntercontinentalExchange, Inc. (ICE) .ice TLD Registration Policy

ICE intends to operate the .ice TLD as a closed registry with only ICE and subsidiaries eligible to register second-level domain names within the TLD. The sole purpose of the .ice TLD shall be to further the ICE corporate brand and those of subsidiary organizations. Members of the public or other organizations will not be eligible to register domain names in .ice. Registration activity will be managed solely by ICE personnel and subject to the ICE Corporate Information Security Policy including strict access control over the individuals granted access to make registration decisions. Registration activities that would break applicable law will be strictly prohibited and the operation of domain names registered in .ice will be conducted in adherence to ICE internal policy and applicable law. If multiple authorized parties within ICE express an intent to register the same domain name, ICE management will be used to make a determination as to the prevailing business priority.