

## Exhibit 1

### **Code of Conduct Exemption Request Form**

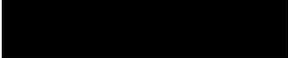
Internet Corporation for Assigned Names and Numbers (“ICANN”)  
12025 Waterfront Drive, Suite 300  
Los Angeles, California 90094  
Attention: New gTLD Program Staff

RE: Request for Exemption from Registry Operator Code of Conduct

Japan Registry Services Co., Ltd. (“Registry Operator”), in connection with the execution of the Registry Agreement for the .jprs TLD (the “Registry Agreement”), hereby requests an exemption from the obligations of the Registry Operator Code of Conduct set forth in Specification 9 to the Registry Agreement (the “Code of Conduct”). Pursuant to such request, Registry Operator confirms that each of the following statements is true and correct (collectively, referred to as the “Statements”):

1. All domain name registrations in the TLD are registered to, and maintained by, Registry Operator for the exclusive use of Registry Operator or its Affiliate (as defined in the Registry Agreement);
2. Registry Operator does not sell, distribute or transfer control or use of any registrations in the TLD to any third party that is not an Affiliate of Registry Operator; and
3. Application of the Code of Conduct to the TLD is not necessary to protect the public interest for the following reasons:
  - The only eligible Registrants for .jprs are the Registry Operator itself, namely “Japan Registry Services Co., Ltd”, and its Affiliates as indicated in the attached “TLD Registration Policies (.jprs)”.
  - The approval of this Exemption Request will not affect third parties, and therefore, protection for other registrants is not required.

Registry Operator represents that the registration policies attached hereto as Schedule A are a true and correct copy of the Registry Operator's registration policies for the TLD. Registry Operator agrees to notify ICANN promptly in writing in the event any of the Statements has become untrue (whether before or after an exemption has been granted). Registry Operator further acknowledges and agrees that the Exemption will be void if at any time any of the Statements has become untrue.

Submitted by:  \_\_\_\_\_

Position: Section Manager, Business Development

Date Noted: August 28, 2015

Email:  \_\_\_\_\_

## **Schedule A**

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

[Registry Operator to attach registration policies for the TLD]

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# TLD Registration Policies (.jprs)

Japan Registry Services Co., Ltd.  
(Last Update: June 17, 2015)

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## Mission

### Background and Purpose of ".jprs" Establishment

The rapid growth and development of the Internet has been bolstered by the innovative ideas including domain names and domain name system ("DNS"), as well as various technologies that have enabled those ideas to become reality.

It should be noted that the flexible environment of the Internet itself has been a significant factor that has contributed to the growth and development, allowing facile trials and operations of new technologies intended for practical use.

In the meantime, the trend in exercising caution against the introduction of new technologies has become more apparent, as the Internet has become an important part of the social infrastructure.

Consequently, we, Japan Registry Services Co., Ltd. (JPRS), have less liberty of practicing trials of new technologies to determine the admissibility as well as operating thorough testing before put into production environment.

As the center of balance in the Internet has shifted from research to business and not even a short-term suspension of operations has become permissible, it may be a natural progression of consciousness to be on the safer side at all times.

Undoubtedly, service stability is extremely important for providers as well as for users. However, if we face a situation where new technologies are not implemented any further due to the reason of providing "stable services," then that will lower the motivation to improve the Internet and essentially stagnate the growth of the Internet itself.

In other words, in order for the Internet to keep growing while maintaining the existing flexibility, we will require an environment to create positive innovations as we've had in the past.

### ".jprs" for the Purpose of Social Contribution and Research and Development Support

".jprs" has been applied by JPRS as ICANN opened the application window for the new gTLD program, and our new gTLD establishment is intended with a primary purpose of research and development in relation to the Internet.

It is aiming to provide an environment where autonomous research pertaining to the Internet can be conducted and to serve a wide purpose with the knowledge gained through its operations.

JPRS will make use of the knowledge gained through ".jprs" operations by providing research results for the ".jp" development to achieve better services. Additionally, JPRS plans to leverage ".jprs" for the purpose of gaining recognition of domain names, raising awareness of correct usage, and providing valuable information for the entire Internet community.

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".jprs" will be used not only for studies carried out by JPRS, but also for collaborative research and development with the relevant technology communities, academic institutions and accredited business partners.

As a leading company supporting and upholding the Internet/network infrastructure, JPRS operates under a corporate philosophy which aims to contribute to the expansion of the Internet and to build a better future for people and society. ".jprs" is one of our forms of social contribution as well as research and development support that JPRS perceives.

### What ".jprs" will Offer and Achieve

JPRS will utilize ".jprs" as a place primarily to try out new technologies. This type of place is effective, specifically, in a situation where collaboration by several participants is required.

The existence of such a place to research new technologies and services, while engaged in collaboration, will contribute to the expansion of and will be of value to the Internet. Additionally, ".jprs" will contribute to the enhanced stability of domain name operations by sharing the knowledge gained through ".jprs" operations with the global Internet community.

Furthermore, we believe that our JPRS activities through ".jprs" will gain the appreciation towards ".jp" and increase the value of ".jp" itself at the same time.

By providing our TLD ".jprs", JPRS will aim at the establishment and provision of environment which enables new innovation.

### Registration Policies

The Registry Operator for ".jprs", Japan Registry Services Co., Ltd. (JPRS) implements the following registration policies:

- A) Eligibility Policy;
- B) Registrar Accreditation Policy;
- C) Anti-Abuse Policy;
- D) Rights Protection Mechanisms; and
- E) ICANN Consensus Policies and Temporary Policies.

#### A) Eligibility Policy

The eligible registrant of ".jprs" domain name is limited to following entities.

- The Registry Operator itself, namely "Japan Registry Services Co., Ltd. (JPRS)", and its Affiliates,

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## B) Registrar Accreditation Policy

As Registry Operator has the liberty of selecting a Registrar for the TLD at its discretion, JPRS identifies and appoints a Registrar for ".jprs" among the ICANN Accredited Registrars, which is capable of managing and operating our evaluation process to qualify the potential users and objectives, along with the operations of ".jprs" TLD.

## C) Anti Abuse Policy

JPRS is committed to minimizing abusive registration activities and other illegal activities within the ".jprs" namespace, by including the following legal terms and conditions into all ".jprs" domain name registration agreements:

The nature of such abuses creates security and stability issues for the registry operators, registrars and registrants, as well as for the users of the Internet in general. JPRS defines abusive use of a domain name to include, without limitation, the following illegal or fraudulent actions:

- Botnet commands and control;  
Services run on a domain name that are used to control a collection of compromised computers or "zombies," or to direct denial-of-service attacks (i.e. DDoS attacks);
- Distribution of child pornography;
- Fast flux hosting;  
Use of fast-flux techniques to disguise the location of Web sites or other Internet services, or to avoid detection and mitigation efforts, or to host illegal activities. Fast-flux techniques use DNS to frequently change the location on the Internet to which the domain name of an Internet host or name server resolves. Fast flux hosting may be used only with prior permission of JPRS;
- Pharming;  
The redirecting of unknowing users to fraudulent sites or services, typically through DNS hijacking or poisoning;
- Phishing;  
The use of counterfeit Web pages that are designed to trick recipients into divulging sensitive data such as usernames, passwords, or financial data;
- Spam;  
The use of electronic messaging systems to send unsolicited bulk messages. The term applies to e-mail spam and similar abuses such as instant messaging spam,

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mobile messaging spam, and the spamming of Web sites and Internet forums. An example, for purposes of illustration, would be the use of email in denial-of-service attacks:

- Willful distribution of malware:

The dissemination of software designed to infiltrate or damage a computer system without the owner's informed consent. For example computer viruses, worms, keyloggers, and trojan horses, however, they are not limited.

- Illegal Access to Other Computers or Networks:

Illegally accessing computers, accounts, or networks belonging to another party, or attempting to penetrate security measures of another individual's system (often known as "hacking"). Also, any activities that might be used to attempt on system penetration (e.g. port scan, stealth scan, or other information gathering activity) are included.

JPRS will reserve the right to deny, cancel or transfer any registration or transaction, or place any domain name(s) on registry lock, hold or similar status as 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 JPRS, as well as its affiliates, officers, directors, and employees; (4) per the terms of the registration agreement; (5) to correct mistakes made by JPRS or any Registrar in connection with a domain name registration; or (6) due to abusive uses, as defined above, undertaken with respect to ".jprs" domain names. JPRS also reserves the right to place upon registry lock, hold or similar status a domain name during resolution of a dispute.

All reports of abuse should be sent to Abuse Contact.

#### D) Rights Protection Mechanisms

JPRS plans to implement all Rights Protection Mechanisms (RPMs) required by ICANN. These RPMs include, but are not limited to the following:

- Trademark Claims Services;
- Uniform Domain Name Dispute-Resolution Policy(UDRP);
- Uniform Rapid Suspension System(URS).