

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

KredTLD Pty Ltd. (“Registry Operator”), in connection with the execution of the Registry Agreement for the .Kred 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 shall be registered to, and maintained by, Registry Operator for the exclusive use of Registry Operator or its Affiliates (as defined in the Registry Agreement);
2. Registry Operator shall 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 mission/purpose of the .kred TLD is to establish a cohesive, clear, dedicated, immediately identifiable online identity, experience, and sales channel for KredTLD Pty Ltd. The .kred TLD leverages the influential Kred brand, to enable us to offer our cutting edge technology products and services to individuals, brands, and industries in a clearer way than is currently possible. It will bring Kred’s online presence together into one clear channel of communication and experience, thus clearly distinguishing the company and its products from competitors.

All registrations in the kred TLD will be made and controlled by KredTLD Pty Ltd., thus effectively preventing abuse, and offering high protection to Kred’s valuable trademark and commercial reputation.

A great benefit of the kred TLD to Internet users seeking Kred’s products and services will be the increase in trust and confidence in the legitimacy of information accessed through .kred sites. By providing a space in which Internet users can feel confident about the legitimacy of the much-sought-after information they seek, the kred TLD will promote awareness of and will also contribute to a broader confidence in the online community by providing Kred’s existing high level of service to a broader field of users.

KredTLD Pty Ltd. intends to be both Registry operator and the primary registrant in the kred TLD. The kred TLD will be used to register domain names exclusively by Kred or its affiliates for the purposes of promoting and selling its innovative technology-based influence and outreach measurement products and services. The kred TLD intends to be one of the first TLDs added to the root in which domain names are not commercially available, but rather are registered and in complete control of the Registry Operator. This will bring added benefits to the DNS in terms of preventing abuse and infringement, and increasing reliability and trust.

Registry Operator represents that the registration policies attached hereto as Exhibit A are a true and correct copy of the Registry Operator’s registration policies for the TLD. Registry Operator agrees that if Registry Operator makes any changes to its registration policies (whether before or after an exemption has been granted), it will promptly provide ICANN with a revised set of registration policies.

Registry Operator acknowledges and agrees that in the event that any of the foregoing Statements becomes untrue (including after ICANN has granted an exemption pursuant to this exemption request), any Code of Conduct exemption granted by ICANN to Registry Operator for the TLD shall immediately expire, and Registry Operator shall (i) immediately notify ICANN specifying in reasonable detail the circumstances causing any of the Statements to be untrue and (ii) immediately comply with the Code of Conduct.

Registry Operator further acknowledges and agrees that ICANN may revoke this exemption at any time based upon evidence reasonably satisfactory to ICANN that the Statements have become untrue. In the event that ICANN provides notice that it has revoked this exemption, Registry Operator shall immediately comply with the Code of Conduct.

Questions about this request should be directed to [Redacted], the Contracting Point of Contact.

Submitted by:	[Redacted]
Position:	Operations Manager
Date Noted:	November 13, 2013
Email:	[Redacted]

EXHIBIT A

.Kred REGISTRATION POLICY

The Registry Operator intends for it and its Affiliates to be the only registrants of domain names within the TLD. This will ensure that such domain names only are used for purposes authorized by Registry Operator. Only relatively few, specifically designated employees of Registry Operator will have authority to authorize the registration and/or use of any such domain names by our Affiliates and their business customers, whose access and use will be subject to protocols set by Registry Operator.

To the extent that The Company authorizes Affiliates to register and/or use any such domain names, a written license will ensure that Registry Operator maintains control over all use of the domain name(s). That license will include specific guidelines and restrictions relating to use of the domain name(s), including but not limited to specific prohibitions against:

- Illegal or fraudulent actions;
- Spam
- Phishing
- Pharming
- Willful distribution of malware
- Botnet command and control
- Distribution of child pornography
- Illegal Access to Other Computers or Networks

Use of any and all licensed TLD domains will be monitored, and compliance with the contractual restrictions and guidelines will be enforced. Violations of any restrictions, guidelines or other contractual conditions may result in termination of the registration and/or accompanying license.