.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

Eli Lilly and Company ("Registry Operator"), in connection with the execution of the Registry Agreement for the .lilly TLD (the "Registry Agreement"), hereby applies for .lilly 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, listed below, Specification 13 attached thereto, and all supplemental material accompanying this application is accurate and not misleading in any respect.

- The LILLY TLD (.lilly) is identical to the textual elements protectable under applicable law of a valid registered trademark.
- The LILLY trademark is recorded with, and issued a signed mark data file by the Trademark Clearinghouse and meets all eligibility requirements.
- The LILLY trademark is owned and used by the Registry Operator and its Affiliates in the ordinary course of Registry Operator’s and its Affiliates’ business in connection with the offering of any of the goods and/or services claimed in the trademark registration.
- The LILLY trademark was issued to Registry Operator prior to the filing of its TLD registry application with ICANN.
- The LILLY trademark is used throughout the Term continuously in the ordinary course of business of Registry Operator in connection with the offering of any of the goods and/or services identified in the trademark registration.
- The LILLY trademark does not begin with a period or a dot.
- The LILLY trademark is used by Registry Operator in the conduct of one or more of its businesses that are unrelated to the provision of TLD Registry Services.
- Registry Operator has provided ICANN with an accurate and complete copy of such trademark registration. (see exhibit A).
- Only Registry Operator, its Affiliates or Trademark Licensees are registrants of domain names in the TLD and control the DNS records associated with domain names at any level in the TLD (see exhibit B).
- The TLD is not a Generic String TLD (as defined in Specification 11).
- The LILLY trademark is registered within the TMCH as validated in the SMD file ID for the TLD (See Exhibit C)
Registry Operator also represents that the trademark registration attached hereto as Exhibit A, the registration policies attached hereto as Exhibit B, and the SMD file ID number attached hereto as Exhibit C are all complete and accurate copies for the TLD to 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 [Contact Information], Assistant General Counsel - Trademarks for Registry Operator.

Submitted by: [Contact Information]
Position: Assistant General Counsel – Trademarks
Dated: 28/08/2014
Email: [Contact Information]
Exhibit A

Trademark Registration
Por el presente se certifica que el documento que se adjunta es una copia conforme del certificado de registro para la marca comunitaria cuyo número y fecha de registro aparecen a continuación. El documento original puede ser consultado en el enlace de la OAMI http://oami.europa.eu introduciendo el código de identificación indicado más arriba.

Hiermit wird bestätigt, daß die Abschrift, die diesem Beleg beigefügt ist, eine genaue Abschrift der Eintragungsurkunde ist, die für die Gemeinschaftsmarke mit der nachstehenden Eintragungsnummer und dem nachstehenden Eintragungstag ausgestellt wurde. Das Originaldokument kann mittels Eingabe eines Identifizierungscode bei folgender Webadresse http://oami.europa.eu eingesehen werden.

This is to certify that the attached document is an exact copy of the certificate of registration issued for the Community trade mark bearing the registration number and date indicated below. The original document can be consulted introducing the identification code indicated above at the following OHIM web page link http://oami.europa.eu.

Par la présente, il est certifié que le document annexé est une copie conforme du certificat d'enregistrement délivré pour la marque communautaire portant le numéro et la date d'enregistrement qui figurent ci-après. Le document original peut être consulté sur le site web de l'OHMI http://oami.europa.eu en introduisant le code d'identification indiqué ci-dessus.

Con la presente si certifica che il documento allegato è una copia conforme del certificato di registrazione per il marchio comunitario contrassegnato dal numero e dalla data di registrazione riportati sotto. Il Documento originale può essere consultato introducendo il codice di identificazione sopra indicato, nel indirizzo http://oami.europa.eu della pagina Web della UAMI.

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Alicante, 22/08/2014

Guido Fael
Departamento de Dibujos y Modelos y del Registro
Hauptabteilung Geschmacksmuster und Geschäftsstelle
Department for Designs and Register
Département "Dessins et Modèles et Registre"
Dipartimento Disegni e Modelli e Registro
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.

NO 000237016

LILLY

Registered/Registrato, 24/02/2000

The President/Il Presidente

CERTIFICATO DI REGISTRAZIONE

Si ilascia il presente certificato di registrazione per il marchio comunitario identificato in appresso. I dati ad esso relativi sono stati scritti nel registro dei marchi comunitari.

Alicante, 22/08/2014

Page 1 of 4

COPY

CTM 000237016

Identification Code: PLG304767204770/58/SM450
Copia Certificada / Beglaubigte Abschrift / Certified Copy / Copie Certifiée / Copia Autenticata
Certificado de registro de marca comunitaria / Eintragungsurkunde der Gemeinschaftsmarke / Registration certificate of community trade mark / Certificat d'enregistrement de marque communautaire / Certificato registrazione di marchio comunitario
| EL | Παρασκευή ειδωλευμάτων φυσικού και παρασκευής διατηρητικής στοιχείων για κατασκευή χρώσεων, καλαθιών, τροφίμων, έμπρησματα, ιατρικά επιθέματα, θεραπευτικά ειδώλια, ειδωλομαθειακά και οχηματοστολύτικα για ανθρώπινη κατανάλωση ή ζωο-περιποίησης, άδειας κατασκευής και επιθέματος ζώων και κατασκευής και κατανάλωσης

| EN | - Chemicals used in industry, science and photography, as well as in agriculture, horticulture and forestry; unprocessed artificial resins, unprocessed plastics; man-made raw materials and compositions, tempering and soldering preparations; chemical substances for preserving foodstuffs, colouring substances, adhesives used in industry;

| FR | - Matières plastiques, revêtements, peintures, produits chimiques destinés à la production, à l'agriculture, à l'horticulture et à la silviculture, produits chimiques destinés à conserver les aliments, matériaux colorants, adhésifs utilisés dans l'industrie;

| IT | - Prodotti chimici destinati all'industria, alla scienza, alla fotografia, all'agricoltura, all'orticoltura e all'orticoltura, prodotti chimici destinati a conservere gli alimenti, materiale colorante, adesivi destinati all'industria;

| NL | - Chemische producten voor industrie, wetenschap en fotografie, gebruikte bij de landbouw, tuin- en bosbouw, voedingsmiddelen voor dieren, parfum, kunststof, plastisch, goud, zilver, metaal, lederen, kunststof, houten, bruine producten voor de landbouw, chemische producten voor het behoud van voedingsmiddelen, bruine, kunststof producten voor de landbouw;

| PT | - Produtos químicos destinados à indústria, à ciência, à fotografia, como são a agricultura, a horticultura e a silvicultura, resinas e produtos de conservação de alimentos, adesivos e materiais plásticos usados em estado bruto, materiais plásticos em estado bruto, adesivos;}
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Exhibit B

TLD Registration Policies
.LILLY TLD REGISTRATION POLICY

1. ELIGIBILITY
   Only Eli Lilly and Company and its Affiliates are eligible to register a Domain Name under the .lilly TLD. If the Registrant ceases to be eligible at any time in the future, the Registry may cancel or suspend the licence to use the Domain Name immediately.

   The registration of Domain Names must be approved by an authorized person(s) as nominated by the Registry ("Authorized Person") in addition to meeting all requirements under the Registry Rules.

   The registration of Domain Names will be centralized and managed through the exclusive Registrar(s) selected by the Registry.

2. REQUIRED CRITERIA FOR DOMAIN NAME REGISTRATION
   An application for Domain Name registration must meet all the following criteria:
   (i) availability;
       a. the Domain Name is not already registered
       b. it is not reserved or blocked by the Registry
   (ii) technical requirements;
       a. a maximum of 63 characters (after its conversion into the ASCII for IDNs);
       b. use of characters selected from the list of supported characters as nominated by the Registry; and
       c. any additional technical requirements as required by the Registry from time to time.
   (iii) compliance with all requirements under the Registry Rules.

3. OBLIGATION OF REGISTRANTS
   The Registrant must enter into an agreement with the Registrar for Domain Name registration under which the Registrant will be bound by the Registry Rules specified through the Registry-Registrar agreement as amended by the Registry from time to time.

   The Registrant must also agree to be bound by the minimum requirements in clause 3.7.7 of 2013 ICANN Registrar Accreditation Agreement as amended from time to time ("2013 ICANN RAA").

   The Registrant must represent and warrant that:
   (i) it meets, and will continue to meet, the eligibility criteria at all times and must notify the Registrar if it ceases to meet such criteria;
   (ii) the registration, renewal and use of the Domain Name does not violate any third party intellectual property rights, applicable laws or regulations;
   (iii) the registration and use of the Domain Name is made in good faith and for a lawful purpose;
   (iv) if the use of registered Domain Name is licensed to a third party,
       a. the Registrant must have a licencing agreement with the licensee for the use of the Domain Name that is not less onerous than the obligation of the Registrant contained in the Registry Rules; and
       b. where there is a breach of any provisions contained in the Registry Rules by the licensee of the Domain Name, Registry may revoke the Domain Name at its sole discretion.
   (v) it owns or otherwise has the right to provide all registration data (including personal information) for each Domain Name registered and provision of such registration data complies with all applicable data protection laws and regulations; and
   (vi) It has appropriate consent and licences to allow for publication of registration data in the WHOIS database.

4. REGISTRANT CONTACT INFORMATION
   The Registrant must provide complete and accurate contact information of the Registrant (in accordance with 2013 ICANN RAA, including but not limited to the following;
   (i) name of a company or organization (or full name of the Registrant if the Registrant is a natural person);
(ii) registered office and principal place of business (or address of the Registrant if the Registrant is a natural person); and
(iii) contact details of the Registrant including e-mail address and telephone number.

All Registrant contact information must be complete and accurate. Any changes to such Registrant information must be promptly notified to the Registrar, and no later than one (1) month of such change.

5. REVOCATION OF DOMAIN NAMES
The Registrant acknowledges that the Registry may revoke a Domain Name immediately at its sole discretion:

(i) in the event the Registrant breaches 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 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) where such Domain Name is placed under reserved names list at any time; and
(vi) where Registrant fails to make payment to the Registrar for registration, renewal or any other relevant services.

6. USE OF SECOND OR THIRD LEVEL IDNS
In addition to meeting all required criteria for registration of domain names above, an application for an IDN Domain Name must:

(i) comply with any additional registration policy on IDNs for each language;
(ii) meet all technical requirement for the applicable IDN;
(iii) comply with the IDN tables used by the Registry as amended from time to time; and
(iv) meet any other additional technical requirements as required by the Registry.

7. USE OF GEOGRAPHIC NAMES
All two-character labels and country and territory names will be initially reserved in accordance with specification 5 of the Registry Agreement. Upon approval from ICANN and any other guidelines by applicable governments and ICANN’s Governmental Advisory Committee, the Registry may release the two-character labels and country and territory names in accordance with Eli Lilly’s response to Question 22 Geographic Names.

8. RESERVED NAMES
The Registry may place certain names in its reserved list from time to time where:

(i) the Registry believes in its sole discretion that use of such names may pose a risk to the operational stability or integrity of the Registry;
(ii) in accordance with ICANN’s specifications contained in the Registry Agreement, guidelines or recommendations;
(iii) there is a risk of trademark infringement or where the name otherwise may cause confusion taking into consideration the mission and purpose of the TLD; or
(iv) the Registry in its sole discretion decides certain names to be reserved for any reason.

9. ALLOCATION OF DOMAIN NAME
The Registry will register Domain Names on a first-come, first-served basis in accordance with the Registry Rules. The Registry does not provide pre-registration or reservation of Domain Names.

10. TERM OF REGISTRATION / RENEWAL
Initial term of registration:
A Domain Name can be registered for a period between one (1) to ten (10) years. Upon registration of a Domain Name, the Registrant holds a licence to use the Domain Name for the registration period.

Renewal of registration:
The term may be extended at any time for a period between 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 of registration:
The Registrant may cancel a Domain Name registration at any time by submitting its request in writing with the Registrar.

Auto-renewal:
Upon expiry of the Domain Name, the Registry will auto-renew the Domain Name for a one year term (1) year term unless the Registrant submits its intention not to renew the Domain Name.

The Registry will implement the business rules for the renewal of Domain Names documented in appendix 7 of the .com Registry Agreement, as amended from time to time.

11. 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.

12. PRIVACY AND DATA PROTECTION
By registering a Domain Name, the registrant authorizes the Registry to process personal information and other data required for the operation of the TLD. The Registry will only use the data for the operation of the Registry including but not limited to its internal use, communication with the Registrant or the Registrar, and provision of WHOIS look-up facility.

The Registry may only transfer the data to third parties:
(i) with the Registrant’s consent;
(ii) in order to comply with laws, regulations or orders by a competent public authority and any Alternative Dispute Resolution (ADR) providers; or
(iii) for a publicly available and searchable WHOIS look-up facility, in accordance with specification 4 of the Registry Agreement.

13. WHOIS
The Registry provides a publicly available and searchable WHOIS look up facility, where information about the Domain Name’s status (including creation and expiry dates), and registrant, administrative and the technical contact administering the Domain Name can be found, in accordance with specification 4 of the Registry Agreement.

In order to prevent misuse of the WHOIS look up facility, the Registry requires that any person submitting a WHOIS database query will be required to read and agree to the terms and conditions, which will provide that:
(i) the WHOIS database is provided for information purposes only; and
(ii) the user agrees not to use the WHOIS information to allow or enable the transmission of unsolicited commercial advertising or other communication via email or other methods to the Registrants.

14. DISPUTE RESOLUTION
The Registrant agrees to be bound by ICANN’s Dispute Resolution Policies in respect of all disputes in connection with the Domain Name.

15. COMPLIANCE WITH CONSENSUS AND TEMPORARY POLICIES
The Registrant agrees to be bound by all applicable consensus and temporary policies as required and mandated by ICANN.

16. DEFINITIONS
Affiliate has the same meaning as defined in Registry Agreement.
**Domain Name** means a domain name registered directly under the .lilly TLD or for which a request or application for registration has been filed with the Registry;

**ICANN’s Dispute Policy** means the dispute policy currently known as the Uniform Domain Name Dispute Resolution Policy (UDRP) issued and as may be updated from time to time by the Internet Corporation of Assigned Names and Number (ICANN) and the Uniform Rapid Suspension (URS) (see Specification 7 of the Registry Agreement).

**Registrar** means an ICANN accredited registrar which enters into an exclusive Registry-Registrar agreement for the TLD, and which provides domain name registration services to Registrants;

**Registry** means Eli Lilly and Company (“Eli Lilly”);

**Registry Agreement** means the agreement between the Registry and ICANN;

**Registry Rules** mean:

(i) this Registration Policy; and

(ii) any rules and regulations provided and amended by the Registry from time to time.

**Registrant** means a natural person, company or organization who holds a Domain Name registration or who has requested or applied for the registration of a Domain Name.
Exhibit C

SMD File No.