

## **.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

H. Lundbeck A/S ("Registry Operator"), in connection with the execution of the Registry Agreement for the .lundbeck TLD (the "Registry Agreement"), hereby applies for .lundbeck 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 LUNDBECK TLD (.lundbeck) is identical to the textual elements protectable under applicable law of a valid registered trademark
- The LUNDBECK trademark is recorded with, and issued a signed mark data file by the Trademark Clearinghouse and meets all eligibility requirements.
- The LUNDBECK 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 LUNDBECK trademark was issued to Registry Operator prior to the filing of its TLD registry application with ICANN.
- The LUNDBECK 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 LUNDBECK trademark does not begin with a period or a dot.
- The LUNDBECK 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 LUNDBECK 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 [REDACTED].


Submitted by:	[REDACTED]
Position:	Head of Section
Dated:	21/08/2014
Email:	[REDACTED]

**Exhibit A**

**Trademark Registration**

## CERTIFICATE OF REGISTRATION

The International Bureau of the World Intellectual Property Organization (WIPO) certifies that the indications appearing in the present certificate conform to the recording made in the International Register of Marks maintained under the Madrid Agreement and Protocol.



Ásta Valdimarsdóttir  
Head of the Operations Service  
Madrid Registry  
Brands and Designs Sector

Geneva, February 14, 2013

**1 147 485**

Registration date: **December 14, 2011**  
Date next payment due: **December 14, 2021**

H. Lundbeck A/S  
Ottiliavej 9  
DK-2500 Valby  
(Denmark).

Legal nature of the holder (legal entity) and place of organization: Public Limited Company (PLC), Denmark.

**LUNDBECK**

Indication relating to the nature or kind of mark: standard characters

Indication relating to the nature or kind of mark: the words contained in the mark have no meaning.

List of goods and services - NCL(9):

- 1 Chemicals used in industry, science and photography, as well as in agriculture, horticulture and forestry, unprocessed artificial resins, unprocessed plastics; manures; fire extinguishing compositions; tempering and soldering preparations; chemical substances for preserving food-stuffs; tanning substances; adhesives used in industry; enzymes, chemicals and chemical preparations and substances for use in industry, in science and in the manufacture and tests of pharmaceuticals.
- 2 Paints, varnishes, lacquers; preservatives against rust and against deterioration of wood; colorants; mordants; raw natural resins; metals in foil and powder form for painters, decorators, printers and artists.
- 3 Bleaching preparations and other substances for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices.
- 4 Industrial oils and greases; lubricants; dust absorbing, wetting and binding compositions; fuels (including motor spirit) and illuminants; candles and wicks for lighting.
- 5 Pharmaceutical and veterinary preparations; sanitary preparations for medical purposes; dietetic substances adapted for medical use, food for babies; plasters, materials for dressings; material for stopping teeth, dental wax; disinfectants; preparations for destroying vermin; fungicides, herbicides; vaccines; pharmaceutical preparations and substances for the prevention and treatment of disorders and diseases in, generated from or affecting the central nervous system; pharmaceutical preparations and substances acting on the central nervous system; central nervous system stimulants; pharmaceutical preparations and substances for the prevention and treatment of psychiatric and neurological diseases and disorders; pharmaceutical preparations and substances for the prevention and treatment of Alzheimer's disease, depression, psychosis, anxiety, epilepsy, sclerosis, porphyria, Huntington's disease, insomnia, Parkinson disease, schizophrenia, bipolar disorder, oncology, pain, alcoholism and dependency; preparations, chemical substances, reagents and agents for diagnostic and medical purposes.
- 6 Common metals and their alloys; metal building materials; transportable buildings of metal; materials of metal for railway tracks; non-electric cables and wires of common metal; ironmongery, small items of metal hardware; pipes and tubes of metal; safes; goods of common metal not included in other classes; ores.
- 7 Machines and machine tools; motors and engines (except for land vehicles); machine coupling and transmission components (except for land vehicles); agricultural implements other than hand-operated; incubators for eggs.
- 8 Hand tools and implements (hand-operated); cutlery; side arms; razors.
- 9 Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signalling, checking (supervision), life-saving and teaching apparatus and instruments; apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity; apparatus for recording, transmission or reproduction of sound or images; magnetic data carriers, recording discs; automatic vending machines and mechanisms for coin-operated apparatus; cash registers,

- calculating machines, data processing equipment and computers; fire-extinguishing apparatus; electronic publications (downloadable), including books, reports, brochures, booklets, leaflets, including patient information leaflets, magazines, journals, teaching and educational material in the field of research and development, science, clinical tests, diagnostic, medicine, pharmaceuticals, disorders, diseases, treatment and prevention; recorded computer software, including software for medical and pharmaceutical information, education and sales activities, software for websites, Intranet and Internet; data processing equipment and computers.
- 10 Surgical, medical, dental and veterinary apparatus and instruments, artificial limbs, eyes and teeth; orthopaedic articles; suture materials; apparatus and instruments for medical and diagnostic and injection purposes; apparatus and instruments for medical and diagnostic and injection purposes, including those apparatus and instruments sold with a test kit.
- 11 Apparatus for lighting, heating, steam generating, cooking, refrigerating, drying, ventilating, water supply and sanitary purposes.
- 12 Vehicles; apparatus for locomotion by land, air or water.
- 13 Firearms; ammunition and projectiles; explosives; fireworks.
- 14 Precious metals and their alloys and goods in precious metals or coated therewith, not included in other classes; jewellery, precious stones; horological and chronometric instruments.
- 15 Musical instruments.
- 16 Paper, cardboard and goods made from these materials, not included in other classes; printed matter; bookbinding material; photographs; stationery; adhesives for stationery or household purposes; artists' materials; paint brushes; typewriters and office requisites (except furniture); instructional and teaching material (except apparatus); plastic materials for packaging (not included in other classes); printers' type; printing blocks; publications, including books, reports, brochures, booklets, leaflets, including patient information leaflets, magazines, journals, teaching and educational materials in the field of research and development, science, clinical tests, diagnostic, medicine, pharmaceuticals, disorders, diseases, treatments and prevention.
- 17 Rubber, gutta-percha, gum, asbestos, mica and goods made from these materials and not included in other classes; plastics in extruded form for use in manufacture; packing, stopping and insulating materials; flexible pipes, not of metal.
- 18 Leather and imitations of leather, and goods made of these materials and not included in other classes; animal skins, hides; trunks and travelling bags; umbrellas, parasols and walking sticks; whips, harness and saddlery.
- 19 Building materials (non-metallic); non-metallic rigid pipes for building; asphalt, pitch and bitumen; non-metallic transportable buildings; monuments, not of metal.
- 20 Furniture, mirrors, picture frames; goods (not included in other classes) of wood, cork, reed, cane, wicker, horn, bone, ivory, whalebone, shell, amber, mother-of-pearl, meerschaum and substitutes for all these materials, or of plastics.
- 21 Household or kitchen utensils and containers; combs and sponges; brushes (except paint brushes); brush-making materials; articles for cleaning purposes; steelwool; unworked or semi-worked glass (except glass used in building); glassware, porcelain and earthenware not included in other classes.
- 22 Ropes, string, nets, tents, awnings, tarpaulins, sails, sacks and bags (not included in other classes); padding and stuffing materials (except of rubber or plastics); raw fibrous textile materials.
- 23 Yarns and threads, for textile use.
- 24 Textiles and textile goods, not included in other classes; bed and table covers.
- 25 Clothing, footwear, headgear.
- 26 Lace and embroidery, ribbons and braid; buttons, hooks and eyes, pins and needles; artificial flowers.
- 27 Carpets, rugs, mats and matting, linoleum and other materials for covering existing floors; wall hangings (non-textile).
- 28 Games and playthings; gymnastic and sporting articles not included in other classes; decorations for Christmas trees.
- 29 Meat, fish, poultry and game; meat extracts; preserved, frozen, dried and cooked fruits and vegetables; jellies, jams, compotes; eggs, milk and milk products; edible oils and fats.
- 30 Coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee; flour and preparations made from cereals, bread, pastry and confectionery, ices; honey, treacle; yeast, baking-powder; salt, mustard; vinegar, sauces (condiments); spices; ice.
- 31 Agricultural, horticultural and forestry products and grains not included in other classes; live animals; fresh fruits and vegetables; seeds, natural plants and flowers; foodstuffs for animals, malt.
- 32 Beers; mineral and aerated waters and other non-alcoholic drinks; fruit drinks and fruit juices; syrups and other preparations for making beverages.
- 33 Alcoholic beverages (except beers).
- 34 Tobacco; smokers' articles; matches.
- 35 Advertising; business management; business administration; office functions; wholesale and retail services with pharmaceuticals; promotion and advertising services in the field of research and development, science, clinical tests, diagnostic, medicine, pharmaceuticals, disorders, diseases, treatments and prevention; provision of the aforementioned services on-line, via cable or Internet or other electronic media.
- 36 Insurance; financial affairs; monetary affairs; real estate affairs.
- 37 Building construction; repair; installation services.
- 38 Telecommunications.
- 39 Transport; packaging and storage of goods; travel arrangement.
- 40 Treatment of materials; treatment of chemical and pharmaceutical preparations and substances; services and advice in relation to the treatment of chemical and pharmaceutical preparations and substances.
- 41 Education; providing of training; entertainment; sporting and cultural activities; arranging and conducting seminars, conferences, symposiums, workshops (training) and courses; educational and training services in the field of research and development, science, clinical tests, diagnostic, medicine, pharmaceuticals, disorders, diseases, treatments and prevention; educational and training services in the field of research and development, science, clinical tests, diagnostic, medicine, pharmaceuticals, disorders, diseases, treatments and prevention provided electronically, on-line, via cable or Internet or other electronic media; providing on-line publications (not downloadable), including of books, reports, brochures, booklets, leaflets, including patient information leaflets, magazines, journals, teaching and educational material in the field of research and development, science, clinical tests, diagnostic, med-

- icine, pharmaceuticals, disorders, diseases, treatments and prevention.
- 42 Scientific and technological services and research and design relating thereto; industrial analysis and research services; design and development of computer hardware and software; providing software and scientific information in the field of research and development, science, clinical tests, diagnostic, medicine, pharmaceuticals, disorders, diseases, treatments and prevention; pharmaceutical research and development; scientific and technological services and research in the field of disorders, diseases and prevention; scientific and technological services and research in the field of the central nervous system and central nervous system related disorders, diseases and pharmaceuticals; medical research; research and development in the field of diagnostic preparations; providing information in the field of research and development, science, clinical tests.
- 43 Services for providing food and drink; temporary accommodation.
- 44 Medical services; veterinary services; hygienic and beauty care for human beings or animals; agriculture, horticulture and forestry services; services in the field of psychiatry and psychology; services and advice related to medical and pharmaceutical preparations and substances; medical clinical services; medical treatment services; therapeutic treatment services; healthcare services; medical services related to central nervous system disorders, diseases and pharmaceuticals; providing for medical and medicinal information in the field of diagnostic, medicine, pharmaceuticals, disorders, diseases, treatments and prevention.
- 45 Legal services; security services for the protection of property and individuals; personal and social services rendered by others to meet the needs of individuals.

*Basic registration:* Denmark, 09.11.2011, VR 2011 02719.

*Basic registration:* Denmark, 04.08.2011, VR 2011 01888.

*Data relating to priority under the Paris Convention:* Denmark, 27.06.2011, VR 2011 01888; classes 2, 4, 6, 7, 8, 11, 12, 13, 14, 15, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 33, 34, 36, 37, 38, 39, 40, 43, 45

*Data relating to priority under the Paris Convention:* Denmark, 27.06.2011, VR 2011 02719; classes 1, 3, 5, 9, 10, 16, 29, 30, 31, 32, 35, 41, 42, 44

*Designations under the Madrid Protocol:* Albania, Antigua and Barbuda, Armenia, Australia, Azerbaijan, Bahrain, Belarus, Bhutan, Bonaire, Sint Eustatius and Saba, Bosnia and Herzegovina, Botswana, China, Croatia, Cuba, Curaçao, Democratic People's Republic of Korea, Egypt, European Union, Georgia, Ghana, Iceland, Islamic Republic of Iran, Israel, Japan, Kazakhstan, Kenya, Kyrgyzstan, Lesotho, Liberia, Liechtenstein, Madagascar, Monaco, Mongolia, Montenegro, Morocco, Mozambique, Namibia, Norway, Republic of Korea, Republic of Moldova, Russian Federation, Saint Martin, San Marino, Sao Tome and Principe, Serbia, Sierra Leone, Singapore, Sudan, Sultanate of Oman, Swaziland, Switzerland, Syrian Arab Republic, Tajikistan, The former Yugoslav Republic of Macedonia, Turkey, Turkmenistan, Ukraine, United States of America, Uzbekistan, Viet Nam, Zambia.

*Declaration of intention to use the mark:* Singapore, United States of America.

*Limitation of the list of goods and services:* Antigua and Barbuda, Albania, Armenia, Australia, Azerbaijan, Bosnia and Herzegovina, Bahrain, Bonaire, Sint Eustatius and Saba, Bhutan, Botswana, Belarus, Switzerland, Cuba, Curaçao, Egypt,

Georgia, Ghana, Croatia, Israel, Islamic Republic of Iran, Iceland, Kenya, Kyrgyzstan, Democratic People's Republic of Korea, Republic of Korea, Kazakhstan, Liechtenstein, Liberia, Lesotho, Morocco, Monaco, Republic of Moldova, Montenegro, Madagascar, The former Yugoslav Republic of Macedonia, Mongolia, Mozambique, Namibia, Norway, Sultanate of Oman, Serbia, Russian Federation, Sudan, Sierra Leone, San Marino, Sao Tome and Principe, Saint Martin, Syrian Arab Republic, Swaziland, Tajikistan, Turkmenistan, Turkey, Ukraine, Uzbekistan, Viet Nam, Zambia.

List limited to:

- 5 Pharmaceutical and veterinary preparations; sanitary preparations for medical purposes; dietetic substances adapted for medical use, food for babies; plasters, materials for dressings; material for stopping teeth, dental wax; disinfectants; preparations for destroying vermin; fungicides, herbicides; vaccines; pharmaceutical preparations and substances for the prevention and treatment of disorders and diseases in, generated from or affecting the central nervous system; pharmaceutical preparations and substances acting on the central nervous system; central nervous system stimulants; pharmaceutical preparations and substances for the prevention and treatment of psychiatric and neurological diseases and disorders; pharmaceutical preparations and substances for the prevention and treatment of Alzheimer's disease, depression, psychosis, anxiety, epilepsy, sclerosis, porphyria, Huntington's disease, insomnia, Parkinson disease, schizophrenia, bipolar disorder, oncology, pain, alcoholism and dependency; preparations, chemical substances, reagents and agents for diagnostic and medical purpose.
- 41 Education; providing of training; entertainment; sporting and cultural activities; arranging and conducting seminars, conferences, symposiums, workshops (training) and courses; educational and training services in the field of research and development, science, clinical tests, diagnostic, medicine, pharmaceuticals, disorders, diseases, treatments and prevention; educational and training services in the field of research and development, science, clinical tests, diagnostic, medicine, pharmaceuticals, disorders, diseases, treatments and prevention provided electronically, on-line, via cable or internet or other electronic media; providing on-line publications (not downloadable), including of books, reports, brochures, booklets, leaflets, including patient information leaflets, magazines, journals, teaching and educational material in the field of research and development, science, clinical tests, diagnostic, medicine, pharmaceuticals, disorders, diseases, treatments and prevention.
- 42 Scientific and technological services and research and design relating thereto; industrial analysis and research services; design and development of computer hardware and software; providing software and scientific information in the field of research and development, science, clinical tests, diagnostic, medicine, pharmaceuticals, disorders, diseases, treatments and prevention; pharmaceutical research and development; scientific and technological services and research in the field of disorders, diseases and prevention; scientific and technological services and research in the field of the central nervous system and central nervous system related disorders, diseases and pharmaceuticals; medical research; research and development in the field of diagnostic preparations; clinical research and tests; scientific services relating to diagnostic research and tests; providing information in the field of research and development, science, clinical tests.

*Limitation of the list of goods and services:* European Union, Japan.

List limited to:

- 5 Pharmaceutical and veterinary preparations; sanitary preparations for medical purposes; dietetic substances adapted for medical use, food for babies; plasters, materials for dressings; material for stopping teeth, dental wax; disinfectants; preparations for destroying vermin; fungicides, herbicides; vaccines; pharmaceutical preparations and substances for the prevention and treatment of disorders and diseases in, generated from or affecting the central nervous system; pharmaceutical preparations and substances acting on the central nervous system; central nervous system stimulants; pharmaceutical preparations and substances for the prevention and treatment of psychiatric and neurological diseases and disorders; pharmaceutical preparations and substances for the prevention and treatment of Alzheimer's disease, depression, psychosis, anxiety, epilepsy, sclerosis, porphyria, Huntington's disease, insomnia, Parkinson disease, schizophrenia, bipolar disorder, oncology, pain, alcoholism and dependency; preparations, chemical substances, reagents and agents for diagnostic and medical purposes.
- 10 Surgical, medical, dental and veterinary apparatus and instruments, artificial limbs, eyes and teeth; orthopaedic articles; suture materials; apparatus and instruments for medical and diagnostic and injection purposes, including those apparatus and instruments sold with a test kit.
- 16 Paper, cardboard and goods made from these materials, not included in other classes; printed matter, bookbinding material; photographs; stationery; adhesives for stationery or household purposes; artists' materials; paint brushes; typewriters and office requisites (except furniture); instructional and teaching material (except apparatus); plastic material for packaging (not included in other classes); printers' type; printing blocks; publications, including books, reports, brochures, booklets, leaflets, including patient information leaflets, magazines, journals, teaching and educational materials in the field of research and development, science, clinical tests, diagnostic, medicine, pharmaceuticals, disorders, diseases, treatments and prevention.
- 41 Education; providing of training; entertainment; sporting and cultural activities; arranging and conducting seminars, conferences, symposiums, workshops (training) and courses; educational and training services in the field of research and development, science, clinical tests, diagnostic, medicine, pharmaceuticals, disorders, diseases, treatments and prevention; educational and training services in the field of research and development, science, clinical tests, diagnostic, medicine, pharmaceuticals, disorders, diseases, treatments and prevention provided electronically, on-line, via cable or internet or other electronic media; providing on-line publications (not downloadable), including of books, reports, brochures, booklets, leaflets, including patient information leaflets, magazines, journals, teaching and educational materials in the field of research and development, science, clinical tests, diagnostic, medicine, pharmaceuticals, disorders, diseases, treatments and prevention.
- 42 Scientific and technological services and research and design relating thereto; industrial analysis and research services; design and development of computer hardware and software; providing software and scientific information in the field of research and development, science, clinical tests, diagnostic, medicine, pharmaceuticals, disorders, diseases, treatments and prevention; pharmaceutical research and development; scientific and technological

services and research in the field of disorders, diseases and prevention; scientific and technological services and research in the field of the central nervous system and central nervous system related disorders, diseases and pharmaceuticals; medical research; research and development in the field of diagnostic preparations; clinical research and tests; scientific services relating to diagnostic research and tests; providing information in the field of research and development, science, clinical tests.

Classes 9, 35 40 and 44 remain unchanged.

*Limitation of the list of goods and services:* Singapore.

List limited to:

- 5 Pharmaceutical preparations and substances for the prevention and treatment of disorders and diseases in, generated from or affecting the central nervous system; pharmaceutical preparations and substances acting on the central nervous system; central nervous system stimulants; pharmaceutical preparations and substances for the prevention and treatments of psychiatric and neurological diseases and disorders; pharmaceutical preparations and substances for the prevention and treatments of Alzheimer's disease, depression, psychosis, anxiety, epilepsy, sclerosis, porphyria, Huntington's disease, insomnia, Parkinson disease, schizophrenia, bipolar disorder, oncology, pain, alcoholism and dependency; preparations, substances, reagents and agents for diagnostic and medical purposes.
- 41 Arranging and conducting seminars, conferences, symposiums, training workshops and courses in the field of medicine; training services in the fields of biotechnology, scientific research and development, science, clinical testing, diagnostics, medicine, pharmaceuticals, disorders, diseases, treatments of diseases and disorders and prevention of diseases and disorders; educational services, namely, conducting lectures, classes, seminars, conferences, workshops, and programs in the fields of biotechnology, scientific research and development, science, clinical testing, diagnostics, medicine, pharmaceuticals, disorders, diseases, treatments of diseases and disorders and prevention of diseases and disorders and distribution of course materials in connection therewith; providing non-downloadable publications in the nature of books, reports, brochures, booklets, leaflets, patient information leaflets, magazines, journals, teaching and educational material in the fields of biotechnology, scientific research and development, science, clinical testing, diagnostics, medicine, pharmaceuticals, disorders, diseases, treatments of diseases and disorders and prevention of diseases and disorders.
- 42 Scientific and technological services, namely, research and design in the field of medicines; design and development of computer software in the field of medicine; providing scientific information in the fields of biotechnology, scientific research and development, science, clinical testing, diagnostics, medicine, pharmaceuticals, disorders, diseases, treatments of diseases and disorders and prevention of diseases and disorders; providing on-line non-downloadable software for collecting, analyzing, editing, organising, modifying, bookmarking, displaying, printing, transmitting, storing and sharing data and information in the fields of biotechnology, scientific research and development, science, clinical testing, diagnostics, medicine, pharmaceuticals, disorders, diseases, treatments of diseases and disorders and prevention of diseases and disorders; providing information via an on-line website in the fields of biotechnology, scientific research and development, science, clinical testing; providing an Internet website portal in the fields of biotechnology, sci-

entific research and development, science, clinical testing, diagnostics, medicine, pharmaceuticals, disorders, diseases, treatments of diseases and disorders and prevention of diseases and disorders; pharmaceutical research and development; scientific and technological services, namely, scientific and medical research, analysis and testing in the fields of diseases and disorders, treatments of diseases and disorders and prevention of diseases and disorders; medical research; conducting clinical trials; research and development in the fields of diagnostics preparations.

- 44 Providing information via an on-line website in the fields of diagnostics, medicine, pharmaceuticals, diseases, and disorders, treatments of diseases and disorders and prevention of diseases and disorders.

*Limitation of the list of goods and services:* United States of America.

List limited to:

- 5 Pharmaceutical preparations and substances for the prevention and treatment of disorders and diseases in, generated from or affecting the central nervous system; pharmaceutical preparations and substances acting on the central nervous system; central nervous system stimulants; pharmaceutical preparations and substances for the prevention and treatments of psychiatric and neurological diseases and disorders; pharmaceutical preparations and substances for the prevention and treatments of Alzheimer's disease, depression, psychosis, anxiety, epilepsy, sclerosis, porphyria, Huntington's disease, insomnia, Parkinson disease, schizophrenia, bipolar disorder, oncology, pain, alcoholism and dependency; preparations, substances, reagents and agents for diagnostic and medical purposes.
- 9 Downloadable electronic publications in the nature of books, reports, brochures, booklets, leaflets, patient information leaflets, magazines, journals, teaching and educational material in the fields of biotechnology, scientific research and development, science, clinical testing, diagnostics, medicine, pharmaceuticals, disorders, diseases, treatments of diseases and disorders and prevention of diseases and disorders; computer software for collecting, analyzing, editing, organizing, modifying, bookmarking, displaying, printing, transmitting, storing and sharing medical and pharmaceutical data and information; computer software for collecting, analyzing, editing, organizing, modifying, bookmarking, displaying, printing, transmitting, storing and sharing data and information in the fields of sales and marketing; educational software featuring instruction in the fields of biotechnology, scientific research and development, science, clinical testing, diagnostics, medicine, pharmaceuticals, diseases, and disorders, treatments of diseases and disorders and prevention of diseases and disorders; computer software, namely, software to develop, install, operate, update, and use applications for websites and Intranets; data processing equipment and computers.
- 10 Apparatus and instruments for medical and diagnostic and injection purposes, including those apparatus and instruments sold with a test kit.
- 16 Printed matter, namely, instructional books and booklets containing information regarding pharmaceuticals and medicine; publications, namely, magazines, newsletters, leaflets, patient information leaflets and folders containing information regarding pharmaceuticals and medicine.
- 35 Wholesale and retail store services featuring pharmaceuticals; promotion and advertising services in the fields of biotechnology, scientific research and development, science, clinical testing, diagnostics, medicine, pharmaceuti-

cals, disorders, diseases, treatments of diseases and disorders and prevention of diseases and disorders.

- 40 Treatment of chemical and pharmaceutical preparations and substances; services and advice in relation to the treatment of chemical and pharmaceutical preparations and substances.
- 41 Arranging and conducting seminars, conferences, symposiums, training workshops and courses in the field of medicine; training services in the fields of biotechnology, scientific research and development, science, clinical testing, diagnostics, medicine, pharmaceuticals, disorders, diseases, treatments of diseases and disorders and prevention of diseases and disorders; educational services, namely, conducting lectures, classes, seminars, conferences, workshops, and programs in the fields of biotechnology, scientific research and development, science, clinical testing, diagnostics, medicine, pharmaceuticals, disorders, diseases, treatments of diseases and disorders and prevention of diseases and disorders and distribution of course materials in connection therewith; providing non-downloadable publications in the nature of books, reports, brochures, booklets, leaflets, patient information leaflets, magazines, journals, teaching and educational material in the fields of biotechnology, scientific research and development, science, clinical testing, diagnostics, medicine, pharmaceuticals, disorders, diseases, treatments of diseases and disorders and prevention of diseases and disorders.
- 42 Scientific and technological services, namely, research and design in the field of medicines; design and development of computer software in the field of medicine; providing scientific information in the fields of biotechnology, scientific research and development, science, clinical testing, diagnostics, medicine, pharmaceuticals, disorders, diseases, treatments of diseases and disorders and prevention of diseases and disorders; providing on-line non-downloadable software for collecting, analyzing, editing, organizing, modifying, bookmarking, displaying, printing, transmitting, storing and sharing data and information in the fields of biotechnology, scientific research and development, science, clinical testing, diagnostics, medicine, pharmaceuticals, disorders, diseases, treatments of diseases and disorders and prevention of diseases and disorders; providing information via an on-line website in the fields of biotechnology, scientific research and development, science, clinical testing, diagnostics, medicine, pharmaceuticals, disorders, diseases, treatments of diseases and disorders and prevention of diseases and disorders; pharmaceutical research and development; scientific and technological services, namely, scientific and medical research, analysis and testing in the fields of diseases and disorders, treatments of diseases and disorders and prevention of diseases and disorders; medical research; research and development in the field of diagnostic preparations; conducting clinical trials; research and development in the fields of clinical trials and diagnostics.
- 44 Medical services; psychiatric services; psychological testing and counselling services; consulting and advice in the field of pharmaceuticals; medical clinic services; healthcare services, namely, treatment of patients with diseases and disorders of the central nervous system; therapeutic treatment services, namely, anxiety and stress management services, depression treatment services, insomnia treatment services and pain management; healthcare services, namely, treatment of patients with diseases or disorders of the central nervous system; medical services



related to central nervous system related disorders, diseases and pharmaceuticals; providing medical and pharmaceutical information in the fields of diagnostics, medicine, pharmaceuticals, disorders, diseases, treatments of diseases and disorders and prevention of diseases and disorders; providing information via an on-line website in the fields of diagnostics, medicine, pharmaceuticals, disorders, diseases, treatments of diseases and disorders and prevention of diseases and disorders.

*Date of notification:* 14.02.2013

*Language of the international application:* English

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**Exhibit B**

**TLD Registration Policies**

## **.lundbeck TLD REGISTRATION POLICY**

### **1. ELIGIBILITY**

Only H. Lundbeck A/S and its Affiliates are eligible to register a Domain Name under the .lundbeck 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 regulation;
- (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 Lundbeck'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 **.lundbeck** 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 H. Lundbeck A/S ("Lundbeck");

**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.** [REDACTED]