

.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

McKinsey Holdings, Inc. ("Registry Operator"), in connection with the execution of the Registry Agreement for the [.MCKINSEY] TLD (the "Registry Agreement"), hereby applies for [.MCKINSEY] 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 McKinsey TLD (.MCKINSEY) is identical to the textual elements protectable under applicable law of a valid registered trademark
- The McKinsey TLD trademark is recorded with, and issued a signed mark data file by the Trademark Clearinghouse and meets all eligibility requirements.
- The McKinsey TLD 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 McKinsey TLD trademark was issued to Registry Operator prior to the filing of its TLD registry application with ICANN.
- The McKinsey TLD 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 McKinsey TLD trademark does not begin with a period or a dot.
- The McKinsey TLD 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**).
- Registry Operator's trademark is registered within the TMCH as validated in the SMD file ID for the TLD (See **Exhibit C**)
- The TLD is not a Generic String TLD (as defined in Specification 11).

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], *Associate General Counsel*,
[REDACTED]

Submitted By: [REDACTED]
Position: Assistant Secretary
Dated: 8/22/2014
Email: [REDACTED]

The United States of America



CERTIFICATE OF REGISTRATION

This is to certify that the records of the Patent and Trademark Office show that an application was filed in said Office for registration of the Mark shown herein, a copy of said Mark and pertinent data from the Application being annexed hereto and made a part hereof,

And there having been due compliance with the requirements of the law and with the regulations prescribed by the Commissioner of Patents and Trademarks,

Upon examination, it appeared that the applicant was entitled to have said Mark registered under the Trademark Act of 1946, as amended, and the said Mark has been duly registered this day in the Patent and Trademark Office on the

PRINCIPAL REGISTER

to the registrant named herein.

This registration shall remain in force for TEN years unless sooner terminated as provided by law.



In Testimony whereof I have hereunto set my hand and caused the seal of the Patent and Trademark Office to be affixed this second day of April 1996.

Bruce Lehman

Commissioner of Patents and Trademarks

NOTICE

This Registration will be canceled by the Commissioner of Patents and Trademarks at the end of six years following the date of registration, unless within one year next preceding the expiration of such six years, the registrant files in the Patent and Trademark Office an affidavit showing that said mark is in use in Commerce or showing that its nonuse is due to special circumstances which excuse such nonuse and is not due to any intention to abandon the mark. A fee of \$100.00 for each class must accompany the affidavit.

Int. Cls.: 16, 35 and 36

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 50, 100, 101
and 102

United States Patent and Trademark Office

Reg. No. 1,965,376

Registered Apr. 2, 1996

Int. Cls.: 16, 35 and 36

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 50,
100, 101 and 102

United States Patent and Trademark Office

Corrected

Reg. No. 1,965,376

Registered Apr. 2, 1996

OG Date Oct. 22, 2002

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**

MCKINSEY
CORPORA
55 EAST 52N
NEW YORK,

MCKINSEY

FOR: PUBLI
FEATURING
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CLS. 2, 5, 22,
FIRST U
6-1-1926.

FOR: BUS
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SPACE AND
COMMUNIC
MATERIALS
MEDIA, PHA
PRODUCTS,
CURITIES, F
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AREAS; IM
BUSINESS F
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MCKINSEY HOLDINGS, INC. (DELA-
WARE CORPORATION)
555 CALIFORNIA STREET
SAN FRANCISCO, CA 94104
SEC. 2(F).

FOR: PUBLICATIONS, NAMELY
JOURNALS, FEATURING MANAGE-
MENT AND MANAGEMENT CONSULT-
TATION, IN CLASS 16 (U.S. CLS. 2, 5, 22,
23, 29, 37, 38 AND 50).

FIRST USE 6-1-1926; IN COMMERCE
6-1-1926.

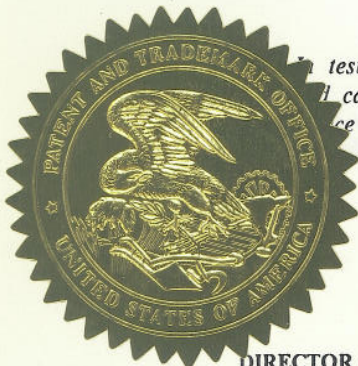
FOR: BUSINESS MANAGEMENT
CONSULTATION, NAMELY ADVISING
CLIENTS IN ALL BUSINESS FIELDS,
INCLUDING AEROSPACE AND DE-
FENSE, ELECTRONICS, TELECOMMUNI-
CATIONS, AUTOMOTIVE, BASIC
MATERIALS, CONSUMER INDUSTRIES,
MEDIA, PHARMACEUTICALS AND
MEDICAL PRODUCTS, RETAIL, EN-
ERGY, BANKING, SECURITIES,
HEALTHCARE, INSURANCE AND
TRANSPORTATION, ABOUT BUSINESS
STRATEGY, ORGANIZATION PERFOR-
MANCE, AND BUSINESS RELATED POL-

ICY AREAS; IMPROVEMENT OF SHORT-
TERM BUSINESS PERFORMANCE; AND
MARKETING, MANUFACTURING AND
DISTRIBUTION MANPOWER DEVELOP-
MENT, PLANNING AND CONTROL,
MANAGEMENT INFORMATION AND
INFORMATION TECHNOLOGY, IN
CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 6-1-1926; IN COMMERCE
6-1-1926.

FOR: FINANCIAL ANALYSIS AND
CONSULTATION IN THE NATURE OF
ASSISTING CLIENTS WITH FINANCIAL
AND STRATEGIC INITIATIVES,
NAMELY FINANCIAL RESTRUCTUR-
ING, VALUE-BASED MANAGEMENT,
EXECUTIVE COMPENSATION DESIGN,
VALUATION OF UNUSUAL SITUA-
TIONS, PRIVATIZATION, MERGERS, AC-
QUISITIONS, ALLIANCES AND JOINT
VENTURES, TAKEOVER DEFENSE, FI-
NANCIAL ENGINEERING, ASSET OP-
TIONS, HEDGING AND RISK
MANAGEMENT, IN CLASS 36 (U.S. CLS.
100, 101 AND 102).

FIRST USE 6-1-1926; IN COMMERCE
6-1-1926.



testimony whereof I have hereunto set my hand
I caused the seal of The Patent and Trademark
Office to be affixed on Oct. 22, 2002.

DIRECTOR OF THE U.S. PATENT AND TRADEMARK OFFICE

SER. NO. 74-646,215, FILED 3-13-1995.

In testimony whereof I have hereunto set my hand and caused the seal of The Patent and Trademark Office to be affixed on Oct. 22, 2002.

DIRECTOR OF THE U.S. PATENT AND TRADEMARK OFFICE

Int. Cls.: 16, 35 and 36

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38, 50, 100, 101
and 102

United States Patent and Trademark Office

Reg. No. 1,965,376

Registered Apr. 2, 1996

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**

MCKINSEY

MCKINSEY HOLDINGS, INC. (NEW YORK
CORPORATION)
55 EAST 52ND STREET
NEW YORK, NY 100220183

FOR: PUBLICATIONS, NAMELY JOURNALS,
FEATURING MANAGEMENT AND MANAGE-
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CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

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TRANSPORTATION, ABOUT BUSINESS
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FIRST USE 6-1-1926; IN COMMERCE
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TURES, TAKEOVER DEFENSE, FINANCIAL
ENGINEERING, ASSET OPTIONS, HEDGING
AND RISK MANAGEMENT, IN CLASS 36 (U.S.
CLS. 100, 101 AND 102).

FIRST USE 6-1-1926; IN COMMERCE
6-1-1926.

SEC. 2(F).

SER. NO. 74-646,215, FILED 3-13-1995.

PAUL KRUSE, EXAMINING ATTORNEY

Exhibit B

TLD Registration Policies

.MCKINSEY TLD REGISTRATION POLICY

1. ELIGIBILITY

Only McKinsey Holdings, Inc. and its Affiliates (and qualifying Trademark Licensees as defined in, and in accordance with Specification 13 of the Registry Agreement (“Specification 13”) where applicable) are eligible to register a Domain Name under the **.MCKINSEY** TLD. If the Registrant ceases to be eligible at any time in the future, the Registry may cancel or suspend the license 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;
 - 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 licensing 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 otherwise complies with the requirements of Specification 13; 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 licenses 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) to comply with Specification 13;
- (vi) as required by ICANN Consensus Policy;
- (vii) where such Domain Name is placed under reserved names list at any time; and
- (viii) 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 McKinsey TLD'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 license 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 .MCKINSEY 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 McKinsey Holdings, Inc. ("MCKINSEY")*

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

Registry Rules *mean:*

- (i) *this Registration Policy as amended by the Registry from time to time; 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.*