.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

Neustar, Inc. ("Registry Operator"), in connection with the execution of the Registry Agreement for the .Neustar TLD (the "Registry Agreement"), hereby applies for .Neustar 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 and Specification 13 attached thereto, and that all supplemental material accompanying this application is accurate and not misleading in any respect. Registry Operator also represents that the trademark registration attached hereto as <u>Exhibit A</u> and the registration policies attached hereto as <u>Exhibit B</u> are complete and accurate copies of the official trademark registration and Registry Operator's registration policies for the TLD, 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.

Because this application is submitted to ICANN after the delegation of the TLD to nameservers designated by the Registry Operator into the root-zone, Registry Operator represents to ICANN that all domain names that are registered in the TLD are registered to Registry Operator and maintained in compliance with the requirements of the .Brand TLD definition.

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 ███████.

Submitted by: ██████████
Position: Vice President - Registry Services
Dated: June 06, 2014
Email: ████████████████

Trademark Registration

Int. Cls.: 35 and 38

Prior U.S. Cls.: 100, 101, 102, and 104

Reg. No. 2,525,756

United States Patent and Trademark Office

Registered Jan. 1, 2002

SERVICE MARK
PRINCIPAL REGISTER

NEUSTAR

NEUSTAR CORPORATION (DELAWARE COR-
PORATION)
1209 ORANGE STREET
WILMINGTON, DE 19801

FOR: COMPUTERIZED DATABASE MANAGE-
MENT, NAMELY DEVELOPING, MAINTAINING
AND ADMINISTERING COMPUTERIZED DATA-
BASES AS A NEUTRAL THIRD-PARTY FOR SER-
VICE AND NETWORK PROVIDERS IN THE
TELECOMMUNICATIONS, DATA COMMUNICA-
TIONS AND NETWORK INDUSTRIES; PROVIDING
A CLEARINGHOUSE FOR TRANSACTIONS BE-
TWEEN SERVICE AND NETWORK PROVIDERS
IN THE TELECOMMUNICATIONS, DATA COM-

MUNICATIONS AND NETWORK INDUSTRIES, IN
CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 12-0-1999; IN COMMERCE 12-0-1999.

FOR: COMPUTER SERVICES, IN CLASS 38 (U.S.
CLS. 100, 101 AND 104).

FIRST USE 12-0-1999; IN COMMERCE 12-0-1999.

SN 75-772,929, FILED 8-11-1999.

KIMBERLY PERRY, EXAMINING ATTORNEY

Registration Policies

Mission:

The .Neustar TLD will create a trusted and secure location for Neustar brand constituents to access mission-critical Internet and telecommunications infrastructure services provided by Neustar, obtain customer service, and exchange critical information required by the communities that use Neustar's services. Neustar provides trusted and neutral real-time information and analytics to the Internet, telecommunications, entertainment, marketing, and advertising industries, which use the services to find, connect and authenticate their end-users.

More specifically, Neustar's goals for the .Neustar TLD are to:

1. Provide a single, secure location for all Neustar-branded services;
2. Ensure no customer confusion regarding location or authenticity of Neustar-branded services; and
3. Provide the Internet community a single location for interacting with Neustar.

.Neustar Registration Policies

Neustar intends for the .Neustar TLD to be managed and operated exclusively by Neustar and its qualified subsidiaries and affiliates. As Neustar intends to use the .Neustar TLD for its own branding purposes, most of the registration policies will be incorporated into existing corporate policies.

Neustar will implement the following registration policies:

1. .Neustar Domain Name Eligibility Requirements
2. Acceptable Use Policy
3. Rights Protection Mechanisms
4. Privacy

1. Neustar Domain Name Eligibility Requirements

The .Neustar Domain Registration Eligibility policy sets forth guidelines for what domain names may be registered in the .Neustar TLD, as well as which individuals or entities may register or control the DNS records associated with these domains.

Neustar proposes that only Neustar and its qualified subsidiaries and affiliates will be allowed to request

domain registrations in the .Neustar TLD. Neustar will implement an internal process that will define how qualified individuals and entities can submit registration requests and the process by which such registrations will be approved and executed upon by Neustar.

Neustar envisions having a domain management department that will be responsible for the receipt of domain name registration requests from specially designated and approved domain name managers (Domain Managers) though a documented internal request form. Once the Domain Manager receives a registration request, an internal review will be completed to ensure the name complies with internal naming criteria and registration policies, as well as with the specifications described in the ICANN Registry Agreement. Once the name has undergone the standard review and is deemed in compliance with internal rules and procedures, the name will be approved and submitted through a 2013 ICANN-Accredited Registrar for registration.

Upon registration, only Neustar and its qualified Affiliates and Licensees will be able to control the DNS records associated with domain names in the .Neustar TLD.

Neustar reserves the right to modify its Domain Name Eligibility Requirements in its sole discretion and without prior notice, as well as the internal procedures established for requesting, approving, and registering names in the .Neustar TLD. Any changes to the Domain Name Eligibility Requirements will be reflected on http://www.nic.Neustar/registration. Neustar will promptly notify its Domain Managers and .Neustar registrants of any changes to the Domain Name Eligibility Requirements. Neustar will promptly notify Domain Managers in the event of changes to its internal registration procedures.

2. Acceptable Use Policy

This Acceptable Use Policy sets forth the criteria and procedures by which Neustar ("Registry Operator") can quickly lock, cancel, suspend, transfer or take ownership of a name in the .Neustar TLD, either temporarily or permanently. The Acceptable Use policy may be invoked if a domain name in the .Neustar TLD is being used in a manner that appears to threaten the stability, integrity or security of the .Neustar Registry or in a fashion that may put the safety and security of a .Neustar registrant or user at risk. The process also allows the Registry Operator to take preventive measures to avoid criminal or security threats.

The Acceptable Use Policy may be triggered through a variety of channels, including, among others, private complaint, public alert, government or law enforcement agency outreach, or on-going monitoring by the Registry or its partners. In all cases, Registry Operator or its designees will alert the sponsoring registrar(s) about any identified threats.

The following are some (but not all) activities that may trigger rapid domain compliance:

- Phishing: the attempt by a third party to acquire personally identifiable information by masquerading as a Neustar website.
- Pharming: the redirection of Internet users to websites other than those the user intends to visit, usually through unauthorized changes to the Hosts file on a victim's computer or DNS records in DNS servers.
- Dissemination of Malware: the intentional creation and distribution of "malicious" software designed to infiltrate a computer system without the owner's consent, including, without limitation, computer viruses, worms, key loggers, and Trojans.
- Fast Flux Hosting: a technique used to shelter Phishing, Pharming and Malware sites and networks from detection and to frustrate methods employed to defend against such practices, whereby the IP address associated with fraudulent websites are changed rapidly so as to make the true location of the sites difficult to find.
- Botnetting: the development and use of a command, agent, motor, service, or software which is implemented: (1) to remotely control the computer or computer system of an Internet user without their knowledge or consent, (2) to generate direct denial of service (DDOS) attacks.
- Malicious Hacking: the attempt to gain unauthorized access (or exceed the level of authorized access) to a computer, information system, user account or profile, database, or security system.
- Child Pornography: the storage, publication, display and/or dissemination of pornographic materials depicting individuals under the age of majority in the relevant jurisdiction.

Neustar reserves the right, in its sole discretion, to take any administrative and operational actions necessary, including, but not limited to, the use of computer forensics and information security technological services in order to implement the Acceptable Use Policy. In addition, Neustar reserves the right to deny, cancel, suspend, transfer, or otherwise alter any registration or transaction, or to place any domain name(s) on registry lock, hold or similar status, that it deems necessary, in its discretion (1) to protect the integrity and stability of the registry; (2) to comply with any applicable laws, government rules or requirements, requests of law enforcement, or any dispute resolution process; (3) to avoid any liability, civil or criminal, on the part of Registry Operator as well as its affiliates, subsidiaries, officers, directors, and employees; (4) to enforce the terms of the registration agreement or (5) to correct mistakes made by Registry Operator or any Registrar in connection with a domain name registration. Neustar also reserves the right to place upon registry lock, hold or similar status a domain name during resolution of a dispute or court proceeding or (5) to enforce the .Neustar Domain Eligibility Requirements.

Neustar Reserves the right to modify its Acceptable Use Policies without prior notice and in its sole discretion. Any changes to these Acceptable Use Policies will be reflected on http://www.nic.Neustar/registration. Neustar will promptly notify its Domain Managers and .Neustar registrants of any changes to its Acceptable Use Policies.

3. Rights Protection Mechanisms

Neustar is committed to following all mandatory ICANN rights protection mechanisms aimed at protecting third party intellectual property rights within the .Neustar TLD. Neustar plans to operate and maintain the .Neustar space as an extension of its current branding activities and to limit the registration and control of DNS records associated with .Neustar domain names to Neustar and its qualified subsidiaries and licensees; therefore, it is highly unlikely that names under .Neustar infringe upon with the intellectual property rights of third parties.

Nevertheless, Neustar plans to implement all Rights Protection Mechanisms (RPMs) as required by ICANN, including:

- Implementation of the Trademark Claims Process
- Implementation of the Uniform Dispute Resolution Policy (UDRP)
- Implementation of the Uniform Rapid Suspension (URS) mechanism

4. Privacy

Neustar will ensure that the operation of the .Neustar TLD will be consistent with Neustar's Privacy Policy, available on its website at http://www.Neustar.biz/privacy.