

.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

Symantec Corporation ("Registry Operator"), in connection with the execution of the Registry Agreement for the .NORTON TLD (the "Registry Agreement"), hereby applies for the .NORTON 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 Exhibit A, the registration policies attached hereto as Exhibit B, and the SMD file ID number attached hereto as Exhibit C are complete and accurate copies of the official trademark registration, Registry Operator's registration policies for the TLD, and the SMD file ID for the TLD for 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] at [REDACTED]

Submitted by: [REDACTED]
Position: Social Media Director
Dated: August 27, 2014
Email: [REDACTED]

Exhibit A

Trademark Registration

United States of America
United States Patent and Trademark Office

NORTON

Reg. No. 3,700,317 SYMANTEC CORPORATION (DELAWARE CORPORATION)
Registered Oct. 20, 2009 20330 STEVENS CREEK BOULEVARD
CUPERTINO, CA 95014

Int. Cls.: 9, 42, and 45

**TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER**

FOR: COMPUTER SOFTWARE FOR PROVIDING NETWORK, INTERNET, AND COMPUTER SECURITY; COMPUTER SOFTWARE FOR PROVIDING ONLINE IDENTITY PROTECTION, PRIVACY CONTROL, AND PARENTAL CONTROL; COMPUTER SOFTWARE FOR PROVIDING INTRUSION DETECTION AND PREVENTION; COMPUTER SOFTWARE FOR SCANNING, DETECTING, AND REMOVING VIRUSES, WORMS, TROJAN HORSES, ADWARE, SPYWARE, AND OTHER MALWARE; COMPUTER SOFTWARE FOR USE IN THE MONITORING AND CONTROL OF COMPUTER AND ONLINE ACTIVITY; COMPUTER SOFTWARE FOR PROVIDING ONLINE TRANSACTION SECURITY; FRAUD PROTECTION SOFTWARE; COMPUTER OPTIMIZATION SOFTWARE; COMPUTER SOFTWARE TO PREVENT, DIAGNOSE, AND REPAIR COMPUTER PROBLEMS; COMPUTER MAINTENANCE SOFTWARE; COMPUTER SOFTWARE FOR THE BACK-UP, STORAGE, RESTORATION AND RECOVERY OF DATA, FOLDERS, AND FILES; COMPUTER SOFTWARE AND DOWNLOADABLE COMPUTER SOFTWARE, NAMELY, UTILITY SOFTWARE; COMPUTER SOFTWARE FOR PROVIDING SOFTWARE UPDATES; USER MANUALS AND INSTRUCTIONAL GUIDES SUPPLIED WITH ALL OF THE FOREGOING, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 2-0-1987; IN COMMERCE 2-0-1987.

FOR: (BASED ON 44(D) PRIORITY APPLICATION) COMPUTER CONSULTATION; COMPUTER CONSULTATION IN THE FIELD OF COMPUTER SECURITY; COMPUTER DIAGNOSTIC SERVICES; TECHNICAL SUPPORT SERVICES, NAMELY, TROUBLESHOOTING OF COMPUTER HARDWARE AND SOFTWARE PROBLEMS; TECHNICAL SUPPORT SERVICES, NAMELY, PROVIDING BACK-UP COMPUTER PROGRAMS AND FACILITIES; UPDATING OF COMPUTER SOFTWARE FOR OTHERS; COMPUTER VIRUS PROTECTION SERVICES; COMPUTER SOFTWARE INSTALLATION SERVICES; NETWORK AND INTERNET SECURITY SERVICES, NAMELY, RESTRICTING ACCESS TO AND BY COMPUTER NETWORKS TO AND OF UNDESIRE WEBSITES, MEDIA, INDIVIDUALS, AND FACILITIES, AND PROVIDING FOR THE BACKUP OF SUCH DATA; TECHNICAL CONSULTATION IN THE FIELD OF COMPUTER SOFTWARE INSTALLATION AND MAINTENANCE; CONSULTING SERVICES IN THE FIELD OF DESIGN, SELECTION, IMPLEMENTATION AND USE OF COMPUTER HARDWARE AND SOFTWARE SYSTEMS FOR OTHERS; PROVIDING INFORMATION IN THE FIELD OF COMPUTER NETWORK AND INTERNET SECURITY; PROVIDING TECHNICAL INFORMATION IN THE FIELD OF COMPUTER SOFTWARE APPLICATIONS; PROVIDING INFORMATION IN THE FIELDS OF COMPUTER AND INTERNET SECURITY, PREVENTING COMPUTER THREATS, COMPUTER HARDWARE AND SOFTWARE APPLICATIONS IN SECURITY, IN CLASS 42 (U.S. CLS. 100 AND 101).



David J. Kappas

Director of the United States Patent and Trademark Office

Reg. No. 3,700,317 FIRST USE 9-17-1998; IN COMMERCE 9-17-1998.

FOR: (BASED ON 44(D) PRIORITY APPLICATION) MONITORING OF COMPUTER SYSTEMS FOR SECURITY PURPOSES; PROVIDING SECURITY THREAT MANAGEMENT SYSTEMS, NAMELY, MONITORING AND TRACKING OF SECURITY VULNERABILITIES AND PROBLEMS IN COMPUTER SOFTWARE PRODUCTS, THE INTERNET, AND COMPUTER NETWORKS, IN CLASS 45 (U.S. CLS. 100 AND 101).

FIRST USE 6-0-2006; IN COMMERCE 6-0-2006.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-977,734, FILED 11-2-2007.

MARK T. MULLEN, EXAMINING ATTORNEY

Exhibit B

TLD Registration Policies

The mission and purpose of the .NORTON gTLD is to serve as a trusted, hierarchical, and intuitive namespace provided by Symantec Corporation ("Registry Operator") for use by Registry Operator, its qualified Affiliates and Trademark Licensees. Only Registry Operator and its qualified Affiliates and Trademark Licensees will be allowed to register or control the DNS records associated with domain names at any level in the .NORTON gTLD. Registry Operator will implement an internal process to determine which second-level domain names will be registered and which Affiliates and Trademark Licensees will be eligible to register second-level domains. All domain name registrations will be managed by the Registry Operator.

For the purposes of this proposed Registration Policy, Registry Operator utilizes the following definitions*:

Affiliate – Affiliate means a person or entity that, directly or indirectly, through one or more intermediaries, or in combination with one or more other persons or entities, controls, is controlled by, or is under common control with, the person or entity specified.

Control – Control (including the terms "controlled by" and "under common control with") means the possession, directly or indirectly, of the power to direct or cause the direction of the management or policies of a person or entity, whether through the ownership of securities, as trustee or executor, by serving as an employee or a member of a board of directors or equivalent governing body, by contract, by credit management or otherwise.

Trademark Licensee – Trademark Licensee means any corporation, partnership, limited liability company or similar legal entity (and not a person) that has a written trademark license agreement with Registry Operator or its Affiliate, for use of the registered trademark owned by Registry Operator or its Affiliate, the textual elements of which correspond exactly to the .BRAND TLD string operated by Registry Operator, where:

- (i) such license is valid under applicable law;
- (ii) such license is for the use of such trademark in the regular course of that entity's business outside of the provision of TLD Registry Services, and is not primarily for the purpose of enabling registration or use of domain names in the TLD;
- (iii) such trademark is used continuously in that entity's business throughout the Term; and
- (iv) the domain names in the TLD registered to the Trademark Licensee are required to be used for the promotion, support, distribution, sales or other services reasonably related to any of the goods and/or services identified in the trademark registration.

Registry Operator will review each second-level domain name at the time of registration to ensure that the name complies with internal policies governing the registration of .NORTON domain names, including this Registration Policy. Additionally, Registry Operator

will conduct ongoing reviews of each second-level domain at least once per calendar year namely to ensure compliance with the terms of the .NORTON Registry Agreement, as well as with ICANN Consensus or Temporary Policies.

Registry Operator reserves the right to amend its registration policy.

*Definitions for “Affiliate” and “Control” are taken from Section 2.9(c) of the Registry Agreement. The definition of “Trademark Licensee” is taken from Section 6.2 of Specification 13 of the Registry Agreement.

Exhibit C

Signed Mark Data File ID Number

