

NRA 1-1013-27442

.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

NRA Holdings Company, Inc. ("Registry Operator"), in connection with the execution of the Registry Agreement for the .NRA TLD (the "Registry Agreement"), hereby applies for .NRA 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 and the registration policies attached hereto as Exhibit B 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.

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: MANAGING DIRECTOR
Dated: JUNE 26, 2014
Email: [REDACTED]

Exhibit A

Trademark Registration

Registration of NRA with USPTO:

Typed Drawing

Word Mark NRA

Goods and Services IC 041. US 100 101 107. G & S: educational services; namely, conducting courses of instruction on firearm and wild life conservation; and publication services; namely, publishing magazines, text books, manuals, targets, rule books and other books and articles of interest to hunters, collectors, competitive shooters and other gun owners. FIRST USE: 18711200. FIRST USE IN COMMERCE: 18711200

IC 042. US 100 101. G & S: association services; namely, promoting the interests of owners of firearms, and research services in the field of firearm development and improvement. FIRST USE: 18711200. FIRST USE IN COMMERCE: 18711200

Mark Drawing Code (1) TYPED DRAWING

Serial Number 74408076

Filing Date June 25, 1993

Current Basis 1A

Original Filing Basis 1A

Published for Opposition December 27, 1994

Registration Number 1885345

Registration Date March 21, 1995

Owner (REGISTRANT) National Rifle Association of America CORPORATION NEW YORK 11250

Waples Mill Road Fairfax VIRGINIA 22030

Attorney of Record Penrose Lucas Albright

Prior Registrations 0530558;1109511

Type of Mark SERVICE MARK

Register PRINCIPAL

Affidavit Text SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20050504.

Renewal 1ST RENEWAL 20050504

Live/Dead Indicator LIVE

Int. Cls.: 41 and 42

Prior U.S. Cls.: 100, 101 and 107

Reg. No. 1,885,345

United States Patent and Trademark Office Registered Mar. 21, 1995

**SERVICE MARK
PRINCIPAL REGISTER**

NRA

NATIONAL RIFLE ASSOCIATION OF AMERICA (NEW YORK CORPORATION)
1600 RHODE ISLAND AVENUE, N.W.
WASHINGTON, DC 20036

FOR: EDUCATIONAL SERVICES; NAMELY, CONDUCTING COURSES OF INSTRUCTION ON FIREARM AND WILD LIFE CONSERVATION; AND PUBLICATION SERVICES; NAMELY, PUBLISHING MAGAZINES, TEXT BOOKS, MANUALS, TARGETS, RULE BOOKS AND OTHER BOOKS AND ARTICLES OF INTEREST TO HUNTERS, COLLECTORS, COMPETITIVE SHOOTERS AND OTHER GUN OWNERS, IN CLASS 41 (U.S. CLS. 101 AND 107).

FIRST USE 12-0-1871; IN COMMERCE 12-0-1871.

FOR: ASSOCIATION SERVICES; NAMELY, PROMOTING THE INTERESTS OF OWNERS OF FIREARMS, AND RESEARCH SERVICES IN THE FIELD OF FIREARM DEVELOPMENT AND IMPROVEMENT, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 12-0-1871; IN COMMERCE 12-0-1871.

OWNER OF U.S. REG. NOS. 530,558 AND 1,109,511.

SER. NO. 74-408,076, FILED 6-25-1993.

PATRICIA HERRALL, EXAMINING ATTORNEY

Registration of NRA with TMCH:

Dear [REDACTED],

The following messages have been collected and could contain useful information in reference to the mark records you have submitted in the Trademark Clearinghouse:

NRA [REDACTED] : Mark has been verified and approved

NRA [REDACTED] : Proof of use (POU) has been verified and approved

NRA [REDACTED] : SMD has been created

We thank you for your trust.

The Trademark Clearinghouse

Exhibit B

TLD Registration Policies

The mission and purpose of the NRA TLD is to enhance and complement existing brand strategies of NRA Holdings Company, INC. and present the organization in a consistent manner. As such, NRA Holdings Company, INC. intends to limit registration of domains either for its exclusive use or for use by officially affiliated organizations in a manner that contributes to the purpose of this TLD. NRA Holdings Company, INC. also intends to govern the registered domain names to limit confusion and enhance user experience. To accomplish these objectives, NRA Holdings Company, INC. will be the sole registrant of domains in the TLD.

Registration of name space within the .NRA gTLD and control of the DNS records associated with those domain names at any level in the TLD will be limited to the Registry Operator, its Subsidiaries, Trademark Licensees, or affiliated entities. Members of the general public or other organizations are not eligible to register domain names within the .NRA namespace.