

.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

Pictet Europe SA ("Registry Operator"), in connection with the execution of the Registry Agreement for the [.pictet] TLD (the "Registry Agreement"), hereby applies for [.pictet] 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]

[REDACTED]

Submitted by:

[REDACTED]

Exhibit A

Trademark Registration

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WIPO - ROMARIN - International Registration Details

14.5.2014

151 **Date of the registration**
24.11.2000

180 **Expected expiration date of the registration/renewal**
24.11.2020

270 **Language of the application**
French

Current Status

732 [REDACTED]

812 **Contracting State or Contracting Organization in the territory of which the holder has a real and effective industrial or commercial establishment**
CH (Switzerland)

842 **Legal nature of the holder (legal entity) and State, and, where applicable, territory within that State where the legal entity is organized**
Société en commandite, Suisse

740 **Name and address of the representative**

770 [REDACTED]

540 [REDACTED]

541 **Reproduction of the mark where the mark is represented in standard characters**

511 **International Classification of Goods and Services for the Purposes of the Registration of Marks (Nice Classification) - NCL(7)**

36 Financial and monetary affairs.

822 **Basic registration**

300 **Data relating to priority under the Paris Convention and other data relating to registration of the mark in the country of origin**

832 **Designation(s) under the Madrid Protocol**
BH (Bahrain), CO (Colombia), DK (Denmark), EE (Estonia), FI (Finland), GB (United Kingdom), GH (Ghana), JP (Japan), KR (Republic of Korea), LT (Lithuania), MX (Mexico), NO (Norway), NZ (New Zealand), OM (Sultanate of Oman), SE (Sweden), SY (Syria), TR (Turkey)

834 **Designation(s) under the Madrid Protocol by virtue of Article 9sexies**

527 [REDACTED]

Registration

450 **Publication number and date**

2001/2 Gaz, 01.03.2001

831 Designation(s) under the Madrid Agreement

832

527 Indications regarding use requirements

580 Date of recording (date of notification from which the time limit to notify the refusal starts)
08.02.2001

The refusal period has expired and no notification of provisional refusal has been recorded
(application of Rule 5 preserved)

AT (Austria)

The refusal period has expired and no notification of provisional refusal has been recorded
(application of Rule 5 preserved)

BX (Benelux)

The refusal period has expired and no notification of provisional refusal has been recorded
(application of Rule 5 preserved)

CZ (Czech Republic)

The refusal period has expired and no notification of provisional refusal has been recorded
(application of Rule 5 preserved)

DE (Germany)

The refusal period has expired and no notification of provisional refusal has been recorded
(application of Rule 5 preserved)

DK (Denmark)

The refusal period has expired and no notification of provisional refusal has been recorded
(application of Rule 5 preserved)

EG (Egypt)

The refusal period has expired and no notification of provisional refusal has been recorded
(application of Rule 5 preserved)

ES (Spain)

The refusal period has expired and no notification of provisional refusal has been recorded
(application of Rule 5 preserved)

FI (Finland)

The refusal period has expired and no notification of provisional refusal has been recorded
(application of Rule 5 preserved)

FR (France)

The refusal period has expired and no notification of provisional refusal has been recorded
(application of Rule 5 preserved)

HU (Hungary)

The refusal period has expired and no notification of provisional refusal has been recorded
(application of Rule 5 preserved)

IT (Italy)

The refusal period has expired and no notification of provisional refusal has been recorded
(application of Rule 5 preserved)

LI (Liechtenstein)

The refusal period has expired and no notification of provisional refusal has been recorded
(application of Rule 5 preserved)

MA (Morocco)

The refusal period has expired and no notification of provisional refusal has been recorded
(application of Rule 5 preserved)

MC (Monaco)

The refusal period has expired and no notification of provisional refusal has been recorded
(application of Rule 5 preserved)

PL (Poland)

The refusal period has expired and no notification of provisional refusal has been recorded
(application of Rule 5 preserved)

PT (Portugal)

The refusal period has expired and no notification of provisional refusal has been recorded
(application of Rule 5 preserved)

RO (Romania)

The refusal period has expired and no notification of provisional refusal has been recorded
(application of Rule 5 preserved)

RU (Russian Federation)

The refusal period has expired and no notification of provisional refusal has been recorded
(application of Rule 5 preserved)

SK (Slovakia)

868 **Grant of protection**

450

861 **Total provisional refusal of protection**

450

580

894 **Final decision confirming the refusal of protection**

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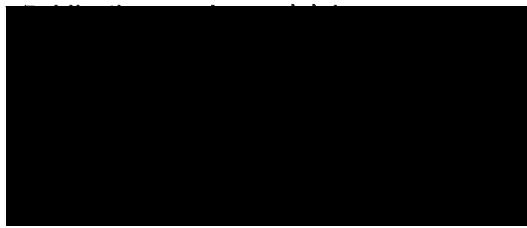
580

861 **Total provisional refusal of protection**

JP (Japan)

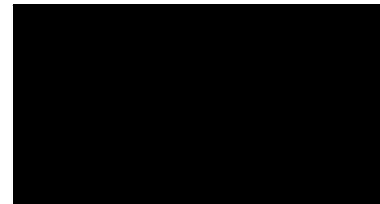
450

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Grant of protection subject to opposition

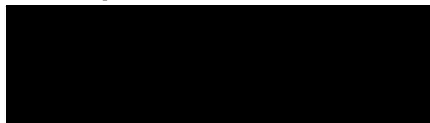
450



844

A request for review or an appeal has been lodged

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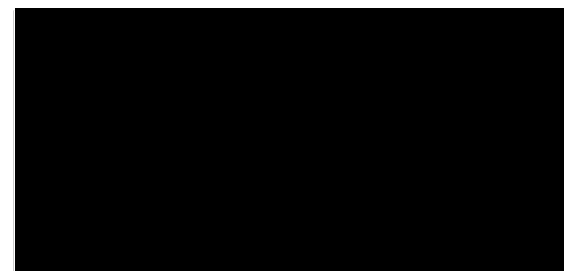


861

Total provisional refusal of protection

450

580



897

Statement indicating that protection of the mark is protected for some of the goods and services requested

JP (Japan)

450

Publication number and date

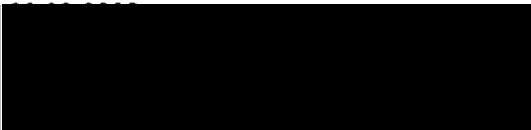
2002/6 Gaz, 02.05.2002

List limited to:

- 36 Acceptance of deposits (including substitute bond issuance); acceptance of fixed interval installment deposits; loans; discount of bills (promissory notes); domestic remittance; liability guarantee; acceptance of bills; lending securities; acquisition/transfer of monetary claims; safe deposit for valuables including securities/precious metals; money exchange; trusteeship of money futures contracts; trusteeship of money/securities/monetary claims/personal property/land/land fixture surface rights/land leasing rights; trusteeship of bond subscriptions; foreign exchange transactions; L/C related business; arrangement of installment purchase; securities trading; transactions of securities index futures/securities options/overseas market securities futures; agencies or brokerage for securities trading and for transactions on commission of securities index futures/securities options/overseas market securities futures; agencies for brokerage of securities trading in domestic securities markets and of transactions on commission of securities index futures/securities options; agencies for brokerage of securities trading in overseas securities markets and of transactions on commission of overseas market

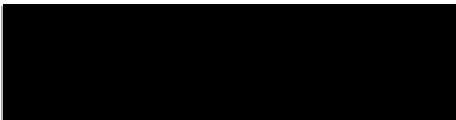
securities futures; underwriting securities; selling securities; handling subscriptions and offerings of securities; providing stock market information; and all other types of asset management for clients.

580 **Date of notification**



868 **Grant of protection**

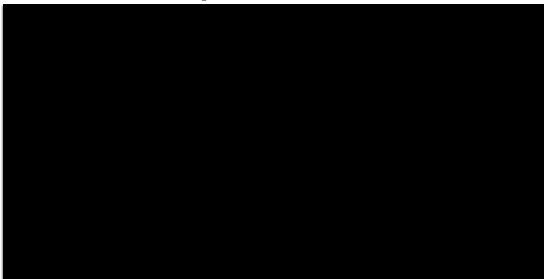
450



895 **Statement indicating that the mark is protected for all the goods and services requested**

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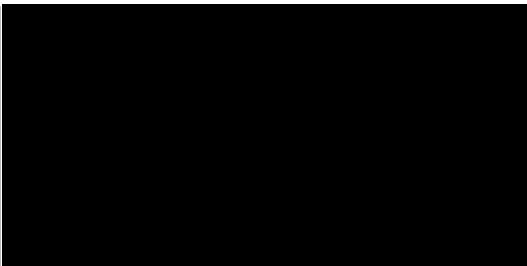
580



895 **Statement indicating that the mark is protected for all the goods and services requested**

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580



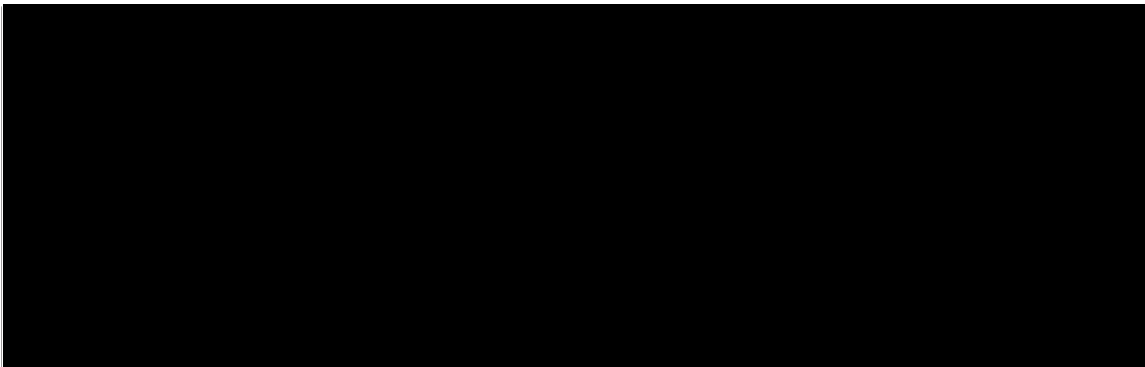
Renewal

450 **Publication number and date**

832

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Subsequent designation

450 **Publication number and date**

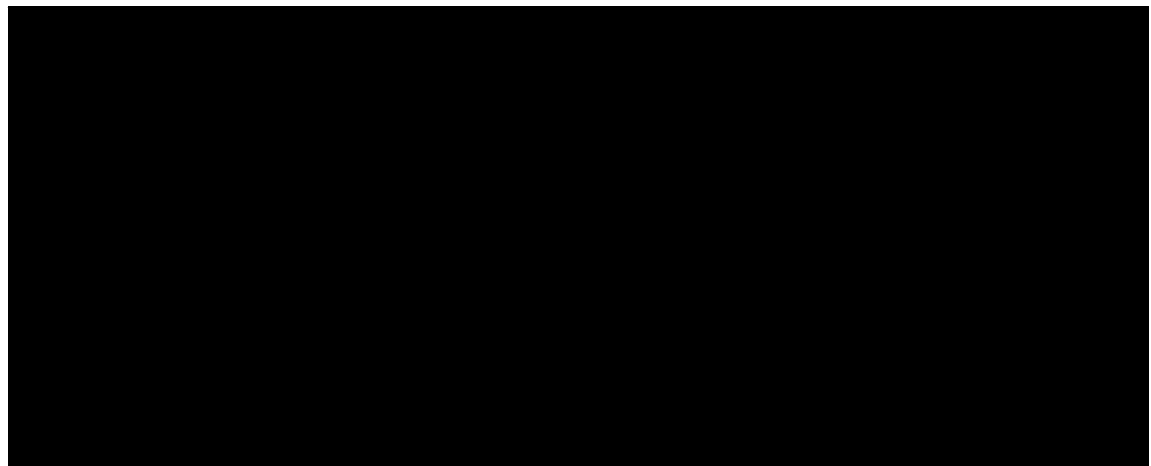
832

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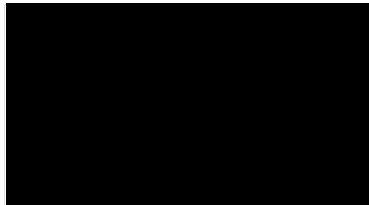
580

891



Ex Officio examination completed but opposition or observations by third parties still possible, under Rule 18bis(1)

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Eidgenössisches Institut für Geistiges Eigentum
Institut Fédéral de la Propriété Intellectuelle
Istituto Federale della Proprietà Intellettuale
Swiss Federal Institute of Intellectual Property

Stauffacherstrasse 65/59 g | CH-3003 Bern
T +41 31 377 77 77
F +41 31 377 77 78
info@ipi.ch | www.ige.ch

Swissreg extract - trademarks

Extract date

Trademark no.

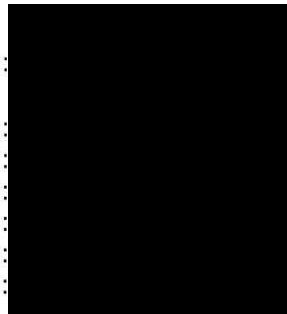
Application no.

Filing date / beginning of term of protection

Expiry date

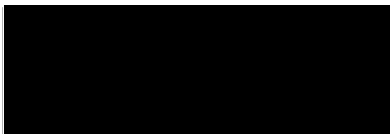
Source of first publication

Date of first publication

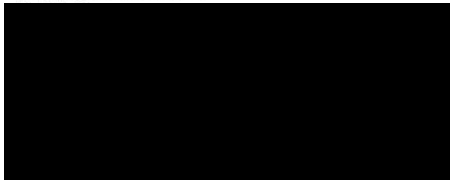


PICTET

Owner



Representative



Goods and services

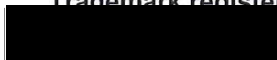
36

Affaires financières et monétaires.

Nice classification no.

36

Trademark register entry date



Opposition status

No opposition filed

Int. Cl.: 36

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

United States Patent and Trademark Office

Reg. No. 2,498,316

Registered Oct. 16, 2001

**SERVICE MARK
PRINCIPAL REGISTER**

PICTET

PICTET & CIE (SWITZERLAND CORPORATION)
BOULEVARD GEORGES-FAVON 29
CASE POSTALE 5130
1211 GENEVA 11, SWITZERLAND

PRIORITY CLAIMED UNDER SEC. 44(D) ON
SWITZERLAND APPLICATION NO. 09767, FILED
8-17-2000, REG. NO. 478932, DATED 8-17-2000, EX-
PIRES 8-17-2010.

FOR: PROVIDING BANKING AND FINANCIAL
SERVICES, NAMELY, BANKING, CONSUMER
AND COMMERCIAL LENDING MORTGAGE
LENDING, CREDIT CARD CHECKING ACCOUNT,
SAVINGS ACCOUNT, INVESTMENT CONSULTA-
TION SECURITIES BROKERAGE, MUTUAL FUND
CONSULTATION, INVESTMENT AND DISTRIBUTION,
AND ANNUITY UNDERWRITING SERVICES, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

OWNER OF U.S. REG. NOS. 1,887,439, 2,380,749,
AND 2,380,753.

SER. NO. 76-156,061, FILED 10-30-2000.

[REDACTED]

Exhibit B

TLD Registration Policies

Registration policy

Any entity will be able to submit a request for a domain creation according to eligibility requirements, terms and conditions as defined below. The GCC (Group Corporate Communication) department will be the sole point of contact for internal and external parties submitting a request to use the “.pictet”.

The “.pictet” domain names allocation committee will analyse and evaluate requests for the TLD usage.

The committee members will be:

- Jacques de Saussure, senior partner
- Frank Renggli, head of Group Corporate Communications Geneva
- Jean-Pierre Therre, Director security & Group Managing Director
- Alexandre Heinrichs, head of Digital Communications
- Riccardo Bonferroni, senior web publisher
- Jérôme Wymann, product manager pictet.com

The registration process will last between 1 and 8 weeks from submission according to the “.pictet” committee meetings schedule. Registration policies will differ by user groups as detailed below.

Internal usages

The committee will define a list of domain names Pictet to be created for the transition of the existing webpages to the new architecture. Selected geographic names will also be protected upon the allocation of the “.pictet” TLD.

The registry operator will ensure a Trademark Claims service during the start-up phase as provided in the registry agreement. These mechanisms will be supported by the established Trademark Clearinghouse as indicated by ICANN.

For new domain names requests from internal users, the following procedure will be applied:

1. Request to be addressed to the GCC department via email
2. Analysis and evaluation by the “.pictet” committee
3. Unanimous validation of the decision by the “.pictet” committee

4. If request accepted, setup by the GCC department in coordination with the technical providers

Family members

The following procedure will be applied:

1. Request by a family member to be addressed to the GCC department via mail;
2. Analysis and evaluation by the “.pictet” committee in coordination with the business partner’s Pictet point of contact;
3. Unanimous validation of the decision by the “.pictet” committee;
4. Analysis and evaluation by two members of the Pictet family; namely Ivan Pictet (former Senior partner) and Stéphane Pictet (Web Entrepreneur);
5. Unanimous validation by Ivan Pictet and Stéphane Pictet;
6. If the proposition is accepted, setup by the GCC department in coordination with the technical providers.

Distributors and business partners

Case 1: Demand coming from a business partner

The following procedure will be applied:

1. Request by a business partner to be addressed to the communication department via mail;
2. Analysis and evaluation by the “.pictet” committee in coordination with the business partner’s Pictet point of contact;
3. Unanimous validation of the decision by the “.pictet” committee;
4. If the proposition is accepted, setup by the communication department in coordination with the technical providers.

Case 2: Proposition from the bank to a business partner

The following procedure will be applied:

1. Request by a Pictet employee addressed to the communication department via mail
2. Analysis and evaluation by the “.pictet” committee
3. Unanimous validation of the decision by the “.pictet” committee
4. Proposition to the business partner
5. Acceptation or refusal of the proposition to be addressed to the “.pictet” committee
6. If the proposition is accepted, setup by the communication department in coordination with the technical providers