

.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

The Gap, Inc. ("Registry Operator"), in connection with the execution of the Registry Agreement for the .PIPERLIME TLD (the "Registry Agreement"), hereby applies for .PIPERLIME 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.

The TLD string .PIPERLIME is identical to the textual elements of a registered trademark of Registry Operator. The textual elements of that registered trademark are owned and used by Registry Operator or its Affiliates in the ordinary course of Registry Operator's or its Affiliates' business in connection with the offering of goods and services claimed in the trademark registration and will continue to be so used throughout the existence of Registry Operator's operation of the .PIPERLIME TLD. The textual elements of the registered trademark have been recorded with, and issued a signed data mark file by, the Trademark Clearinghouse, and an accurate and complete copy of the "PIPERLIME" trademark registration has been provided to ICANN. The trademark registration was issued to Registry Operator or its Affiliates prior to the filing of this TLD's registry application with ICANN. The registered trademark "PIPERLIME" does not begin with a dot. The registered trademark is used by Registry Operator or its Affiliates in the conduct of one or more of its businesses that are unrelated to the provision of TLD Registry Services. The .PIPERLIME TLD is Brand TLD and is not a generic string.

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:	Associate Corporate Counsel, Brand Services Gap, Inc.
Dated:	August 27, 2014
Email:	[REDACTED]

Exhibit A
Trademark Registration

Int. Cl.: 35

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

United States Patent and Trademark Office

Reg. No. 3,469,636

Registered July 15, 2008

SERVICE MARK
PRINCIPAL REGISTER

PIPERLIME

GAP (APPAREL) LLC (CALIFORNIA LTD LIAB
CO)
2 FOLSOM STREET
SAN FRANCISCO, CA 94105

FOR: ONLINE RETAIL STORE SERVICES FEATURING CLOTHING, FOOTWEAR, HEADWEAR, CLOTHING ACCESSORIES, BAGS, LEATHER GOODS, SUNGLASSES, JEWELRY, HAIR ACCESSORIES, COSMETICS, TOILETRIES, FRAGRANCES, PERSONAL CARE PRODUCTS, STATIONERY, GIFTWARE; PROMOTING THE GOODS AND SERVICES OF OTHERS BY PLACING ADVERTISEMENTS AND PROMOTIONAL DISPLAYS ON AN ELECTRONIC SITE ACCESSIBLE THROUGH A COMPUTER NETWORK; PROVIDING ON-LINE ORDERING SERVICES IN THE FIELD OF A WIDE VARIETY OF GENERAL MERCHANDISE; MAIL ORDER CATALOGUE SERVICES FEATURING GENERAL MERCHANDISE AND GENERAL CON-

SUMER GOODS; CUSTOMER INCENTIVE, REWARD AND LOYALTY PROGRAMS FOR COMMERCIAL, ADVERTISING AND PROMOTIONAL PURPOSES FEATURED IN CONNECTION WITH ALL OF THE FOREGOING; LOYALTY CARD SERVICES, NAMELY, CUSTOMER LOYALTY REWARDS PROGRAM FOR COMMERCIAL, PROMOTIONAL AND ADVERTISING PURPOSES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 10-15-2006; IN COMMERCE 10-15-2006.

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

SN 78-894,259, FILED 5-26-2006.

SANJEEV VOHRA, EXAMINING ATTORNEY

Int. Cl.: 35

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

United States Patent and Trademark Office

Reg. No. 3,634,402

Registered June 9, 2009

**SERVICE MARK
PRINCIPAL REGISTER**

PIPERLIME

GAP (APPAREL), LLC (CALIFORNIA LIMITED
LIABILITY COMPANY)
2 FOLSOM STREET
SAN FRANCISCO, CA 94105

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

FOR: ON-LINE RETAIL STORE SERVICES FEA-
TURING A WIDE VARIETY OF CONSUMER
GOODS OF OTHERS, IN CLASS 35 (U.S. CLS. 100,
101 AND 102).

OWNER OF U.S. REG. NO. 3,469,636.

SER. NO. 77-575,854, FILED 9-22-2008.

FIRST USE 10-15-2006; IN COMMERCE 10-15-2006.

TRACY CROSS, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office

PIPERLIME

Reg. No. 3,942,137

Registered Apr. 5, 2011

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

GAP (APPAREL), LLC (CALIFORNIA LIMITED LIABILITY COMPANY)
2 FOLSOM STREET
SAN FRANCISCO, CA 94105

FOR: RETAIL STORE SERVICES FEATURING A WIDE VARIETY OF CONSUMER GOODS
OF OTHERS, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 8-16-2009; IN COMMERCE 8-16-2009.

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

OWNER OF U.S. REG. NOS. 3,469,636, 3,765,525, AND OTHERS.

SN 85-027,730, FILED 4-30-2010.

FLORENTINA BLANDU, EXAMINING ATTORNEY



David S. Kaye

Director of the United States Patent and Trademark Office

United States of America
United States Patent and Trademark Office

PIPERLIME

Reg. No. 4,195,155

Registered Aug. 21, 2012

Int. Cl.: 25

TRADEMARK

PRINCIPAL REGISTER

GAP (APPAREL), LLC (CALIFORNIA LIMITED LIABILITY COMPANY)
2 FOLSOM STREET
SAN FRANCISCO, CA 94105

FOR: FOOTWEAR, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 8-15-2009; IN COMMERCE 8-15-2009.

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

SN 85-086,906, FILED 7-16-2010.

CHARLES L. JENKINS, EXAMINING ATTORNEY



David J. Kybas

Director of the United States Patent and Trademark Office

United States of America
United States Patent and Trademark Office

PIPERLIME

Reg. No. 4,342,665

Registered May 28, 2013

Int. Cl.: 25

TRADEMARK

PRINCIPAL REGISTER

GAP (APPAREL), LLC (CALIFORNIA LIMITED LIABILITY COMPANY)
2 FOLSOM STREET
SAN FRANCISCO, CA 94105

FOR: DRESSES, SHIRTS, TOPS, SWEATERS, SKIRTS, COATS AND JACKETS, SHORTS,
PANTS, VESTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 2-23-2011; IN COMMERCE 2-23-2011.

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

OWNER OF U.S. REG. NOS. 3,942,137, 4,195,155 AND OTHERS.

SER. NO. 85-763,974, FILED 10-25-2012.

DAVID H. STINE, EXAMINING ATTORNEY



Lea Starnes
Acting Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

PIPERLIME

Reg. No. 3,720,199 GAP (APPAREL) LLC (CALIFORNIA LIMITED LIABILITY COMPANY)
Registered Dec. 1, 2009 2 FOLSOM STREET
SAN FRANCISCO, CA 94105

Int. Cl.: 18 FOR: TOTE BAGS, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

FIRST USE 3-20-2009; IN COMMERCE 3-20-2009.

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

SN 78-894,249, FILED 5-26-2006.

SANJEEV VOHRA, EXAMINING ATTORNEY



David J. Kybas

Director of the United States Patent and Trademark Office

Exhibit B

TLD Registration Policies

The mission and purpose of the .PIPERLIME TLD is to serve as a trusted, hierarchical, and intuitive namespace provided by The Gap, Inc. ("Registry Operator") for use by Registry Operator, its qualified Affiliates and Trademark Licensees. Only Registry Operator and its qualified Affiliates and Trademark Licensees may be allowed to register or control domain names or control the DNS records associated with domain names at any level in the .PIPERLIME TLD. 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 to ensure that the name complies with internal policies governing the registration of .PIPERLIME 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 .PIPERLIME 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 9.2 of Specification 13 of the Registry Agreement.

Exhibit C
Signed Mark Data File ID Number

SMD File ID Number: [REDACTED]