

Attachment 3

.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

Sony Computer Entertainment Inc. ("Registry Operator"), in connection with the execution of the Registry Agreement for the .playstation TLD (the "Registry Agreement"), hereby applies for .playstation 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, and the SMD file ID number attached hereto as Exhibit C 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 below.

Submitted by: [REDACTED]
Position: Director, Intellectual Property Department
Dated: 28 August, 2014
Email: [REDACTED]

Exhibit A

Trademark Registration

Please view the following pages for Registry Operator's Trademark Registration.



商標
(THE MARK)

PlayStation

指定商品又は指定役務並びに商品及び役務の区分
(LIST OF GOODS AND SERVICES)

第 9 類 業務用テレビゲーム機用のプログラム、業務用テレビ
ゲーム機、ダウンロード可能な業務用テレビゲーム機
その他別紙記載

商標権者
(OWNER OF
THE TRADEMARK RIGHT)

東京都港区港南1丁目7番1号

株式会社ソニー・コンピュータエンタテインメント

出願番号
(APPLICATION NUMBER)

商願2011-072435

出願日
(FILING DATE)

平成23年10月11日 (October 11, 2011)

登録日
(REGISTRATION DATE)

平成25年 4月26日 (April 26, 2013)

この商標は、登録するものと確定し、商標原簿に登録されたことを証する。
(THIS IS TO CERTIFY THAT THE TRADEMARK IS REGISTERED ON THE REGISTER OF THE JAPAN PATENT OFFICE.)

平成25年 4月26日 (April 26, 2013)

特許庁長官
(COMMISSIONER, JAPAN PATENT OFFICE)

深野弘行



商標登録証

(CERTIFICATE OF TRADEMARK REGISTRATION)

(続葉 1)

登録第5577379号 (REGISTRATION NUMBER)

商願2011-072435 (APPLICATION NUMBER)

指定商品又は指定役務並びに商品及び役務の区分

(LIST OF GOODS AND SERVICES)

(第 9 類)

用プログラム及び追加データ，携帯用液晶画面ゲームおもちゃ用の電池，家庭用テレビゲームおもちゃ用の電池，ハンドヘルドコンピュータ・携帯情報端末用の電池，その他の電池，イヤホン，オーディオレコーダ又はビデオレコーダー用のヘッドクリーニングテープ，オーディオ機器用の増幅器，スピーカー，受信機，オーディオスピーカーケーブル，コネクタ，ホームシアターシステム，オーディオデコーダ，ビデオデコーダ，デジタルカメラ，ビデオテープレコーダー用のクリーニングテープ，ヘッドホン，マイクロホン，家庭用テレビゲームおもちゃ用のイヤホン，家庭用テレビゲームおもちゃ用のヘッドホン，家庭用テレビゲームおもちゃ用のマイクロホン，ハンドヘルドコンピュータ・携帯情報端末用のイヤホン，ハンドヘルドコンピュータ・携帯情報端末用のヘッドホン，ハンドヘルドコンピュータ・携帯情報端末用のマイクロホン，携帯電話用ストラップ，電気通信機械器具，コンピュータプログラム，ダウンロード可能なコンピュータプログラム，コンピュータ用のキーボード，携帯用液晶画面ゲームおもちゃ専用のメモリーカード，ダウンロード可能なゲームプログラム，ハンドヘルドコンピュータ・携帯情報端末並びにその部品及び附属品，ハンドヘルドコンピュータ・携帯情報端末用のキーボード，ハンドヘルドコンピュータ・携帯情報端末用のマウス，ハンドヘルドコンピュータ・携帯情報端末用のメモリーカード，ハンドヘルドコンピュータ・携帯情報端末用のリモートコントローラ，ハンドヘルドコンピュータ・携帯情報端末用のデータ同期・伝送用接続器，携帯電話器用のゲームプログラム，光学式マウス，パーソナルコンピュータのゲーム用のコントローラ，携帯情報端末装置，電子応用機械器具及びその部品，テレビ受信機に接続して使用する携帯電子ゲームおもちゃ（テレビ用受信機専用のもの），携帯用液晶画面ゲームおもちゃ用のゲームプログラム，家庭用テレビゲームおもちゃ，家庭用テレビゲームおもちゃ用のデータ同期・伝送用接続器，家庭用テレビゲームおもちゃ用のキーボード，家庭用テレビゲームおもちゃ用のゲームコントローラ，家庭用テレビゲームおもちゃ用のゲームプログラム，家庭用テレビゲー

商標登録証

(CERTIFICATE OF TRADEMARK REGISTRATION)

(続葉 2)

登録第5577379号 (REGISTRATION NUMBER)

商願2011-072435 (APPLICATION NUMBER)

指定商品又は指定役務並びに商品及び役務の区分

(LIST OF GOODS AND SERVICES)

(第 9 類)

ムおもちゃ用のマウス，家庭用テレビゲームおもちゃ用のメモリーカード，ダウンロード可能な家庭用テレビゲームおもちゃ用プログラム及び追加データ，ダウンロード可能な携帯用液晶画面ゲームおもちゃ用プログラム及び追加データ，家庭用テレビゲームおもちゃ用の部品及び附属品，ダウンロード可能な音声・音楽，ダウンロード可能な移動体電話機用着信音用音楽・着信音用音声，インターネットを利用して受信し、及び保存することができる音楽ファイル，メトロノーム，レコード，電子楽器用自動演奏プログラムを記録させた電子回路及びCD-ROM，ダウンロード可能な移動体電話機用待ち受け画像，インターネットを利用して受信し、及び保存することができる画像ファイル，スライドフィルム，スライドフィルム用マウント，映写フィルム，録画済みビデオディスク及びビデオテープ，電子出版物

第28類

遊園地用機械器具（業務用テレビゲーム機を除く。）
，おもちゃのアクションフィギュア，トレーディングカードゲーム用のカード，ミニサイズ自動車おもちゃ，ロケット模型おもちゃ，宇宙飛行士形のおもちゃ，携帯用液晶画面ゲームおもちゃ専用のイヤホン，携帯用液晶画面ゲームおもちゃ専用のヘッドホン，携帯用液晶画面ゲームおもちゃ専用のマイクロホン，携帯用液晶画面ゲームおもちゃ専用の支持台，携帯用液晶画面ゲームおもちゃ専用のキーボード，携帯用液晶画面ゲームおもちゃ専用のマウス，携帯用液晶画面ゲームおもちゃ専用のACアダプター及びD-ターミナルケーブルへの接続可能な支持台，携帯用液晶画面ゲームおもちゃ，携帯用ビデオゲームおもちゃ専用の保護キャリングケース，携帯用液晶画面ゲームおもちゃ用の部品及び附属品，型抜きおもちゃのフィギュア，模型おもちゃ，模型おもちゃ専用の操作用無線送受信機，模型おもちゃ用のモーターコントローラー，おもちゃ，人形，さいころ，カードゲーム用カード，ゲーム用具，チェス，チェッカー用具，トランプ，トレーディングカードゲーム，ドミノ用具，手品用具，ビリヤード用具，エキスパンダー，グリーンマーカー，ゴルフクラブ，ゴルフバッグ，サーフボード，スキーケ

商標登録証

(CERTIFICATE OF TRADEMARK REGISTRATION)

(続葉 3)

登録第5577379号 (REGISTRATION NUMBER)

商願2011-072435 (APPLICATION NUMBER)

指定商品又は指定役務並びに商品及び役務の区分
(LIST OF GOODS AND SERVICES)

(第28類) ース, スキービンディング, ティー, パラグライダー
、ボーリングバッグ, ボクシンググローブ, ラケット
、ラケットガット, ラケットケース, ローラースケー
ト, 運動用固定式自転車及びそのローラー, 水上スキ
ー, 野球用グローブ, 洋弓, 運動用具

[以下余白]



商標註冊證明書
《商標條例》(第 559 章)
CERTIFICATE OF REGISTRATION OF TRADE MARK
Trade Marks Ordinance (Chapter 559)

茲證明下述商標之詳情於今日記入註冊紀錄冊:

I hereby certify that the Trade Mark with the following particulars has been entered in the register today:

商標編號: 301662354

Trade Mark No.:

商標:

Mark:

PlayStation

商標種類:

Mark Type:

Ordinary

商標描述:

Mark Description:

N/A

一系列商標:

Series Mark:

No

擁有人姓名/名稱、
地址:

Owner(s)' Name,
Address:

Kabushiki Kaisha Sony Computer Entertainment
(Sony Computer Entertainment Inc.)
2-6-21, Minami-Aoyama,
Minato-ku, Tokyo 107-0062,
JAPAN

擁有人的送達地址:

Owner(s)' Address for
Service:

11th Floor, One Pacific Place,
88 Queensway
HONG KONG

類別及貨品/服務說明:

Class(es) & Specification(s):

Class 9

Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signalling, checking (supervision), life-saving and teaching apparatus and instruments; apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity; apparatus for recording, transmission, reproduction of sound or images; magnetic data

carriers, recording discs; automatic vending machines and mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment and computers; fire-extinguishing apparatus; audio tape players; audio tape recorders; audio disc players; audio disc recorders; compact disc players; compact disc recorders; radio tuners; audio receivers; audio amplifiers; audio speakers; tweeters; woofers; headphones; earphones; microphones; integrated circuit recorders; plasma display panel televisions; liquid crystal display televisions; television receivers; liquid crystal displays; liquid crystal display projectors; cathode ray tubes; video tape recorders; DVD players; DVD recorders; hard disc audio players; hard disc audio recorders; hard disc video players; hard disc video recorders; video screens; set top boxes; video cameras; digital still cameras and digital photo apparatus; cameras and photographic apparatus; carrying bags, saddle bags, covers, cases, casings and suitcases for video cameras; carrying bags, saddle bags, covers, cases, casings and suitcases for digital still cameras and digital photo apparatus; carrying bags, saddle bags, covers, cases, casings and suitcases for cameras and photographic apparatus; mobile phones; facsimile machines; audio players for automobile use; radio receivers for automobile use; compact disc changers for automobile use; telephone apparatus; mobile information terminals; computers; central processing units; optical disc drives; magnetic disc drives; magneto-optical disc drives; computer monitors; computer keyboards; computer mice; computer speakers; web cameras; carrying bags, saddle bags, covers, cases, casings and suitcases for computers; computer game software and programs; computer memories; memory chips; computer software and programs; scanners; printers; blank magnetic tapes; blank optical discs; blank magnetic discs; blank magneto-optical discs; semi-conductors; integrated circuits; magnetic tapes featuring music, movies, images, animation and texts; optical discs featuring music, movies, images, animation and texts; magnetic discs featuring music, movies, images, animation and texts; magneto-optical discs featuring music, movies, images, animation and texts; integrated circuit recording media featuring music, movies, images, animation and texts; blank integrated circuit recording media; memory cards; blank floppy disks; blank compact discs; blank digital versatile discs; blank video cassette tapes; blank digital video cassette tapes; blank digital audio cassette tapes; blank audio cassette tapes; data transmission cables; car navigation apparatus; USB flash memories; battery cells; manganese cells; alkaline cells; nickel-cadmium batteries; lithium-ion batteries; rechargeable batteries; battery chargers; accumulator batteries; solar batteries; electronic dictionaries; downloadable electronic publications; downloadable music data and files; electrostatic copying machines; electric cables; optical cables; electric power plugs; alternating current adapters; electric switches; electric relays;

consumer video game apparatus and machines adapted for use with an external display screen or monitor; consumer video game software; electric wires; glasses; sunglasses; bags, saddle bags, covers, cases and casings for glasses; electric and electronic pens [visual display units]; video telephones; word processors; data processing machines and apparatus; CD-ROM changers for computers; video game cartridges; audiovisual teaching apparatus; dust masks, respiratory masks; ozonisers; tripods for cameras and photographic apparatus; contact lenses; interfaces for computers; wrist rest for use with computers; jukeboxes; cabinets for speakers; slide projectors; transceivers; transistors; bar-code readers; printed circuits; recording head cleaning tapes; mouse pads; modems; lasers, not for medical purposes; holograms; radar apparatus; phonograph records; record players; tone arms for record players; needles for record players; speed regulators for record players; cleaning apparatus for phonograph records; exposed cinematographic films; apparatus for editing cinematographic films; cinematographic cameras; projection screens; optical lamps; projection apparatus; microscopes; optical lenses; optical character readers; diaphragms [photography]; vending machines; flashlights [photography]; stands for photographic apparatus; phototelegraphy apparatus; photographic viewfinders; electronic tags for goods; apparatus and instruments for astronomy; remote control devices for video frequency apparatus and machines; remote control devices for audio frequency apparatus and machines; remote control devices for electronic apparatus and machines; - Pouches, carrying bags, covers and cases for portable computers and portable game consoles; straps for mobile phones, portable computers, portable game consoles, photographic and cinematographic apparatus; one segment bandwidth tuner; electrical mounting cradle; handset cradles for mobile computer terminals; wireless controllers for video game machines; wireless keypads; stands for video games machines; smartphones; personal digital assistance; electronic book readers; software and programs for use with portable telephones, smartphones, personal digital assistance (PDA's) and electronic book readers; downloadable interactive, computer, video and electronic game programs via mobile computer terminals or via the Internet; Electronic publications; Adapters for memory cartridges and memory cards.

Class 28

Games, playthings; gymnastic and sporting articles not included in other classes; decorations for Christmas trees; portable video game apparatus and machines included in this Class; automatic and coin-operated amusement machines; board games; playing cards; golf clubs; conjuring apparatus; darts; dolls; dolls' clothes; fairground ride apparatus; fishing tackle; tables for indoor football; games other than those adapted for use with an external display screen or

monitor; games; gloves for games; appliances for gymnastics; machines for physical exercises; rackets; radio-controlled toy vehicles; skis; surf boards; toys.

Class 35

Advertising; business management; business administration; office functions; on-line advertising on a computer network; television advertising; radio advertising; auditing; auctioneering; economic forecasting; advertising agencies; marketing research; marketing studies; professional business consultancy; business information; office machines and equipment rental; rental of vending machines; commercial or industrial management assistance; organization of exhibitions for commercial or advertising purposes; employment agencies; procurement services for others [purchasing goods and services for other businesses]; data search in computer files for others; import-export agencies; selling a variety of consumer electronics goods to consumers from shops.

Class 37

Building construction; repair; installation services; installation, maintenance and repair of computer hardware; boiler cleaning and repair; film projector repair and maintenance; furniture restoration; air conditioning apparatus installation and repair; office machines and equipment installation, maintenance and repair; photographic apparatus repair; interference suppression in electrical apparatus; telephone installation and repair; electric appliance installation and repair; maintenance and repair of DVD players; maintenance and repair of DVD recorders; maintenance and repair of compact disc players; maintenance and repair of compact disc recorders; maintenance and repair of video cameras; maintenance and repair of digital still cameras and digital photo apparatus; maintenance and repair of computer printers; maintenance and repair of cinematographic cameras; maintenance and repair of tripods for cameras and photographic apparatus; maintenance and repair of video recorders; maintenance and repair of television receivers; maintenance and repair of antennas for television receivers and mobile phones; maintenance and repair of video screens; maintenance and repair of projection screens; maintenance and repair of LCD projectors; maintenance and repair of remote control devices for video frequency apparatus and machines; maintenance and repair of remote control devices for audio frequency apparatus and machines; maintenance and repair of remote control devices for electronic apparatus and machines; maintenance and repair of radio receivers; maintenance and repair of portable audio players; maintenance and repair of audio tape recorders; maintenance and repair of audio tape players; maintenance and repair of audio disc players; maintenance and repair of audio disc recorders; maintenance and repair of sound transmission apparatus;

maintenance and repair of sound recording apparatus; maintenance and repair of sound reproduction apparatus; maintenance and repair of radio cassette recorders; maintenance and repair of integrated circuit recorders; maintenance and repair of audio amplifiers; maintenance and repair of audio speakers; maintenance and repair of headphones; maintenance and repair of earphones; maintenance and repair of microphones; maintenance and repair of telephone apparatus; maintenance and repair of mobile phones; maintenance and repair of transceivers; maintenance and repair of electric telecommunication machines and apparatus; maintenance and repair of car audio apparatus; maintenance and repair of car radio apparatus; maintenance and repair of car navigation apparatus; computer maintenance and repair; maintenance and repair of computer drives; maintenance and repair of disc drives; maintenance and repair of web cameras; maintenance and repair of semi-conductor production machines and apparatus.

Class 38

Telecommunications; computer aided transmission of messages and images; communications by computer terminals; cellular telephone communication; telex services; television broadcasting; teleconferencing services; facsimile transmission; rental of facsimile apparatus; message sending; rental of message sending apparatus; rental of modems; radio broadcasting; satellite transmission; communications by fiber optic networks; telecommunications routing and junction services; information about telecommunications; rental of telecommunication equipment; electronic mail; electronic bulletin board services [telecommunications services]; providing user access to a global computer network [service providers]; communications by telegrams; communications by telephone; rental of telephones; wire service; paging services [radio, telephone or other means of electronic communication]; cable television broadcasting.

Class 41

Education; providing of training; entertainment; sporting and cultural activities; rental of audio equipment; online distribution of music, images or videos; game services provided on-line from a computer network; providing on-line electronic publications, not downloadable; providing amusement arcade services; electronic desktop publishing; digital imaging services; television entertainment; rental of camcorders; videotape film production; rental of video cassette recorders; microfilming; production of radio and television programs; rental of radio and television sets; radio entertainment; providing recreation facilities; recreation information; providing sports facilities; movie studios; film production; rental of Cine-films; movie theatres; rental of movie projectors and accessories; live performances; educational

examination; organization of shows [impresario services]; tuition; entertainment information; photography; teaching; rental of lighting apparatus for theatrical sets or television studios; translation; rental of sound recordings; dubbing; recording studio services; rental of videotapes.

Class 42

Scientific and technological services and research and design relating thereto; industrial analysis and research services; design and development of computer hardware and software; biological research; chemical analysis; chemical research; chemistry services; recovery of computer data; computer programming; duplication of computer programs; computer rental; installation of computer software; maintenance of computer software; updating of computer software; computer system design; conversion of data or documents from physical to electronic media; creating and maintaining web sites for others; data conversion of computer programs and data [not physical conversion]; industrial design; hosting computer sites [web sites]; mechanical research; quality control; research and development of new products for others; rental of computer software; styling [industrial design].

卸棄:

N/A

Disclaimer:

限制:

N/A

Limitation:

條件:

N/A

Condition:

其他:

By consent, No. 300990982.

Others:

註冊日期:

13.07.2010

Date of Registration:

聲稱具有優先權的日期:

N/A

Dates of Priority Claimed:

優先權申請編號:

N/A

Priority Application No.:

優先權申請的

N/A

國家、地區、地方:

**Country, territory, area of
Priority Applications:**

日期：2011 年 10 月 10 日

Date: 10 October, 2011



商標註冊處處長張錦輝

Peter K.F. Cheung

Registrar of Trade Marks

註：

Note:

1. 註冊由上述註冊日期起計為期 10 年。在該期間屆滿時，可再每次續期 10 年。
Registration is for a period of 10 years beginning on the date of registration. At the end of that period, it may be renewed successively for further periods of 10 years.
2. 本證明書不可用於法律程序，或用以取得外地註冊。
This certificate is not for use in legal proceedings or for obtaining registration abroad.
3. 本商標的擁有權如有改變，或擁有人的姓名/名稱及/或地址/送達地址改變，必須立刻向商標註冊處處長申請更改註冊。
Upon any change of ownership of this trade mark, or change of name and/or address /address for service of the registered owner, application should AT ONCE be made to the Registrar of Trade Marks to register the change.

Exhibit B

TLD Registration Policies

.playstation Registry Public Policy

The Registry Operator for .playstation adheres to the following policies and procedures.

Specification 13

This TLD is a .brand TLD as defined by the Specification 13 attached to the Registry Agreement between the Registry Operator and ICANN and Registry Operator intends to operate the TLD accordingly.

Basic Naming Rules

The domain names under this TLD will be as follows: “domain-name” .playstation”. Domain names may consist of the English letters A-Z, digits 0-9, and hyphens (“-”), provided that they are 1-63 characters long.

Naming rules for this TLD are established in full consideration of the New gTLD Reserved Names Policy outlined in the Registry Agreement (Specification 5) as well as other applicable rules and policies that are subject to change from time to time.

Eligibility Policy

The only eligible Registrants for this TLD are the Registry Operator itself, namely “Sony Computer Entertainment Inc.”, and its Affiliates or Trademark Licensees as approved by the Registry. All domains for this Registry are registered by the Registry Operator, its Affiliates or Trademark licensees and they maintain control of the DNS records associated with all domains names at any level.

Anti-abuse policy

The Registry Operator intends to function in such a way that all domain name registrations in the TLD shall be registered to and controlled by the Registry Operator, its Affiliates or Trademark Licensees, under the Registry Operator’s strict control. It will not sell, distribute or transfer control of domain name registrations to any party that is not an Affiliate or a Trademark Licensee of the Registry Operator. As such, the Registry Operator does not anticipate that abuse activities, or at least their certain forms, could present a threat for this TLD. Below is the outline of the Registry Operator’s anti-abuse policy.

The Registry Operator will make commercially reasonable efforts to protect its space from abusive uses of its domain names.

Abusive use includes, but is not limited to, the following:

- Illegal or fraudulent actions;
- Spam
- Phishing
- Pharming
- Willful distribution of malware: (Computer viruses, worms, keyloggers, and trojan horses etc)
- Botnet command and control
- Distribution of child pornography;
- Illegal Access to Other Computers or Networks
- Defamation of the Registry Operator, its businesses, employees, etc.

It is upon the Registry’s discretion to execute its following rights:

- deny, cancel or transfer any registration or transaction
- place any domain name on “lock”, “hold”, “pending cancellation” or any other status

The objective of such action may be, but is not limited to:

- protection of the Registry’s integrity and stability
- compliance with any applicable laws or regulations as well as any dispute resolution processes
- avoidance of any liability on the part of the Registry Operator or its Affiliates
- correction of mistakes made by the Registry Operator or any of the accredited Registrars it uses

Abuse Point of Contact

The Registry Operator maintains an abuse point of contact to report issues as the ones illustrated above. The information about this point of contact will be available at the Registry Operator's official site (www.nic.playstation).

WHOIS Policy

The Registry Operator for this TLD complies with all the regulations by ICANN, as set forth in the Registry Agreement (Specification 4), related to the establishment and operation of the registry-level Whois, accessible to the public.

The WhoIs Domain Name Lookup Service will return information in the format established and defined by ICANN.

Launch Policy: General availability

As per Specification 13, the Registry Operator will not implement a Sunrise. The Registry will implement a General Availability period from the beginning of operations, defined as the time the Registry will start allowing registration of domains within the TLD. The General Availability period is subject to the eligibility criteria mentioned in this policy: only Registry Operator, its Affiliates or Trademark Licensees are allowed to become registrants of domain names in the TLD and they must control the DNS records associated with domain names at any level in the TLD.

Launch policy: Trademark Claims

Trademark Claims system will be in place as minimally required by ICANN during a period of 90 days from the time General Availability starts. During this period there will be a notice to the Registrant before registration if a requested domain name is an identical match to a trademark registered in the Trademark Clearinghouse. Moreover, the rights owner/s will be informed once the domain name corresponding to the record in the Trademark Clearinghouse has been registered. However, given the Registry Operator's intended exclusive use of all domain names in the .playstation TLD and its policies designed to prevent any misuse, it is highly unlikely that the Registry Operator's registration and use of any .playstation domain names will infringe any other company's trademark rights.

Domain Name Lifecycle

1. Domain Name Lifecycle - Registration Periods

The .playstation TLD Registry supports initial registrations of up to ten (10) years. Renewals may be made for one (1) to ten (10) years provided that the total remaining registration period does not exceed ten (10) years.

Transfers, under part A of the Inter-Registrar Transfer Policy, extend the term of the registration by one year. The registration period will be truncated to ten (10) years should the addition of this year result in a registration period exceeding the ten (10) year maximum.

2. Domain Name Lifecycle - States

The states in which a domain name can exist in this TLD Registry are as follows: Registered, Pending Transfer, Redemption, Pending Restore or Pending Delete.

3. Domain Name Lifecycle - Grace Periods

This TLD supports four grace periods: add, renew, auto-renew, and transfer.

4. Domain Name Lifecycle - Transitions

The following describes all transitions available from the states described above. Reference to grace periods is mentioned where applicable.

4.1. Available -> Registered

4.2. Registered -> Pending Transfer

4.3. Pending Transfer -> Registered

4.4. Registered -> Deleted

4.5. Registered -> Redemption Period

4.6. Redemption Period -> Pending Restore

4.7. Pending Restore -> Registered

4.8. Pending Restore -> Redemption Period

4.9. Redemption Period -> Pending Delete

4.10. Pending Delete -> Deleted

5. Domain Name Lifecycle - Locks

Locks may be applied to the domain name to prevent specific operations from occurring. The sponsoring Registrar may set the locks prefixed with “client”, whilst locks prefixed with “server” are added and removed by the administrator. Locks are added and removed independently, however they can be combined to facilitate the enforcement of higher processes, such as “Registrar Lock”, and outcomes required as part of UDRP proceedings.

All locks are compatible with EPP RFCs.

Requests to delete the domain name are rejected.

DNS delegation information is not published for the object.

Requests to renew the object are rejected. However, auto-renew will be allowed.

Requests to transfer the domain name are rejected.

Requests to update the domain name are rejected, unless the update removes this status.

Exhibit C

Signed Mark Data File ID Number

SMD File ID: [REDACTED]