

## **.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

Amazon EU S.à r.l. (“Registry Operator”), in connection with the execution of the Registry Agreement for the .PRIME TLD (the “Registry Agreement”), hereby applies for .PRIME 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]

Submitted by: [REDACTED]  
Position: Operations Director  
Dated: 01 September 2014  
Email: [REDACTED]

**Exhibit A**

**Trademark Registration**

**Int. Cls.: 35 and 39**

**Prior U.S. Cls.: 100, 101, 102, and 105**

**Reg. No. 3,234,643**

**United States Patent and Trademark Office**

Registered Apr. 24, 2007

**SERVICE MARK  
PRINCIPAL REGISTER**

**PRIME**

AMAZON TECHNOLOGIES, INC. (NEVADA CORPORATION)  
ATTN: TRADEMARKS  
PO BOX 8102  
RENO, NV 89507

FOR: CUSTOMER LOYALTY PROGRAM SERVICES FEATURING REWARDS IN THE FORM OF DISCOUNTED SHIPPING SERVICES; RETAIL SERVICES, NAMELY, ADMINISTRATION OF A DISCOUNT PROGRAM FOR ENABLING PARTICIPANTS TO OBTAIN DISCOUNTS ON SHIPPING SERVICES THROUGH USE OF A DISCOUNT MEMBERSHIP CARD, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 2-2-2005; IN COMMERCE 2-2-2005.

FOR: EXPEDITED SHIPPING SERVICE FOR OTHERS, IN CLASS 39 (U.S. CLS. 100 AND 105).

FIRST USE 2-2-2005; IN COMMERCE 2-2-2005.

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

SN 78-559,146, FILED 2-2-2005.

HEATHER THOMPSON, EXAMINING ATTORNEY

## **Exhibit B**

### **TLD Registration Policies**

#### **Mission**

Founded in 1994, Amazon opened on the World Wide Web in July 1995 and today offers Earth's Biggest Selection. Amazon seeks to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online, and endeavors to offer its customers the lowest possible prices. Amazon Prime is a membership program that gives unlimited fast shipping, such as free two-Day shipping to street addresses in the contiguous U.S., on all eligible purchases for an annual membership fee. Amazon Prime members in the U.S. can enjoy instant videos: unlimited, commercial-free, instant streaming of thousands of movies and TV shows through Amazon Instant Video at no additional cost. Members who own Kindle devices can also choose from thousands of books to borrow and read for free, as frequently as a book a month with no due dates, from the Kindle Owners' Lending Library.

The mission of the .PRIME registry is:

To provide a unique and dedicated platform for Amazon Prime while simultaneously protecting the integrity of its brand and reputation.

A .PRIME registry will:

- Provide Amazon with additional controls over its technical architecture, offering a stable and secure foundation for online communication and interaction.
- Provide Amazon a further platform for innovation.
- Enable Amazon to protect its intellectual property rights.

#### **Registration policies**

Amazon's Intellectual Property group will be responsible for the development, maintenance and enforcement of a Domain Management Policy. The Domain Management Policy will define (i) the rules associated with eligibility and domain name allocation, (ii) the license terms governing the use of a .PRIME domain name, and (iii) the dispute resolution policies for the .PRIME gTLD. Amazon will continually update the Domain Management Policy as needed to reflect Amazon's business goals and, where appropriate, ICANN consensus policies.

Registration of a domain name in the .PRIME registry will be undertaken in four steps: (i) Eligibility Confirmation, (ii) Naming Convention Check, (iii) Acceptable Use Review, and (iv) Registration. All domains in the .PRIME registry will remain the property of Amazon.

For example, on the rules of eligibility, each applied for character string must conform to the .PRIME rules of eligibility. Each .PRIME name must:

- be at least 1 character and no more than 63 characters long
- not contain a hyphen on the 3rd and 4th position (tagged domains)
- contain only letters (a-z), numbers (0-9) and hyphens or a combination of these
- start and end with an alphanumeric character, not a hyphen
- not match any character strings reserved by ICANN

- not match any protected country names or geographical terms

Additionally:

- Internationalized domain names (IDN) may be supported in the .PRIME registry at the second level.
- The .PRIME registry will respect third party intellectual property rights.
- .PRIME domains may not be delegated or assigned to third party organizations, institutions, or individuals.
- All .PRIME domains will carry accurate and up-to-date registration records.

Amazon's Intellectual Property group reserves the right to revoke a license to use a .PRIME domain name, at any time, if any use of a .PRIME domain name violates the Domain Management Policy.

Only Amazon EU S.à r.l., its Affiliates, and Trademark Licensees will be permitted to register Amazon EU S.à r.l. domain names.

**Exhibit C**

**Signed Mark Data File ID Number:**

