

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

Prudential Financial, Inc. ("Registry Operator"), in connection with the execution of the Registry Agreement for the .pru TLD (the "Registry Agreement"), hereby applies for .pru 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: .pru Registry Operator Primary Contact
Dated: August 6, 2014
Email: [REDACTED]

Exhibit A

Trademark Registration

PRU, U.S. Registration No. 2,654,445 owned by The Prudential Insurance Company of America.

The Prudential Insurance Company of America is a stock life insurance company, the stock of which is owned by Prudential Holdings, LLC, a direct wholly owned company owned by Prudential Financial, Inc. - the .pru Registry Operator. Therefore, the owner of the PRU trademark registration is an "Affiliate" of the Registry Operator pursuant to Section 2.9(c) of the Registry Agreement.

Int. Cl.: 36

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

United States Patent and Trademark Office

Reg. No. 2,654,445

Registered Nov. 26, 2002

**SERVICE MARK
PRINCIPAL REGISTER**

PRU

PRUDENTIAL INSURANCE COMPANY OF
AMERICA, THE (NEW JERSEY CORPORATION)
751 BROAD STREET
NEWARK, NJ 07102

FOR: INSURANCE AND FINANCIAL SERVICES, NAMELY, INSURANCE UNDERWRITING, ADMINISTRATION AND AGENCY SERVICES IN THE FIELDS OF LIFE, PROPERTY AND CASUALTY, DISABILITY, LONG TERM CARE, AND ANNUITIES; PENSION FUND AND RETIREMENT PLAN MANAGEMENT SERVICES, NAMELY, INVESTMENT OF PENSION AND RETIREMENT FUNDS FOR OTHERS, AND ADMINISTRATION OF EMPLOYEE PENSION AND RETIREMENT PLANS; INVESTMENT ADVISORY SERVICES; INVESTMENT BANKING SERVICES; COMMERCIAL BANKING SERVICES; INVESTMENT BROKERAGE SERVICES, NAMELY, PRIVATE AND PUBLIC BROKERAGE OF LOANS AND LOAN PORTFOLIOS; SECURITIES AND COMMODITIES BROKERAGE AND UNDERWRITING SERVICES; MUTUAL FUND BROKERAGE, DISTRIBUTION AND INVESTMENT SERVICES; UNIT INVESTMENT TRUST BROKERAGE, DISTRIBUTION AND INVESTMENT SERVICES; FINANCIAL CLEARING

HOUSE SERVICES; CREDIT CARD AND DEBIT CARD SERVICES; PORTFOLIO ASSET MANAGEMENT SERVICES; INVESTMENT ADVISORY AND MANAGEMENT SERVICES; FINANCIAL PLANNING SERVICES; ESTATE PLANNING SERVICES; PROVIDING INFORMATION ABOUT INSURANCE AND INVESTMENT BY MEANS OF A GLOBAL COMPUTER NETWORK; PROVIDING AN ONLINE COMPUTER DATABASE IN THE FIELD OF INSURANCE AND FINANCIAL INFORMATION; FINANCIAL RESEARCH SERVICES; LOAN FINANCING SERVICES; MORTGAGE FINANCING SERVICES; HOME EQUITY LOANS; REAL ESTATE BROKERAGE, LEASING AND MANAGEMENT SERVICES; AND REAL ESTATE INVESTMENT SERVICES, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 1-0-1968; IN COMMERCE 1-0-1968.

OWNER OF U.S. REG. NOS. 1,298,024, 1,916,259 AND OTHERS.

SER. NO. 78-041,385, FILED 1-2-2001.

SHARON ASAR, EXAMINING ATTORNEY

Exhibit B

TLD Registration Policies

Mission:

The .pru TLD will create a trusted and secure location for Prudential brand constituents to access mission-critical Internet and telecommunications infrastructure services provided by Prudential, obtain customer service, and exchange critical information required by the communities that use its services

Prudential's goals for the .pru TLD are to:

1. Provide a single, secure location for all Prudential-branded services;
2. Ensure no customer confusion regarding location or authenticity of Prudential-branded services; and
3. Provide the Internet community a single location for interacting with Prudential.

.pru Registration Policies

Prudential intends for the .pru TLD to be managed and operated exclusively by Prudential and its qualified subsidiaries and affiliates. As Prudential intends to use the .pru TLD for its own branding purposes, most of the registration policies will be incorporated into existing corporate policies.

Prudential will implement the following registration policies:

1. .pru Domain Name Eligibility Requirements
2. Acceptable Use Policy
3. Rights Protection Mechanisms
4. Privacy

1. Pru Domain Name Eligibility Requirements

The .pru Domain Registration Eligibility policy sets forth guidelines for what domain names may be registered in the .pru TLD, as well as which individuals or entities may register or control the DNS records associated with these domains.

Prudential proposes that only Prudential and its qualified subsidiaries and affiliates will be allowed to request

domain registrations in the .pru TLD. Prudential will implement an internal process that will define how qualified individuals and entities can submit registration requests and the process by which such registrations will be approved and executed upon by Prudential.

Prudential envisions having a domain management department that will be responsible for the receipt of domain name registration requests from specially designated and approved domain name managers (Domain Managers) through a documented internal request form. Once the Domain Manager receives a registration request, an internal review will be completed to ensure the name complies with internal naming criteria and registration policies, as well as with the specifications described in the ICANN Registry Agreement. Once the name has undergone the standard review and is deemed in compliance with internal rules and procedures, the name will be approved and submitted through a 2013 ICANN-Accredited Registrar for registration.

Upon registration, only Prudential and its qualified Affiliates and Licensees will be able to control the DNS records associated with domain names in the .pru TLD.

Prudential reserves the right to modify its Domain Name Eligibility Requirements in its sole discretion and without prior notice, as well as the internal procedures established for requesting, approving, and registering names in the .pru TLD. Any changes to the Domain Name Eligibility Requirements will be reflected on <http://www.nic.prudential/registration>. Prudential will promptly notify its Domain Managers and .pru registrants of any changes to the Domain Name Eligibility Requirements. Prudential will promptly notify Domain Managers in the event of changes to its internal registration procedures.

2. Acceptable Use Policy

This Acceptable Use Policy sets forth the criteria and procedures by which Prudential (“Registry Operator”) can quickly lock, cancel, suspend, transfer or take ownership of a name in the .pru TLD, either temporarily or permanently. The Acceptable Use policy may be invoked if a domain name in the .pru TLD is being used in a manner that appears to threaten the stability, integrity or security of the .pru Registry or in a fashion that may put the safety and security of a .pru registrant or user at risk. The process also allows the Registry Operator to take preventive measures to avoid criminal or security threats.

The Acceptable Use Policy may be triggered through a variety of channels, including, among others, private complaint, public alert, government or law enforcement agency outreach, or on-going monitoring by the Registry or its partners. In all cases, Registry Operator or its designees will alert the sponsoring registrar(s) about any identified threats.

The following are some (but not all) activities that may trigger rapid domain compliance:

- Phishing: the attempt by a third party to acquire personally identifiable information by masquerading as a Prudential website.
- Pharming: the redirection of Internet users to websites other than those the user intends to visit, usually through unauthorized changes to the Hosts file on a victim's computer or DNS records in DNS servers.
- Dissemination of Malware: the intentional creation and distribution of "malicious" software designed to infiltrate a computer system without the owner's consent, including, without limitation, computer viruses, worms, key loggers, and Trojans.
- Fast Flux Hosting: a technique used to shelter Phishing, Pharming and Malware sites and networks from detection and to frustrate methods employed to defend against such practices, whereby the IP address associated with fraudulent websites are changed rapidly so as to make the true location of the sites difficult to find.
- Botnetting: the development and use of a command, agent, motor, service, or software which is implemented: (1) to remotely control the computer or computer system of an Internet user without their knowledge or consent, (2) to generate direct denial of service (DDOS) attacks.
- Malicious Hacking: the attempt to gain unauthorized access (or exceed the level of authorized access) to a computer, information system, user account or profile, database, or security system.
- Child Pornography: the storage, publication, display and/or dissemination of pornographic materials depicting individuals under the age of majority in the relevant jurisdiction.

Prudential reserves the right, in its sole discretion, to take any administrative and operational actions necessary, including, but not limited to, the use of computer forensics and information security technological services in order to implement the Acceptable Use Policy. In addition, Prudential reserves the right to deny, cancel, suspend, transfer, or otherwise alter any registration or transaction, or to place any domain name(s) on registry lock, hold or similar status, that it deems necessary, in its discretion (1) to protect the integrity and stability of the registry; (2) to comply with any applicable laws, government rules or requirements, requests of law enforcement, or any dispute resolution process; (3) to avoid any liability, civil or criminal, on the part of Registry Operator as well as its affiliates, subsidiaries, officers, directors, and employees; (4) to enforce the terms of the registration agreement or (5) to correct mistakes made by Registry Operator or any Registrar in connection with a domain name registration. Prudential also reserves the right to place upon registry lock, hold or similar status a domain name during resolution of a dispute or court proceeding or (5) to enforce the .pru Domain Eligibility Requirements.

Prudential Reserves the right to modify its Acceptable Use Policies without prior notice and in its sole discretion. Any changes to these Acceptable Use Policies will be reflected on <http://www.nic.prudential/registration>. Prudential will promptly notify its Domain Managers and .pru registrants of any changes to its Acceptable Use Policies.

3. Rights Protection Mechanisms

Prudential is committed to following all mandatory ICANN rights protection mechanisms aimed at protecting third party intellectual property rights within the .pruTLD. Prudential plans to operate and maintain the .pru space as an extension of its current branding activities and to limit the registration and control of DNS records associated with .pru domain names to Prudential and its qualified subsidiaries and licensees; therefore, it is highly unlikely that names under pru infringe upon with the intellectual property rights of third parties.

Nevertheless, Prudential plans to implement all Rights Protection Mechanisms (RPMs) as required by ICANN, including:

- Implementation of the Trademark Claims Process
- Implementation of the Uniform Dispute Resolution Policy (UDRP)
- Implementation of the Uniform Rapid Suspension (URS) mechanism

4. Privacy

Prudential will ensure that the operation of the .pru TLD will be consistent with Prudential's Privacy Policy, available on its website at <http://www.prudential.com/privacy>.

Exhibit C

Signed Mark Data File ID Number

smdID: 