

.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

Svenska Cellulosa Aktiebolaget SCA (publ) (“Registry Operator”), in connection with the execution of the Registry Agreement for the .SCA TLD (the “Registry Agreement”), hereby applies for .SCA 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.

[Note to applicant: If an applicant’s TLD does not meet the criteria for the TLD to be qualified as a .Brand TLD, please revise the foregoing paragraph accordingly and insert a detailed description of which criteria is not met and why, and the justification for the TLD to nonetheless be qualified as a .Brand TLD.]

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: 12/8/2014 _____

Email: [REDACTED]

Exhibit A

Trademark Registration

[to be attached by Registry Operator]



Registreringsbevis för varumärke

SCA

Varumärkesansökan nummer 1901/18180 ingavs 1900-01-01 och registrerades 1966-12-02 under nummer 118180. Kungörelsedag. Patent- och registreringsverket intygar att ovan avbildade varumärke är infört i varumärkesregistret med de uppgifter som uppges på bevisets baksida.

Patent- och registreringsverket
2014-08-14

A handwritten signature in blue ink, appearing to read 'Susanne Ås Sivborg', is written over a faint circular watermark or seal.

Susanne Ås Sivborg
Generaldirektör

SCA Hygiene Products Aktiebolag
c/o Varumärkesavdelningen
Bäckstensgatan 5, Mölndal
405 03 Göteborg

Innehavare: Svenska Cellulosa Aktiebolaget SCA, Box 200, 101 23 Stockholm, Sverige.
Org. nr: 556012-6293.

Ombud: SCA Hygiene Products Aktiebolag, c/o Varumärkesavdelningen, Bäckstensgatan
5, Mölndal, 405 03 Göteborg, Sverige.

Varor och tjänster:

35: Annons- och reklamverksamhet; bistånd vid skötseln av affärsverksamhet.

39: Transport och magasinering.

Exhibit B

TLD Registration Policies

[to be attached by Registry Operator]

PRIVATE & CONFIDENTIAL
Draft v1.4 .SCA TLD Registration Policy

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.SCA TLD Domain Name Registration Policy

This .SCA TLD Domain Name Registration Policy (.SCA TLD Registration Policy) sets out the eligibility criteria for domain names in the .SCA Top Level Domain.

The .SCA TLD Registration Policy may be updated periodically, without prior notice. The current version can be found at domains.sca and continued registration or use of a .SCA domain name after any update constitutes acceptance of the current version. The only remedy in case of any disagreement with the current terms of the .SCA TLD Registration Policy is to cancel your domain name registration.

The terms of the .SCA TLD Registration Policy as described below constitute the entire agreement concerning the eligibility criteria for registration of a .SCA domain name. It is to be read in conjunction with the .SCA TLD T&Cs; no other agreements or representations supplement or alter the terms of the .SCA TLD Registration Policy, except as expressly incorporated herein.

Any undefined capitalised term in the .SCA TLD Registration Policy shall have the meaning set out in the ICANN Registry Agreement applicable to the .SCA Top Level Domain, available at domains.sca

General/Definitions

ICANN means the Internet Corporation for Assigned Names and Numbers.

Registrar means Com Laude.

Reserved Names mean domain names which are unavailable for third-party registration at the time of their appearance on a list of Reserved Names.

SCA (or “we” or “us”) means SVENSKA CELLULOSA AKTIEBOLAGET SCA (publ).

.SCA means the .SCA Top Level Domain.

.SCA TLD Registration Policy the .SCA Domain Name Registration Policy which sets out the eligibility criteria for domain names in the .SCA Top Level Domain

.SCA TLD T&Cs the .SCA Domain TLD Terms and Conditions which sets out the terms and conditions governing the registration and use of domain names in the .SCA Top Level Domain, and which incorporates, as relevant, the SCA Terms of Service, available at: www.sca.com/en/Pages/Terms-of-use/.

Top Level Domain means the final characters after the dot in a domain name; in the case of *nic.sca*, this is “.SCA”.

You or your means an individual or entity seeking to initiate registration of a .SCA domain name, or if allowed, the domain name registrant).

Terms used in the singular or plural are merely for convenience, and shall apply mutatis mutandis, as the context may require.

All communications and information under this .SCA TLD Registration Policy shall be in English.

Registration Eligibility

Eligibility to register or use a .SCA domain name (including controlling associated DNS records) is limited to SCA, and upon SCA's sole discretion, its Affiliates, or Trademark Licensees.

SCA reserves the right, for any reason, to periodically verify .SCA domain name registration eligibility. Any determination as to such eligibility shall be made by SCA in its sole discretion, and is not subject to any further appeal mechanism or reconsideration process. SCA reserves the right, in its sole discretion, to suspend, cancel, revoke, or take other action it deems necessary with respect to a .SCA domain name registrant in the event it determines that their registration violates the registration eligibility criteria. Questions about a determination by SCA as to .SCA domain name registration eligibility should be directed to the SCA Domain Management Team.

To assist in ensuring compliance with the .SCA Domain Policy, "privacy" or "proxy" registrations may not be permitted in the .SCA Top Level Domain.

Domain Name Registration Rules

Domain name registrations in the .SCA Top Level Domain follow a four-step process managed by SCA and [the Registrar]: (i) Eligibility Confirmation; (ii) Naming Convention Check; (iii) Acceptable Use Review; (iv) Registration.

.SCA domain name registrations are available to eligible registrants for annual terms between one (1) and ten (10) years.

In the event Internationalized Domain Name (IDN) registrations are made available in the .SCA Top Level Domain, they will be subject to the .SCA IDN registration pairing rules as and when they are developed.

(i) Eligibility Confirmation

Only SCA, and upon SCA's sole discretion, SCA's Affiliates, or Trademark Licensees who agree to be bound by the terms of the .SCA Domain Policy are eligible to register or use a .SCA domain name. .SCA domain names may not under any circumstances be registered or used by third parties other than SCA, SCA's Affiliates, or Trademark Licensees.

Prior to any .SCA domain name registration or renewal, and at any time during the registration life cycle, domain name registrations will be verified by SCA for compliance with the .SCA TLD Registration Policy and .SCA TLD T&Cs.

(ii) Naming Convention Check

.SCA domain names must meet the following technical conditions:

- a. must be at least 1 character and no more than 63 characters long
- b. must contain only letters (a-z), numbers (0-9) and hyphens or a combination of these

- c. must start and end with an alphanumeric character, not a hyphen
- d. must not be a Reserved Name
- e. domain names at the second level, must not contain a hyphen at the 3rd and 4th positions (tagged domains), unless corresponding to a valid Internationalized Domain Name in ASCII encoding (for example “xn--ndk061n”).

(iii) Acceptable Use Review

By asking us to register or renew a .SCA domain name registration, you warrant and represent that your .SCA domain name registration does and will at all times comply with the .SCA TLD Registration Policy and .SCA TLD T&Cs.

Registration or renewal of a .SCA domain name is subject to SCA’s satisfaction that the Acceptable Use standards set out in .SCA TLD T&Cs are met prior to, and at all times during a .SCA domain name registration.

(iv) Registration

Provided that the .SCA eligibility confirmation, naming convention check, and acceptable use review are satisfied, and the appropriate fees paid, SCA will provide a secure instruction per its internal domain management process to the Registrar to proceed with the registration or renewal of your .SCA domain name.

If at any point prior to the registration expiration date you no longer wish to maintain your .SCA domain name registration, you may submit a written request by email to SCA at [REDACTED] and the Registrar requesting cancellation of your registration. Please note that if you cancel your .SCA domain name registration, SCA is under no obligation to make that domain name available for your future registration.

At the conclusion of the registration period for your .SCA domain name, unless you have instructed the Registrar (with a copy to SCA’s Domain Management Team) otherwise prior to the expiration of your .SCA domain name registration, the Registrar will renew your .SCA domain name registration on the basis of an agreed standing renewal order; in the event your .SCA domain name registration is renewed, the Registrar will collect any applicable renewal fees from you.

Reserved Names

The following terms are reserved from registration by third parties:

- a. reserved terms prohibited by ICANN from availability for registration including as provided in the ICANN Registry Agreement applicable to the .SCA Top Level Domain, and in particular
 1. the terms “example”, “www”, “rdds”, and “whois” at all levels, which at SCA’s discretion shall be withheld from registration or allocated to SCA
 2. the term “nic”, at all levels, as this term shall be allocated to SCA for use in connection with the operation of the .SCA Top Level Domain
- b. any term reserved by SCA

Exhibit C

Signed Mark Data File ID Number

[REDACTED]

[to be provided by Registry Operator]