

## **.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

SALM S.A.S. ("Registry Operator"), in connection with the execution of the Registry Agreement for the .schmidt TLD (the "Registry Agreement"), hereby applies for .schmidt TLD to be qualified by ICANN as a .Brand TLD.

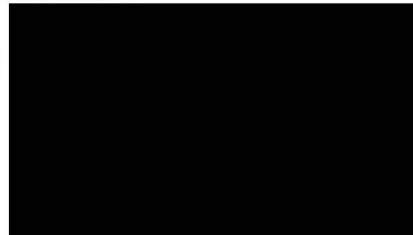
Registry Operator confirms and represents to ICANN that the TLD meets each of the criteria for the TLD to be qualified as a .Brand TLD, as described in the .Brand TLD Application Process and Specification 13 attached thereto, and that all supplemental material accompanying this application is accurate 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 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 SALM S.A.S.

Submitted by:  
Position:  
Dated:  
Email:



## Exhibit A

### Trademark Registration



#### CERTIFICAT DE RENOUVELLEMENT

Le Bureau international de l'Organisation Mondiale de la Propriété Intellectuelle (OMPI) certifie que les indications figurant dans le présent certificat sont conformes aux inscriptions portées au registre international tenu en vertu de l'Arrangement et du Protocole de Madrid.

Genève, le 9 mai 2013

806 940

Date d'enregistrement  
Date du renouvellement  
Date d'échéance: 25

SALM S.A.

Forme juridique du titulaire (personne morale) et lieu de constitution: Société par actions simplifiée, France.  
Nom et adresse du mandataire: CABINET BLIGER-RHEIN,  
17 rue de la Forêt, F-67550 VENDENHEIM (France)



Classification des éléments figuratifs:  
25.1; 27.5; 29.1.

Couleurs revendiquées: Gris, noir, rouge. Barre horizontale grise; lettres noires entourant le T rouge surmonté d'un cercle rouge inséré dans la barre grise.

Liste des produits et services: - NCL(8):

- 1) Appareils d'éclairage, de chauffage, de production de vapeur, de cuisson, de réfrigération, de séchage, de ventila-

- tion, de distribution d'eau et installations sanitaires; cuisinières, appareils et machines frigorifiques.  
20 Meubles, à savoir meubles pour cuisines et salles de bains; meubles, glaces (miroirs), cadres; parties de meubles, supports de meubles, pieds de meubles, coussinets de meubles (non métalliques); meubles de rangement, niches, rayonnages, plans de travail et tables de toilette, éléments de rangement ou de présentation décoratifs, paravents, tabourets, miroirs, vitrines, meubles de lingerie, distributeurs fixes de serviettes (non métalliques).  
35 Publicité; publicité sous toutes ses formes, par tous procédés; étude de marché, publicité radiophonique et télévisée, affichage, distribution de prospectus, gestion des affaires commerciales; conseils, informations ou renseignements d'affaires; gestion de fichiers informatiques.

Enregistrement de base: France, 25.09.1996, 96643324.

Désignations selon l'Arrangement de Madrid: Algérie.

Désignations selon le Protocole de Madrid: Australie, Danemark, Espagne, Finlande, Grèce, Islande, Japon, Lituanie, Norvège, République de Corée, Suède, Turquie.

Désignations selon le Protocole de Madrid en vertu de l'article 9sexies: Autriche, Bélarus, Bosnie-Herzégovine, Bulgarie, Chine, Ex-République yougoslave de Macédoine, Fédération de Russie, Hongrie, Italie, Lettonie, Maroc, Monténégro, Pologne, République tchèque, Roumanie, Serbie, Slovaquie, Slovénie, Ukraine.

Limitation: Australie, Danemark, Estonie, Finlande, Grèce, Islande, Japon, Norvège, République de Corée, Suède.

Refus partiel: Chine.

Autres décisions finales: Japon, 2004/14 Gaz.

Refus total: Grèce.

Refus partiel: Serbie-et-Monténégro.

Autres décisions finales: République de Corée; 2004/29 Gaz.

Le procédé d'impression employé ne permet pas dans tous les cas une reproduction fidèle de toutes les nuances de couleurs.

WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION

## **Exhibit B**

### **TLD Registration Policies**

All domain names registered within the .schmidt TLD will be registered and maintained by SALM for the exclusive use of SALM, its internal departments and its Affiliates (as defined in Article 2.9(c) of the Registry Agreement). SALM will not sell, distribute or transfer the control or use of any registration within the TLD to any third party that is not an Affiliate of SALM. All domain names will be registered via an ICANN-accredited Registrar.

Departments within SALM will be able to request to register .schmidt domain names that reflect Schmidt-related products and initiatives with authority. The registration policy in this TLD will require that domain names registered within the .schmidt TLD further the published strategic business goals of SALM.

The authority to register domain names will be vested in a limited number of SALM staff members. The Marketing Manager will be responsible for pre-approving all domain names before their registration. This staff member will perform a monthly audit of all domain name transactions to verify that they were authorised and that the use of domain names complies with the .schmidt Acceptable Registration and Use Policy. The Marketing Manager will additionally conduct internal information sessions to improve awareness of the threat of domain name hijacking and fraud as well as raising awareness of the Acceptable Registration and Use Policy.

Safeguards against allowing for unauthorised or infringing domain name registrations and abusive uses of domain name registrations are discussed in detail in the responses to Question 28 and Question 29.

These restrictions underpin the achievement of the goals of the .schmidt TLD, in particular enhancing trust in the interaction between Internet users and the Schmidt brand and forming an authoritative, strictly controlled source of information relating to Schmidt and SALM.

All domain name registrations in the .schmidt TLD will be registered to and maintained by SALM for its own exclusive internal use. No measures are considered needed to protect the privacy or confidential information of registrants in the .schmidt TLD, because no information of a private nature will be collected during the registration process.

SALM will not distribute or transfer control or use of domain name registrations in the TLD to any third party that is not an Affiliate (as defined in clause 2.9(c) of the Registry Agreement). Use of .schmidt domain name registrations will be reserved for the exclusive use of SALM and its Affiliates. Accordingly, SALM consider that no measures need be taken toward protecting the privacy or confidential information of users of domain name registrations in the .schmidt TLD.