

.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 .SILK TLD (the “Registry Agreement”), hereby applies for .SILK 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



KINGDOM OF TONGA

INDUSTRIAL PROPERTY ACT 1994
Industrial Property Regulations
(Regulation 51)

CERTIFICATE OF REGISTRATION OF THE MARK

SILK

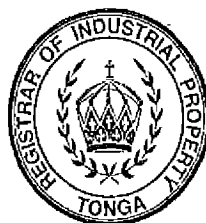
In accordance with Section 28(8) of the Industrial Property Act, the mark shown above has been registered in the Register under No. **02129** from the **23 September 2011** in Class (es) **09 & 42** in respect of: *(Attached)*.

Rightful Owner: **Seesaw LLC of 103 Foulk Road, Suite 202, Wilmington, Delaware 19803, United States of America.**

Dated this 22nd April, 2013

A handwritten signature in black ink, appearing to read 'Distaquaine Tu'ihalama'.

Distaquaine Tu'ihalama
Registrar of Industrial Property



REGISTRATION NO. 02129

Specification of goods/services

Class 09: Scientific, nautical, surveying, photographic cinematographic, optical, weighing, measuring, signaling, 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 or 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.

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; legal services.

Delaware

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The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF MERGER, WHICH MERGES:


"SEESAW LLC", A DELAWARE LIMITED LIABILITY COMPANY,
WITH AND INTO "AMAZON TECHNOLOGIES, INC." UNDER THE NAME OF "AMAZON TECHNOLOGIES, INC.", A CORPORATION ORGANIZED AND EXISTING UNDER THE LAWS OF THE STATE OF NEVADA, AS RECEIVED AND FILED IN THIS OFFICE THE SEVENTH DAY OF FEBRUARY, A.D. 2012, AT 5:48 O'CLOCK P.M.

5106481 8100M

120135985

You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 9349604

DATE: 02-07-12

TRADEMARK
REEL: 004716 FRAME: 0551

**STATE OF DELAWARE
CERTIFICATE OF MERGER OF A
DOMESTIC LIMITED LIABILITY COMPANY INTO
A FOREIGN CORPORATION**

Pursuant to Title 6, Section 18-209 of the Delaware Limited Liability Company Act.

First: The name of the surviving Corporation is Amazon Technologies, Inc.
_____, a Foreign Corporation.

Second: The jurisdiction in which this Corporation was formed is Nevada.

Third: The name of the Limited Liability Company being merged into the Corporation is Seesaw LLC
_____, a Delaware Limited
Liability Company.

Fourth: The agreement of merger or consolidation has been approved and executed by each of the business entities which is to merge or consolidate.

Fifth: The name of the surviving foreign Corporation is Amazon Technologies, Inc.
_____.

Sixth: An agreement of merger or consolidation is on file at a place of business of the surviving foreign Corporation and the address thereof is 8329 West Sunset Road, Suite 220
Las Vegas, NV 89113

Seventh: A copy of the agreement of merger or consolidation will be furnished by the surviving foreign corporation, on request and without cost, to any member of any domestic limited liability company or any person holding an interest in any other business entity which is to merge or consolidate.

Eighth: The surviving foreign Corporation agrees that it may be served with process in the State of Delaware in any action, suit or proceeding for the enforcement of any obligation of any domestic limited liability company which is to merge or consolidate, irrevocably appointing the Secretary of State as its agent to accept service of process in any such action, suit or proceeding and the address to which a copy of such process shall be mailed to by the Secretary of State is 8329 West Sunset Road, Suite 220, Las Vegas, NV 89113

IN WITNESS WHEREOF, said Foreign Corporation has caused this certificate to be signed by its authorized officer, this 7 day of ~~January~~ February A.D., 2012.

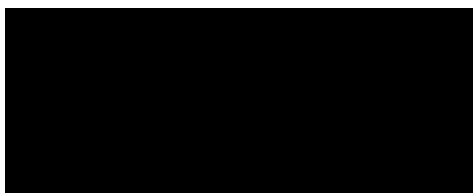


Exhibit B

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 Silk introduces a radical new paradigm - a "split browser" architecture that accelerates the power of the mobile device hardware by using the computing speed and power of the Amazon Web Services cloud (AWS). The Silk browser software resides both on Kindle Fire and on the massive server fleet that comprises the Amazon Elastic Compute Cloud (Amazon EC2). With each page request, Silk dynamically determines a division of labor between the mobile hardware and Amazon EC2 (i.e. which browser sub-components run where) that takes into consideration factors like network conditions, page complexity and the location of any cached content. The result is a faster web browsing experience, and it's available exclusively on Kindle Fire, Amazon's new Kindle for movies, music, books, magazines, apps, games, and web browsing.

The mission of the .SILK registry is:

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

A .SILK 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 .SILK domain name, and (iii) the dispute resolution policies for the .SILK 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 .SILK 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 .SILK registry will remain the property of Amazon.

For example, on the rules of eligibility, each applied for character string must conform to the .SILK rules of eligibility. Each .SILK 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 .SILK registry at the second level.
- The .SILK registry will respect third party intellectual property rights.
- .SILK domains may not be delegated or assigned to third party organizations, institutions, or individuals.
- All .SILK 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 .SILK domain name, at any time, if any use of a .SILK 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:

