.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

Sina Corporation ("Registry Operator"), in connection with the execution of the Registry Agreement for the .SINA TLD (the "Registry Agreement"), hereby applies for .SINA 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 hereto, 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 Sina Corporation.

Submitted by: [Redacted]
Position: [Redacted]
Dated: 27th August 2014
Email: [Redacted]
Exhibit A Trademark Registration & SMD ID
商标注册证
第 1459660 号
商 标
sina

注册人 美商华渊资讯股份有限公司
SINA.COM ONLINE

注册人地址 美国加利福尼亚州94089
1313 GENEVA DR., SUNNYVALE, CA94089, UNITED STATES OF AMERICA
核定服务项目 第42类

☆以计算机信息网络方式提供物理研究信息，以计算机信息网络方式提供生物学研究信息，以计算机信息网络方式提供时装信息；以计算机信息网络方式提供翻译服务，以计算机信息网络方式提供计算机信息，以计算机信息网络方式提供婚姻介绍信息，以计算机信息网络方式提供临时住宿信息，以计算机信息网络方式提供餐饮信息，以计算机信息网络方式提供医药信息，以计算机信息网络方式提供美容信息，以计算机信息网络方式提供园艺信息，以计算机信息网络方式提供法律信息，以计算机信息网络方式提供安全信息，以计算机信息网络方式提供技术研究信息，以计算机信息网络方式提供气象信息，以计算机信息网络方式提供化学研究信息☆

注册有效期自公元2000年10月14日至2010年10月13日止

局长签发

侯林
核准转让注册商标证明

兹核准第 1459660 号商标转让注册，受让人为：北京新浪信息技术有限公司，受让人地址为：北京市海淀区万泉庄甲一号。

注：1. 本证明应与《商标注册证》一并使用。
    2. 本证明标注的日期为转让注册的生效日期。
核准商标转让证明

兹核准第 1459660 号商标转让。

受 让 人： 美商华渊资讯股份有限公司（SINA.COM ONLINE）

受让人地址： 美国加利福尼亚州 94403 圣马特奥市校园路 2988 号
100 室（SUITE 100, 2988 CAMPUS DRIVE, SAN MATEO, CA94403, USA）

注：1. 核准转让商标为注册商标的，本证明应与《商标注册证》一并使用。
   2. 本证明标注的日期为转让的生效日期。
   3. 本证明受让人应为多个时，第一人为代表人，受让人地址为代表人地址。
核准续展注册证明

兹核准第 1459660 号商标续展注册，继续注册有效期自 2010 年 10 月 14 日至 2020 年 10 月 13 日。

注：本证明应与《商标注册证》一并使用。
smdID:
Exhibit B Registration Policies
.SINA Domain Name Registration Policy

DRAFT: 29-AUG-2014

Mission
1. The mission and purpose of .SINA Generic Top-Level Domain (gTLD) represents SINA Corporation’s (SINA) continuous and proactive effort on international trademark protection in the Internet domain name system. SINA plans to make every possible attempt to ensure its brand recognition, reputation, and user experience at the Internet Top-Level.

Registration
2. Every Domain Name must meet the following technical and syntax requirements:
   − the A-label must consist exclusively of the letters A-Z (case insensitive), the numbers 0-9 and the hyphen (“-”), subject to the restrictions set out below;
   − the Domain Name cannot begin or end with a hyphen (“-“);
   − underlined characters are not allowed;
   − the Domain Name cannot exceed 63 characters (excluding the TLD);
   − the Domain Name must have a minimum length of 1 character.

3. Domain Names that are identical to Reserved Names (set forth in Specification 5 of the Registry agreement) will be unavailable at the time of delegation of the TLD; however, the Registry reserves the right to allocate to and register a Domain Name mentioned on the list of Reserved Names subject to review and approval by ICANN.

4. Geographic Domain Names will be exclusively registered in the name of the Registry, unless agreed upon otherwise with the authority competent for giving its consent in accordance with Specification 5 of the Registry Agreement. Where consents are required prior to the registration and use of a Geographic Domain Name referred to and in accordance with Specification 5 of the
Registry Agreement, the Applicant will obtain such consents before actually registering, delegating and using these Domain Names.

5. Once a domain name considered for reservation, registration, deletion has been reviewed and accepted by SINA, the domain name will be submitted for reservation, registration, deletion through an ICANN-accredited registrar by the authorized employees of SINA. Should there be multiple inquiries with SINA on the same domain name, the designated personnel will make the decision on the use of domain name.

6. .SINA domain name registrations are available for annual terms between one (1) and ten (10) years.

7. In the event Internationalized Domain Name (IDN) registrations are made available in the .SINA TLD, they will be subject to relevant registration rules as and when they are developed.

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

**Name Collision**

9. The registry reserves the right to allocate domain names listed on the Name Collision Occurrence Assessment provided by ICANN during the Pre-Launch phase, the Sunrise Process, the Trademark Claims Period or General Availability, but will not activate any names in the DNS zone for the Registry TLD except in compliance with said Assessment.

**Eligibility Requirement**

10. .SINA can be only registered (e.g. example.SINA) by SINA itself, therefore SINA is the only eligible registrant. SINA as the single eligible registrants may,
in its own discretion, choose to license the use of the registrations to the following:
-- a subsidiary or branch company
-- an official or frequently-used name of the department or business unit
-- a channel, service, product, event, or campaign
-- a member of Board, Staff, affiliated person, partner or collaborator
-- Other entity, sub-group, or personnel to be further defined

11. SINA as the Registry Operator reserves the sole and exclusive right to make any changes to domain name registrations with the .SINA TLD Space, including renewal, transfer, suspension, deletion, etc.

12. The Eligibility Requirement defined in this section will be regularly evaluated and adjusted by SINA if appropriate and necessary.

Dispute Policy
13. The .SINA TLD registry is committed to maintaining the integrity of the data within the .SINA Registry and to implement policies that deter infringements. The .SINA TLD Registry adopts the Uniform Domain Name Dispute Resolution Policy (UDRP) for facilitating the resolution of disputes over the registration and use of a second-level domain name registered under the .SINA Registry. All domain name registrations must submit to the mandatory proceedings commenced under UDRP, which is available for review at http://www.icann.org/dndr/udrp/policy.htm. Complaints under the UDRP should be submitted to an approved dispute-resolution service provider listed at http://www.icann.org/dndr/udrp/approved-providers.htm.

14. Beyond the UDRP, all domain registrations must also submit to proceedings commenced under formally adopted dispute policies as set forth by SINA from time to time and published on the .SINA TLD registry Website(s). Such dispute policies will take effect at the time they are announced on the .SINA TLD registry Website(s), with or without prior notice to registrars or registrants.

15. Such dispute policies may include for example, but not limited to,
expedited processes for suspension of a domain name by claims sought by intellectual property right holders (URS), Internet engineering and security experts or other competent claimants in the purpose of upholding the stability, security and integrity of the .SINA Registry. Dispute policies may also include for example challenge processes adopted by the .SINA Registry for special programs when occurred.

**Privacy Policy**

16. SINA adopts a strict user privacy protection policy listed in its user service agreement (http://login.sina.com.cn/regagreement.html). SINA also recognizes that this is an evolving area of law in which there is no international standard, the measures for protecting the privacy and confidential information of registrants or users will be developed based on industry best practice such as Registrar Accreditation: Model Privacy Policy provided by ICANN (see http://www.icann.org/en/registrars/model-privacy-policy.htm)

17. SINA as a registry operator shall take reasonable steps to protect personal data from loss, misuse, unauthorized disclosure, alteration or destruction. SINA as a registry operator shall not use or authorize the use of personal data in a way that is incompatible with the notice provided to registrar(s)/registrant(s). Personal data shall refer to all data about any identified or identifiable natural person. SINA as a registry operator will not make commercial use of, or collect, traffic data regarding domain names or non-existent domain names for purposes such as the determination of the availability and health of the Internet, pinpointing specific points of failure, characterizing attacks and misconfigurations, identifying compromised networks and hosts, and promoting the sale of domain names.

18. Publicly available registrant information such as WHOIS service is intended only for query-based access.

**Abuse**

19. Inquiries, whether from law enforcement or the general public, related to alleged abusive or malicious conduct in the .SINA Top Level Domain should be directed to the .SINA Abuse Point of Contact at abuse-sina-tld@xxx.xxx.
Complaints may also concern Whois information accuracy, or concerns that a domain name registration is being used to facilitate or promote malware, operation of botnets, phishing, piracy, trademark or copyright infringement, fraudulent or deceptive practices, counterfeiting or otherwise to engage in activity contrary to applicable law.