

Attachment 2

.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

Alibaba Group Holding Limited ("Registry Operator"), in connection with the execution of the Registry Agreement for the .TAOBAO TLD (the "Registry Agreement"), hereby applies for .TAOBAO 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.

Because this application is submitted to ICANN after the delegation of the TLD to nameservers designated by the Registry Operator into the root- zone, Registry Operator represents to ICANN that all domain names that are registered in the TLD are registered to and maintained in compliance with the requirements of the .Brand TLD definition.

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], Senior Legal Counsel, Head of Soft IP, at [REDACTED].

Submitted by: [REDACTED]
Position: Senior Legal Counsel, Head of Soft IP
Date: 23 August 2019
Email: [REDACTED]

Please be advised that by submitting your personal data in the .Brand TLD Designation Application, you agree that your personal data will be processed in accordance with the ICANN [Privacy Policy](#) and the website [Terms of Service](#).

Exhibit A

Trademark Registration

[to be attached by Registry Operator]

United States of America

United States Patent and Trademark Office

TAOBAO

Reg. No. 4,107,427

Registered Mar. 6, 2012

**Int. Cls.: 9, 16, 35, 38, 41
and 42**

TRADEMARK

SERVICE MARK

PRINCIPAL REGISTER

ALIBABA GROUP HOLDING LIMITED (CAYMAN ISLANDS CORPORATION)
FOURTH FLOOR, ONE CAPITAL PLACE
P.O. BOX 847, GEORGE TOWN
GRAND CAYMAN, CAYMAN ISLANDS

FOR: SCIENTIFIC, NAUTICAL, SURVEYING, PHOTOGRAPHIC, CINEMATOGRAPHIC, OPTICAL, WEIGHING, MEASURING, SIGNALLING, CHECKING, LIFE-SAVING AND TEACHING APPARATUS AND INSTRUMENTS, NAMELY, TELEPHONES, PUNCH CLOCKS, TIME RECORDING DEVICES, NAMELY, TIME CLOCKS, SCALES AND BALANCES, SCALED RULERS, ELECTRONIC POCKET TRANSLATORS, NEON SIGNS, ELECTRONIC NOTICE BOARDS, TRANSPARENCY PROJECTION APPARATUS, KILOMETER RECORDERS FOR VEHICLES, TELESCOPES, MECHANISMS FOR COUNTER-OPERATED APPARATUS, NAMELY, POINT-OF-SALE TERMINALS, FIRE EXTINGUISHERS, ACOUSTIC ALARMS, NAMELY, SMOKE AND FIRE ALARMS, EYEGLASSES, BATTERIES, EXPOSED FILMS, NAMELY, EXPOSED CAMERA FILM; APPARATUS AND INSTRUMENTS FOR CONDUCTING, SWITCHING, TRANSFORMING, ACCUMULATING, REGULATING OR CONTROLLING ELECTRICITY, NAMELY, ELECTRIC WIRES; ELECTRIC SWITCHES; ELECTROPLATING APPARATUS, NAMELY, ELECTROPLATING MACHINES, ELECTRIC WELDING APPARATUS, NAMELY, TORCHES, ELECTRIFIED FENCES, NAMELY, ELECTRIC FENCES; APPARATUS FOR RECORDING, TRANSMISSION OR REPRODUCTION OF SOUND OR IMAGES; BLANK MAGNETIC DATA CARRIERS AND RECORDING DISCS; AUTOMATIC VENDING MACHINES AND MECHANISMS FOR COIN-OPERATED APPARATUS; CASH REGISTERS, CALCULATING MACHINES, DATA PROCESSING EQUIPMENT AND COMPUTERS; SOFTWARE FOR PROCESSING ELECTRONIC PAYMENTS TO AND FROM OTHERS; AUTHENTICATION SOFTWARE, NAMELY, SOFTWARE FOR AUTHENTICATING THE IDENTITY OF A PAYER; ON-LINE ELECTRONIC PUBLICATIONS DOWNLOADABLE FROM THE INTERNET OR A COMPUTER NETWORK OR A COMPUTER DATABASE IN THE NATURE OF MAGAZINES, ARTICLES, BROCHURES, LEAFLETS AND DATASHEETS CONTAINING INFORMATION OR INSTRUCTIONS IN THE FIELD OF BUSINESS AND E-COMMERCE; COMPUTER SOFTWARE FOR USE IN CONNECTION WITH THE PROVISION OF AN INTERACTIVE WEBSITE FOR THIRD PARTIES TO POST INFORMATION, CREATE ELECTRONIC PRODUCT CATALOGS, RESPOND TO REQUESTS AND PLACE AND FULFILL ORDERS FOR PRODUCTS, SERVICES AND BUSINESS OPPORTUNITIES VIA LOCAL AND GLOBAL COMPUTER NETWORKS; COMPUTER SOFTWARE FOR BUSINESS MANAGEMENT, CUSTOMER RELATIONSHIP MANAGEMENT (CRM), INVENTORY MANAGEMENT, SALES FORCE MANAGEMENT, PLANNING AND MANAGEMENT OF PERSONAL AND BUSINESS FINANCES, AND MARKETING INFORMATION MANAGEMENT, ALL IN THE



David J. Kappas

Director of the United States Patent and Trademark Office

FIELD OF E-COMMERCE; COMPUTER SOFTWARE FOR PROCESSING ELECTRONIC PAYMENTS TO AND FROM OTHERS; COMPUTER SOFTWARE FOR USE IN THE SEARCH AND RETRIEVAL OF COMPUTERIZED INFORMATION ON HOBBIES, COLLECTIBLES, AUCTIONS AND PRODUCTS ACCESSED FROM GLOBAL INFORMATION NETWORKS AND NETWORK SYSTEMS; COMPUTER PERIPHERALS; NOTEBOOK COMPUTERS; LAPTOP COMPUTERS; PORTABLE COMPUTERS; HANDHELD COMPUTERS; PERSONAL DIGITAL ASSISTANTS; PERSONAL MEDIA PLAYERS, NAMELY, DIGITAL AND ANALOG AUDIO PLAYERS, DIGITAL AND ANALOG VIDEO PLAYERS; MOBILE TELEPHONES; SMART PHONES; DIGITAL CAMERAS; SERVERS, NAMELY, COMPUTER SERVERS; COMPUTER AND TELECOMMUNICATIONS NETWORKING COMPUTER HARDWARE; COMPUTER NETWORK ADAPTORS, SWITCHES, ROUTERS AND HUBS; WIRELESS AND WIRED MODEMS AND COMPUTER EQUIPMENT, NAMELY, WIRELESS CARDS; LAPTOP HOLDERS IN THE NATURE OF PROTECTIVE SLEEVES AND CARRYING CASES, COMPUTER BAGS; FIRE-EXTINGUISHING APPARATUS; BLANK COMPACT DISCS; DIGITAL MUSIC DOWNLOADABLE FROM THE INTERNET; TELECOMMUNICATIONS APPARATUS, NAMELY, NETWORK TELEPHONE, ELECTRONIC FACSIMILE APPARATUS, PORTABLE DEVICE FOR SENDING AND RECEIVING ELECTRONIC MAILS, AND INSTANT MESSAGING COMMUNICATION TOOL IN THE NATURE OF PORTABLE TELECOMMUNICATION INSTANT MESSAGING DEVICES; MOUSE PADS; MOBILE PHONE HANDSETS; MOBILE PHONE ACCESSORIES, NAMELY, BATTERY CHARGERS, CASES, COVERS, EAR PHONES AND DEVICES FOR HANDS-FREE USE OF MOBILE PHONES; DOWNLOADABLE GAMES, PICTURES, MOTION PICTURES, MOVIES AND MUSIC VIA THE INTERNET AND WIRELESS DEVICES; ALARM MONITORING SYSTEMS; SECURITY CAMERAS; MOBILE RADIO AND TELEVISION BROADCASTING UNITS; TELEVISION BROADCASTING EQUIPMENT, NAMELY, VIDEO CAMERAS, FILM CAMERAS, MONITORS, DISPLAYS, AUDIO MONITORS, AUDIO RECORDERS, VIDEO RECORDERS, SWITCHES, CABLES, LIGHTING, LENSES, TRIPODS, CASES, VIDEOTAPE, AUDIO MIXING BOARDS, AND VIDEO EDITING CONSOLES; CAMERAS; VIDEO CAMERAS; HEADPHONES; EAR PIECES; SPEAKERS; GLOBAL POSITIONING SYSTEM (GPS) APPARATUS AND EQUIPMENT; COMPUTER, ELECTRONIC AND VIDEO GAMES PROGRAMS AND SOFTWARE INCLUDING SOFTWARE DOWNLOADABLE FROM THE INTERNET; LIQUID CRYSTAL DISPLAYS FOR TELECOMMUNICATIONS AND ELECTRONIC EQUIPMENT; SET TOP BOX; REMOTE CONTROL FOR TELEVISIONS, COMPUTERS, AUDIO SYSTEMS, AND VIDEO GAME SYSTEMS; DATA STORAGE PROGRAMS, NAMELY, COMPUTER SOFTWARE USED FOR THE STORAGE OF ELECTRONIC DATA AND DOCUMENTS; SPECTACLES AND SUNGLASSES; ENCODED OR MAGNETIC BANK CREDIT, DEBIT, CASH AND IDENTIFICATION CARDS; AUTOMATIC TELLER MACHINES, CASH DISPENSERS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FOR: NEWSPAPERS; MAGAZINES, NAMELY, GENERAL FEATURE MAGAZINES; JOURNALS, NAMELY, BLANK JOURNAL BOOKS, BLANK JOURNALS, BLANK WRITING JOURNALS, CUSTOMIZABLE JOURNAL BOOKS, JOURNALS CONCERNING BUSINESS AND ECOMMERCE, PERSONALIZED WRITING JOURNALS, TRADE JOURNALS IN THE FIELD OF BUSINESS AND ECOMMERCE, WRITING JOURNAL SHEETS; PAPER, CARDBOARD AND GOODS MADE FROM THESE MATERIALS, NOT INCLUDED IN OTHER CLASSES, NAMELY, COMPUTER PAPER AND CARDBOARD BOXES; PRINTED MATTER, NAMELY, CALENDARS AND PHOTOGRAPHS; PRINTED MATTER, NAMELY, PRINTED CHARTS, AND BOOKS IN THE FIELD OF ENTREPRENEURSHIP AND E-COMMERCE; STATIONERY; ADHESIVES FOR STATIONERY OR HOUSEHOLD PURPOSES; ARTISTS' MATERIALS, NAMELY, ARTISTS' BRUSHES, PASTELS, PENCILS, PENS, CANVAS PANELS, ELECTRICAL WOOD BURNING PENS, GESSO, NAMELY, PLASTERS, AND MOLDS FOR MODELING CLAYS; TYPEWRITERS; PRINTED INSTRUCTIONAL AND TEACHING MATERIAL, EXCEPT APPARATUS, IN THE FIELD OF MATHEMATICS, SCIENCE, LITERATURE, MUSIC, ART, AND WRITING; PLASTIC MATERIALS FOR PACKAGING NOT INCLUDED IN OTHER CLASSES, NAMELY, PLASTIC BAGS FOR PACKING AND PLASTIC BUBBLE PACKS FOR PACKAGING; PRINTERS' TYPE; PRINTING BLOCKS; BOOKS AND PAMPHLETS IN THE FIELD OF BUSINESS AND ECOMMERCE; POSTERS; PRINTED CARDS, NAMELY, PRINTED GREETING CARDS; CALENDARS; PRICE TAGS; PAPER

Reg. No. 4,107,427 PRICE LABELS; GENERAL PURPOSE BAGS OF PAPER, CARDBOARD AND PLASTIC; PRINTED TELEPHONE, FACSIMILE, ELECTRONIC MAIL AND WEB SITE DIRECTORIES; CARDS IN THE FORM OF DEBIT CARDS, CREDIT CARDS, CHARGE CARDS AND TELEPHONE CARDS OTHER THAN ENCODED AND MAGNETIC CARDS; MARKETING AND PROMOTIONAL MATERIALS, NAMELY, PRINTED VISUALS IN THE NATURE OF PROMOTIONAL MATERIALS; PRINTED ADVERTISEMENTS, NAMELY, ADVERTISING PAMPHLETS AND ADVERTISING SIGNS OF PAPER OR CARDBOARD; PRINTED USER MANUALS IN THE FIELD OF BUSINESS AND ECOMMERCE; PACKAGING MATERIALS, NAMELY, SYNTHETIC RESIN, PAPER, CARDBOARD, AND PLASTIC SHIPPING MATERIALS; FACIAL TISSUES; HANDKERCHIEFS MADE OF PAPER; MODELS AND FIGURINES MADE OF PAPER; PAPER PARTY BAGS; PAPER PARTY FAVORS; PAPER AND CARDBOARD SIGNBOARDS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FOR: ADVERTISING; BUSINESS MANAGEMENT; BUSINESS ADMINISTRATION; PROVIDING OFFICE FUNCTIONS; ADVERTISING AGENCY SERVICES; ADVERTISING SERVICES PROVIDED FOR OTHERS; DATABASE MANAGEMENT; COMPILATION OF INFORMATION INTO COMPUTER DATABASES; MARKET RESEARCH AND BUSINESS CONSULTING SERVICES; BUSINESS CONSULTANCY SERVICES RELATING TO FACILITATING THE TRANSACTION OF BUSINESS VIA LOCAL AND GLOBAL COMPUTER NETWORKS BY LOCATING AND PROVIDING REFERRALS FOR THE DELIVERY OF A WIDE VARIETY OF BUSINESS AND CONSUMER PRODUCTS AND SERVICES; DISSEMINATION OF BUSINESS INFORMATION OF GOODS AND SERVICES OF OTHERS VIA LOCAL AND GLOBAL COMPUTER NETWORKS; BUSINESS CONSULTANCY SERVICES IN THE FIELD OF GLOBAL COMPUTER WEB SITES WHERE THIRD PARTIES CAN OFFER AND SOURCE GOODS AND SERVICES, PLACE, DETERMINE THE STATUS OF AND FULFILL TRADE LEADS AND ORDERS, ENTER INTO CONTRACTS AND TRANSACT BUSINESS; PROVIDING COMPUTERIZED ONLINE ORDERING SERVICES FEATURING A WIDE VARIETY OF GENERAL CONSUMER, BUSINESS, AND INDUSTRIAL PRODUCTS AND MERCHANDISE; ADVERTISING OF GOODS AND SERVICES OF OTHERS VIA LOCAL AND GLOBAL COMPUTER NETWORKS; INTERNATIONAL IMPORT AND EXPORT AGENCY SERVICES; RENTAL OF ADVERTISING SPACE ON COMMUNICATION MEDIA; ONLINE TRADING SERVICES RELATING TO ELECTRONIC AUCTIONEERING AND PROVIDING ONLINE BUSINESS EVALUATION RELATING THERETO; ONLINE RETAIL STORE SERVICES FEATURING A WIDE VARIETY OF GENERAL CONSUMER, BUSINESS, AND INDUSTRIAL PRODUCTS AND MERCHANDISE; PROVIDING AN ONLINE BUSINESS DIRECTORY OF THIRD PARTY WEB SITES TO FACILITATE BUSINESS TRANSACTIONS; BUSINESS CONSULTANCY SERVICES IN THE FIELD OF OPERATING AN ELECTRONIC MARKETPLACE FOR THE BUYERS AND SELLERS OF GOODS AND/OR SERVICES ON A GLOBAL COMPUTER NETWORK; BUSINESS ASSISTANCE FOR OTHERS IN THE FIELD OF FACILITATING BUSINESS TRANSACTION VIA LOCAL AND GLOBAL COMPUTER NETWORKS; CORPORATE BUSINESS MANAGEMENT CONSULTANCY SERVICES; MARKETING AND PROMOTION SERVICES; PUBLICATION OF PUBLICITY MATERIALS; REAL ESTATE MARKETING SERVICES, NAMELY, MARKETING OF VACANT PREMISES; DISSEMINATION OF ADVERTISING MATERIALS, UPDATING OF ADVERTISING MATERIALS, COMPILATION OF ADVERTISEMENTS FOR USE AS WEB PAGES ON THE INTERNET; RENTAL OF ADVERTISING SPACE; COMPUTER DATA PROCESSING; PROVIDING INFORMATION CONCERNING COMMERCIAL SALES, PROVIDING BUSINESS INFORMATION, PROMOTIONAL INFORMATION SERVICES, NAMELY, PROMOTING THE GOODS OF OTHER BY PROVIDING INFORMATION REGARDING DISCOUNTS, COUPONS, REBATES, VOUCHERS AND SPECIAL OFFERS FOR THE GOODS OF OTHERS; TELEPHONE ANSWERING SERVICE; AUCTIONEERING PROVIDED ON THE INTERNET; PERSONNEL MANAGEMENT; PROVISION OF COMMERCIAL SALES, BUSINESS INFORMATION, ADVERTISING AND COMMERCIAL INFORMATION THROUGH A GLOBAL COMPUTER NETWORK AND VIA THE INTERNET; PRESENTATION OF GOODS ON COMMUNICATION MEDIA FOR RETAIL PURPOSES; THE BRINGING TOGETHER, FOR THE BENEFIT OF OTHERS, OF A VARIETY OF GOODS, ENABLING CUSTOMERS TO CONVENIENTLY VIEW AND PURCHASE THOSE GOODS FROM A GENERAL MERCHANDISE INTERNET WEB SITE SPECIALIZING IN THE MARKETING OF THE SALE OF GOODS AND SERVICES

Reg. No. 4,107,427 OF OTHERS; RETAIL AND WHOLESALE STORE SERVICES FEATURING TELEPHONES, MOBILE PHONE HANDSETS, MOBILE PHONE ACCESSORIES, ELECTRONIC AND TELECOMMUNICATIONS GOODS, COMPUTER HARDWARE AND COMPUTER SOFTWARE, BATTERIES, BATTERY CHARGERS, APPARATUS AND INSTRUMENTS FOR RECORDING, RECEIVING, TRANSMITTING AND/OR REPRODUCING DATA, INFORMATION, PICTURES, IMAGES AND/OR SOUND, PRECIOUS METALS, JEWELLERY, PRECIOUS STONES, PRINTED MATTER, STATIONERY AND MAGNETIC AND NON MAGNETICALLY ENCODED CARDS, FURNITURE, PICTURE FRAMES, HOUSEHOLD AND KITCHEN UTENSILS, GLASSWARE, PORCELAIN AND EARTHENWARE, TEXTILES, CLOTHING, FOOTWEAR, HEADGEAR, LACES AND EMBROIDERY, BUTTONS, RIBBONS, PINS AND NEEDLES, ARTIFICIAL FLOWERS, CARPETS, RUGS, GAMES AND ELECTRONIC TOYS, CHEMICALS USED IN INDUSTRY, SCIENCE, PHOTOGRAPHY AND AGRICULTURE, PAINTS, VARNISHES AND LACQUERS, PERSONAL HYGIENE PRODUCTS, SOAPS, PERFUMERY, COSMETICS, HAIR AND BODY LOTIONS, ESSENTIAL OILS, CLEANING AND BLEACHING PREPARATIONS, LUBRICANTS, FUELS, CANDLES, PHARMACEUTICAL, VETERINARY AND SANITARY PREPARATIONS, IRONMONGERY AND SMALL ITEMS OF METAL HARDWARE, MACHINES AND MACHINE TOOLS, CUTLERY, RAZORS AND HAND TOOLS, COMPUTERS, CALCULATING MACHINES, ELECTRICAL, PHOTOGRAPHIC, CINEMATOGRAPHIC AND OPTICAL APPARATUS AND INSTRUMENTS, SPECTACLES AND SUN GLASSES, SURGICAL AND MEDICAL APPARATUS AND INSTRUMENTS, APPARATUS FOR LIGHTING, HEATING, STEAM GENERATING, COOKING, REFRIGERATING, DRYING, VENTILATING, WATER SUPPLY AND SANITARY PURPOSES, VEHICLES, FIREARMS, FIREWORKS, SILVERWARE, HOROLOGICAL AND CHRONOMETRIC INSTRUMENTS, MUSICAL INSTRUMENTS, MAGAZINE, CARDS, PAPER AND CARDBOARD PRODUCTS, PICTURE, TYPEWRITERS AND OFFICE REQUISITES, PACKAGING MATERIALS, RUBBER AND PLASTICS FOR MANUFACTURE USE, PACKING AND INSULATING MATERIALS, LEATHER AND IMITATIONS OF LEATHER AND GOODS MADE FROM THESE MATERIALS, HANDBAGS, PURSES, WALLETS, LEATHER HOLDERS, BAGS, LUGGAGE, UMBRELLAS, MIRRORS, ROPES, STRING, NETS, TENTS, YARNS AND THREADS FOR TEXTILE USE, COAT HANGERS, PLACE MATS, DRESSMAKER'S ARTICLES, BED AND TABLE COVERS, PLAYTHINGS AND SPORTING ARTICLES. FOODSTUFFS AND BEVERAGES, MEAT, FISH, POULTRY, PRESERVED, DRIED AND COOKED FRUITS AND VEGETABLES, JAMS AND FRUITS SAUCES, EGGS, MILK AND MILK PRODUCTS, EDIBLE OILS AND FATS, COFFEE, TEA, COCOA, SUGAR, RICE, FLOUR, BREAD AND CAKES, CONDIMENTS, FRESH FRUIT AND VEGETABLES, BEER, MINERAL WATER, FRUIT JUICES AND OTHER NON-ALCOHOLIC DRINKS, ALCOHOLIC BEVERAGES, FLORAL PRODUCTS, TOBACCO, SMOKERS' ARTICLES AND MATCHES; DIRECT MAIL ADVERTISING; BUYING AND SELLING AGENCY SERVICES, NAMELY, PURCHASING A WIDE VARIETY OF CONSUMER, BUSINESS AND INDUSTRIAL PRODUCTS AND SERVICES FOR OTHERS; SELECTION AND PROCUREMENT OF GOODS, NAMELY, PURCHASING OF A WIDE VARIETY OF CONSUMER, BUSINESS AND INDUSTRIAL PRODUCTS AND SERVICES FOR INDIVIDUALS AND BUSINESSES FOR INDIVIDUALS AND BUSINESSES; CATALOG AND ONLINE ORDERING SERVICES FEATURING A WIDE VARIETY OF CONSUMER GOODS OF OTHERS; DEPARTMENT STORE SERVICES; SUPERMARKET SERVICES; SECRETARIAL SERVICES; PROVIDING STATISTICAL INFORMATION; ORGANIZATION OF EXHIBITIONS FOR COMMERCIAL OR ADVERTISING PURPOSES; BUSINESS SERVICES, NAMELY, PREPARING MAILING LISTS; BUSINESS INVESTIGATION; BUSINESS ADMINISTRATION CONSULTATION SERVICES IN THE FIELD OF PROCESSING OF SALES MADE ON THE INTERNET; BUSINESS NETWORKING REFERRAL SERVICES AND PERSONNEL PLACEMENT; IMPORT-EXPORT AGENCIES; SUBSCRIPTIONS TO NEWSPAPERS; DOCUMENT REPRODUCTION; TRANSCRIPTION SERVICES, NAMELY, CONFERENCE CALL, MESSAGE AND STENOGRAPHIC TRANSCRIPTION; RENTAL OF OFFICE EQUIPMENT; CUSTOMER RELATIONSHIP MANAGEMENT; BUSINESS MANAGEMENT SERVICES RELATING TO ELECTRONIC COMMERCE; BUSINESS MANAGEMENT AND ADMINISTRATION SERVICES RELATING TO SPONSORSHIP PROGRAMS; ACCOUNTING SERVICES, CONSULTANCY, INFORMATION AND ADVISORY SERVICES RELATING TO THE AFORESAID SERVICES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

Reg. No. 4,107,427 FOR: TELECOMMUNICATIONS SERVICES, NAMELY, PROVIDING TELEPHONE COMMUNICATION, INTERNET TELEPHONY SERVICES, NETWORK TELEPHONE, ELECTRONIC FACSIMILE, ELECTRONIC MAILS, AND INSTANT MESSAGING COMMUNICATION SERVICES; PROVISION OF TELECOMMUNICATION ACCESS AND LINKS TO COMPUTER DATABASE AND TO THE INTERNET; ELECTRONIC COMMUNICATION SERVICES; INTERACTIVE TELECOMMUNICATIONS SERVICES; TELECOMMUNICATIONS SERVICES, NAMELY, THE ELECTRONIC TRANSMISSION OF DATA AND DOCUMENTS; PROVIDING TELECOMMUNICATIONS CONNECTIONS TO THE INTERNET OR DATA BASES; PROVISION OF TELECOMMUNICATION ACCESS TO THE WORLD-WIDE WEB; COMMUNICATION BY COMPUTER TERMINALS; COMMUNICATION BY FIBER OPTIC NETWORKS; ELECTRONIC TRANSMISSION OF MESSAGES AND IMAGES BY COMPUTER; FACSIMILE TRANSMISSION; MESSAGE SENDING; PAGING SERVICES; RENTAL OF MODEMS; TRANSMISSION OF DATA BY ELECTRONIC MEANS; RENTAL OF TELECOMMUNICATION EQUIPMENT; ELECTRONIC MESSAGE SENDING, RECEIVING AND FORWARDING SERVICES; TRANSMISSION AND DELIVERY OF DATA BY ELECTRONIC MEANS; ELECTRONIC TRANSMISSION AND DELIVERY OF MAIL MESSAGES, STILL PICTURE AND/OR MOVING PICTURE INFORMATION SUCH AS CHARACTERS, MESSAGES, MUSIC AND IMAGES, TELEGRAMS, INFORMATION AND DATA BY ELECTRONIC, TELEPHONE, TELEGRAPH, CABLE, COMPUTER AND SATELLITE MEANS; TRANSMISSION, BROADCAST AND RECEPTION OF AUDIO, VIDEO, STILL AND MOVING IMAGES AND DATA WHETHER IN COMPRESSED OR UNCOMPRESSED FORM AND WHETHER IN REAL OR DELAYED TIME; ELECTRONIC MESSAGING SERVICES, TELEPHONE, VIDEO AND WEB CONFERENCING SERVICES AND ORDER-TRANSMISSION SERVICES; VIDEO CONFERENCING SERVICES; PROVIDING AN ELECTRONIC BULLETIN BOARD THAT ENABLES USERS TO PERFORM A REAL-TIME INTERACTIVE TALK BETWEEN A COMPUTER TERMINAL AND AN ELECTRONIC BULLETIN BOARD CONTAINING STILL PICTURE AND MOVING PICTURE INFORMATION AND VOICE INFORMATION SUCH AS CHARACTERS IN THE FIELD OF GENERAL INTEREST; PROVIDING ELECTRONIC BULLETIN BOARDS AND MESSAGE BOARDS FOR TRANSMISSION OF IN THE FIELD OF GENERAL INTEREST; PROVISION OF DISCUSSION FORUMS IN THE FIELD OF GENERAL INTEREST; TELEVISION BROADCASTING SERVICES; BROADCASTING AND TRANSMISSION OF RADIO AND TELEVISION PROGRAMS; MUSIC BROADCASTING; TRANSMISSION OF MUSIC, FILMS, INTERACTIVE PROGRAMS, VIDEOS, ELECTRONIC COMPUTER GAMES VIA A GLOBAL COMPUTER NETWORK OR THE INTERNET; ELECTRONIC TRANSMISSION OF INFORMATION IN THE FIELD OF ON-LINE SHOPPING AND GENERAL RETAIL SERVICES; VIDEO-ON-DEMAND TRANSMISSION SERVICES; NEWS AGENCY SERVICES, NAMELY, TRANSMISSION OF NEWS ITEMS TO NEWS REPORTING ORGANIZATIONS; PROVIDING ACCESS TO COMPUTER DATABASES ON THE GLOBAL COMPUTER NETWORK; PROVIDING CHAT ROOM SERVICES OR TRANSMISSION OF MESSAGES AMONG COMPUTER USERS CONCERNING BUSINESS AND ECOMMERCE; PROVIDING MULTIPLE USER ACCESS TO GLOBAL COMPUTER INFORMATION NETWORKS; PROVIDING ACCESS TO A WEBSITE ON A GLOBAL COMPUTER NETWORK BY WHICH THIRD PARTIES CAN OFFER GOODS AND SERVICES, PLACE AND FULFILL ORDERS, ENTER INTO CONTRACTS AND TRANSACT BUSINESS; PROVIDING ACCESS TO AN INTERACTIVE WEBSITE ON A GLOBAL COMPUTER NETWORK FOR THIRD PARTIES TO POST INFORMATION, RESPOND TO REQUESTS AND PLACE AND FULFILL ORDERS FOR PRODUCTS, SERVICES AND BUSINESS OPPORTUNITIES; COMMUNICATION SERVICES, NAMELY, TEXT AND NUMERIC WIRELESS DIGITAL MESSAGING SERVICES; TRANSMISSION OF INFORMATION AND DATA COMMUNICATIONS FOR ASSISTING DECISION MAKING; TRANSMISSION OF INFORMATION THROUGH VIDEO COMMUNICATION SYSTEMS; WEB CONFERENCING SERVICES; VIRTUAL CHATROOMS ESTABLISHED VIA TEXT MESSAGING; PROVIDING ELECTRONIC BULLETIN BOARDS FOR THE POSTING AND TRANSMISSION OF MESSAGES AMONG AND BETWEEN COMPUTER USERS CONCERNING CONSUMER PRODUCTS, SERVICES AND BUSINESS LEADS AND OPPORTUNITIES; PROVIDING AN ONLINE INTERACTIVE BULLETIN BOARD FOR THE POSTING, PROMOTION, SALE AND RESALE OF ITEMS VIA A GLOBAL COMPUTER NETWORK; PROVIDING ELECTRONIC MAIL AND ELECTRONIC MAIL FORWARDING SERVICES; AUDIO AND VIDEO COMMUNICATION VIA COMPUTERS AND COMPUTER NETWORKS, AND VIA

Reg. No. 4,107,427 A GLOBAL COMMUNICATIONS NETWORK; PROVIDING COMPUTER ACCESS TO ONLINE INTERACTIVE BULLETIN BOARDS AND DATABASES; PROVIDING ACCESS TO ELECTRONIC BULLETIN BOARDS FOR THE POSTING AND TRANSMISSION OF MESSAGES AMONG AND BETWEEN COMPUTER USERS CONCERNING PRODUCTS, SERVICES AND BUSINESS OPPORTUNITIES; PROVIDING ACCESS TO ELECTRONIC CALENDAR, ADDRESS BOOK AND NOTES FEATURE, VIA LOCAL AND GLOBAL COMPUTER NETWORKS; PROVIDING DISTANT VIDEO AND/OR TELEPHONE CONFERENCING ACCESS AND FACILITIES; CONSULTANCY, INFORMATION AND ADVISORY SERVICES RELATING TO THE AFORESAID SERVICES, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FOR: PROVIDING OF TRAINING IN THE FIELD OF BUSINESS AND E-COMMERCE; ENTERTAINMENT, NAMELY, PROVIDING ON-LINE VIDEO GAMES, COMPUTER GAMES AND COMPUTER GAME CONTESTS; ORGANIZING SPORTING AND CULTURAL ACTIVITIES; PUBLICATION OF TEXTS, BOOKS AND JOURNALS OTHER THAN PUBLICATION OF NEWSPAPERS, MAGAZINES AND PERIODICALS; EDUCATION, NAMELY, TRAINING COURSES AND INSTRUCTIONAL CLASSES IN THE FIELD OF TELECOMMUNICATIONS HARDWARE AND SOFTWARE, OPERATION OF COMPUTERS, COMPUTER PROGRAMMING, WEB SITE DESIGN, E-COMMERCE, BUSINESS MANAGEMENT AND ADVERTISING; PROVIDING INFORMATION ABOUT EDUCATION, RECREATION, INSTRUCTION, TUITION AND TRAINING BOTH INTERACTIVE AND NON-INTERACTIVE; DESIGN OF EDUCATIONAL COURSES, NAMELY, DEVELOPMENT OF CURRICULUM AND EXAMINATIONS IN THE FIELD OF BUSINESS AND E-COMMERCE; ENTERTAINMENT PROVIDED VIA ELECTRONIC AND DIGITAL INTERACTIVE MEDIA, NAMELY, PROVIDING ON-LINE VIDEO GAMES, COMPUTER GAMES AND COMPUTER GAME CONTESTS; PROVISION OF INFORMATION ABOUT EDUCATION, ENTERTAINMENT INFORMATION, INFORMATION IN THE FIELD OF SPORTS AND SPORTING EVENTS, AND INFORMATION IN THE FIELD OF RECREATION AND LEISURE ACTIVITIES AND CULTURAL ACTIVITIES AND EXHIBITIONS; PROVIDING ONLINE ELECTRONIC PUBLICATIONS IN THE NATURE OF BOOKS, JOURNALS, NEWSLETTERS AND ARTICLES IN THE FIELD OF BUSINESS AND E-COMMERCE; ARRANGING, ORGANIZING, HOSTING AND CONDUCTING SINGING COMPETITIONS; ARRANGING, ORGANIZING, HOSTING AND CONDUCTING MUSICAL CONCERTS; ARRANGING, ORGANIZING, HOSTING AND CONDUCTING GAME SHOWS AND QUESTS; ENTERTAINMENT TICKET AGENCY SERVICES; ENTERTAINMENT INFORMATION AND INFORMATION ABOUT EDUCATION, PROVIDED ONLINE FROM A COMPUTER DATABASE OR THE INTERNET; PROVIDING NON-DOWNLOADABLE PRERECORDED DIGITAL MUSIC FROM THE INTERNET; PROVIDING NON-DOWNLOADABLE PRERECORDED DIGITAL MUSIC FROM MP3 INTERNET WEB SITES; ENTERTAINMENT AND EDUCATION SERVICES, NAMELY, CONDUCTING COURSES OF INSTRUCTION ABOUT PLANNING, PRODUCTION AND DISTRIBUTION OF SOUND, IMAGES, DIGITAL MUSIC, MOVIES AND LIVE OR RECORDED AUDIO, VISUAL OR AUDIOVISUAL MATERIAL FOR BROADCASTING ON TERRESTRIAL CABLE, SATELLITE CHANNELS, THE INTERNET, WIRELESS OR WIRELINK SYSTEMS AND OTHER MEANS OF COMMUNICATIONS; MUSIC ENTERTAINMENT SERVICES, NAMELY, LIVE MUSIC CONCERTS; RENTAL OF SOUND RECORDINGS; ENTERTAINMENT IN THE NATURE OF ON-GOING TELEVISION PROGRAMS IN THE FIELDS OF BUSINESS AND E-COMMERCE; RENTAL OF SOUND RECORDINGS; NEWS REPORTERS SERVICES; PROVIDING NEWS IN THE FIELD OF SPORTING OR CULTURAL EVENTS AND CURRENT EVENTS REPORTING PROVIDED BY SATELLITE TELEVISION, THE INTERNET OR RADIO; PRODUCTION OF TELEVISION AND RADIO PROGRAMS AND FILM PRODUCTION; GAME SERVICES PROVIDED ON-LINE FROM A COMPUTER NETWORK; PROVISION OF RECREATION ACTIVITY, SPORTING AND GYMNASIUM FACILITIES; LIVE PERFORMANCES BY MUSICAL BANDS; NIGHT CLUB SERVICES, DISCOTHEQUES, AND FASHION SHOWS; ARRANGING, CONDUCTING AND PROVISION OF CONFERENCES, CONVENTIONS, SEMINARS AND TRAINING WORKSHOPS IN THE FIELD OF BUSINESS AND E-COMMERCE; ART EXHIBITIONS; ART SERVICES, NAMELY, RENTAL OF ARTWORK; TRAINING SERVICES IN THE FIELD OF OCCUPATIONAL HEALTH AND SAFETY, AND ENVIRONMENTAL CONSERVATION; PROVISION OF CIGAR

Reg. No. 4,107,427 CLASSES, WINE TASTING CLASSES; ARRANGING, ORGANIZING, PLANNING AND RUNNING SEMINARS IN THE FIELD OF BUSINESS AND E-COMMERCE; ANIMAL TRAINING; DIRECTION IN PRODUCING BROADCASTING PROGRAMS, NAMELY, PRODUCTION OF TELEVISION AND RADIO PROGRAMS AND FILM PRODUCTION; INSTRUCTIONAL SERVICES, NAMELY, TRAINING IN THE OPERATION OF AUDIOVISUAL MACHINES AND EQUIPMENT USED FOR THE PRODUCTION OF BROADCASTING PROGRAMS; PROVIDING AUDIO AND VISUAL STUDIOS; PROVIDING SPORTS FACILITIES; PROVIDING FACILITIES FOR MOVIES, SHOWS, PLAYS, MUSIC OR EDUCATIONAL TRAINING; ENTERTAINMENT BOOKING AGENCIES, NAMELY, BOOKING OF SEATS FOR SHOWS AND SPORTS EVENTS; RENTAL OF MOTION PICTURES; RENTAL AND LEASING OF MUSICAL INSTRUMENTS; RENTAL AND LEASING OF RECORDED TELEVISION PROGRAMS; RENTAL AND LEASING OF TELEVISION SETS; LENDING LIBRARIES; ARCHIVE LIBRARY SERVICES; SUBTITLING SERVICES, NAMELY, PREPARING SUBTITLES FOR MOVIES; SIGN LANGUAGE INTERPRETATION SERVICES; RENTAL OF COMPUTER GAME SOFTWARE; PROVIDING ONLINE VIDEO GAMES, COMPUTER GAMES; PROVIDING ONLINE NONDOWNLOADABLE MUSIC AND MOVIES THROUGH THE INTERNET; PROVIDING ONLINE COMPUTER GAMES AND CONDUCTING CONTESTS; RENTAL OF PRE-RECORDED VIDEO TAPES; RENTAL AND LEASING OF GAME MACHINES; RENTAL OF ARCADE GAME EQUIPMENT; RENTAL OF MOTION PICTURES; PHOTOGRAPHY; TRANSLATION; LANGUAGE INTERPRETATION; EDUCATIONAL AND TRAINING PROGRAMS IN THE FIELD OF RISK MANAGEMENT; EDUCATIONAL AND TRAINING PROGRAMS RELATED TO THE CERTIFICATION OF BUYERS AND SELLERS ENGAGED IN ECOMMERCE; PROVISION OF NEWS IN THE NATURE OF CURRENT EVENT REPORTING; CONSULTANCY, INFORMATION AND ADVISORY SERVICES RELATING TO THE AFORESAID SERVICES; LOTTERY SERVICES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FOR: SCIENTIFIC AND TECHNOLOGICAL SERVICES AND RESEARCH AND DESIGN RELATING THERETO, IN THE FIELD OF TELECOMMUNICATIONS SOFTWARE AND HARDWARE DESIGN, INTERNET TECHNOLOGY, THE DESIGN OF WEBSITES FOR ADVERTISING, SOFTWARE DESIGN AND E-COMMERCE SOFTWARE AND HARDWARE DESIGN, AND INDUSTRIAL RESEARCH AND ANALYSIS SERVICES IN THE FIELD OF ECOMMERCE; DESIGN AND DEVELOPMENT OF COMPUTER HARDWARE AND SOFTWARE; COMPUTER SERVICE RELATING TO CREATING INDEXES OF INFORMATION, SITES AND RESOURCES ON COMPUTER NETWORKS; PROVIDING SEARCH ENGINES; DESIGN OF COMPUTERS, NOTEBOOK COMPUTERS, LAPTOP COMPUTERS, PORTABLE COMPUTERS AND HANDHELD COMPUTERS; DESIGN FOR OTHERS IN THE FIELD OF PERSONAL DIGITAL ASSISTANTS AND PERSONAL MEDIA PLAYERS; DESIGN FOR OTHERS IN THE FIELD OF MOBILE TELEPHONES AND SMART PHONES; DESIGN FOR OTHERS IN THE FIELD OF DIGITAL CAMERAS; COMPUTER SERVICES, NAMELY, CREATING, MAINTAINING AND HOSTING WEBSITES FOR OTHERS, COMPUTER SYSTEM ADMINISTRATION FOR OTHERS, HOSTING COMPUTER APPLICATION SOFTWARE FOR SEARCHING AND RETRIEVING INFORMATION FROM DATABASES AND COMPUTER NETWORKS, HOSTING SOFTWARE FOR CUSTOMIZED SEARCHING OF COMPUTER DATABASES AND WEBSITES, CREATING, MAINTAINING AND HOSTING WEBSITES FOR OTHERS, CREATING AN ON-LINE COMMUNITY FOR REGISTERED USERS TO DEVELOP AND COLLABORATE ON ADDRESS BOOKS AND CALENDARS, SOFTWARE DESIGN AND DEVELOPMENT FOR OTHERS, HOSTING ON-LINE INTERACTIVE PUBLIC CALENDARS, ADDRESS BOOKS AND NOTES THAT ALLOW MULTIPLE PARTICIPANTS TO SHARE EVENT SCHEDULES, FACILITY RESERVATIONS, AND TRANSPORTATION REQUESTS VIA LOCAL AND GLOBAL COMPUTER NETWORK, CUSTOMIZED SEARCHING OF COMPUTER DATABASES AND WEBSITES, NAMELY, PROVIDING CUSTOMIZED ONLINE WEB PAGES FEATURING USER-DEFINED INFORMATION WHICH INCLUDES ONLINE LINKS TO THIRD PARTY WEB SITES, AND PROVIDING SEARCH ENGINES FOR OBTAINING DATA FROM COMPUTER FILES ON A GLOBAL COMPUTER NETWORK; COMPUTER PROGRAMMING; COMPUTER SYSTEM SOFTWARE SERVICES, NAMELY, DESIGN AND DEVELOPMENT OF ON-LINE COMPUTER SOFTWARE SYSTEMS; COMPUTER PROGRAMMING IN RELATION TO THE DEFENSE AGAINST VIRUS, NAMELY,

Reg. No. 4,107,427 COMPUTER VIRUS PROTECTION SERVICES; COMPUTER INTEGRATION SERVICES, NAMELY, COMPUTER SYSTEMS INTEGRATION SERVICES, INTEGRATION OF COMPUTER SOFTWARE INTO MULTIPLE SYSTEMS AND NETWORKS, INTEGRATION OF COMPUTER SYSTEMS AND NETWORKS, AND IT INTEGRATION SERVICES; COMPUTER ANALYSIS SERVICES, NAMELY, COMPUTER SYSTEMS ANALYSIS; PROVIDING DIRECT CONNECTION SERVICES BETWEEN COMPUTER USERS FOR EXCHANGING DATA, NAMELY, PROVIDING TEMPORARY USE OF ONLINE NON-DOWNLOADABLE SOFTWARE FOR THE EXCHANGE OF DATA; COMPUTER SOFTWARE DESIGN; COMPUTER SYSTEM DESIGN; DESIGN AND DEVELOPMENT OF WEBPAGES; HOSTING WEBPAGES FOR OTHERS; HOSTING COMPUTER APPLICATION SOFTWARE OF OTHERS FOR USE IN SEARCHING AND RETRIEVING INFORMATION FROM DATABASES AND COMPUTER NETWORKS; PROVIDING TECHNICAL INFORMATION AT THE SPECIFIC REQUEST OF END-USERS BY MEANS OF TELEPHONE OR GLOBAL COMPUTER NETWORK; COMPUTER SERVICES RELATING TO CUSTOMIZED SEARCHING OF COMPUTER DATABASES AND WEBSITES, NAMELY, PROVIDING CUSTOMIZED ONLINE WEB PAGES FEATURING USER-DEFINED INFORMATION WHICH INCLUDES ONLINE LINKS TO THIRD PARTY WEB SITES; COMPUTER AND ELECTRONIC SIGNAL CODING AND DECODING; CONVERSION OF PHYSICAL DATA AND DOCUMENTS INTO ELECTRONIC MEDIA FORMAT; TESTING AND EVALUATION SERVICES OF THE GOODS AND SERVICES OF OTHERS; ARCHITECTURAL AND DESIGN SERVICES; INTERIOR DESIGNS OF BUILDINGS, OFFICES AND APARTMENTS; COMPUTER SECURITY CONSULTATION SERVICES FOR COMPUTER AND NETWORK INFORMATION SERVICES; COMPUTER SECURITY INFORMATION, KNOWLEDGE, AND TESTING SERVICES; TESTING, ANALYSIS AND EVALUATION OF THE GOODS AND SERVICES OF OTHERS FOR PURPOSES OF CERTIFICATION; AUTHENTICATION SERVICES IN THE FIELD OF ECOMMERCE; COMPUTER SECURITY SERVICES, NAMELY, ACCESS CONTROL TO COMPUTERS, ELECTRONIC NETWORKS AND DATABASES; SECURITY OF DATA TRANSMISSION AND OF TRANSACTIONS VIA COMPUTER NETWORKS; ON-LINE AUTHENTICATION OF ELECTRONIC SIGNATURES; CONSULTANCY IN THE FIELD OF DATA SECURITY; CONSULTANCY, INFORMATION AND ADVISORY SERVICES RELATING TO THE AFORESAID SERVICES, IN CLASS 42 (U.S. CLS. 100 AND 101).

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

PRIORITY CLAIMED UNDER SEC. 44(D) ON HONG KONG APPLICATION NO. 301603881, FILED 5-3-2010, REG. NO. 301603881, DATED 5-30-2010, EXPIRES 5-30-2020.

THE WORDING "TAOBAO" HAS NO ENGLISH TRANSLATION.

SER. NO. 85-032,223, FILED 5-6-2010.

KAREN K. BUSH, EXAMINING ATTORNEY

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. *See* 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.* *See* 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

- You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or reminder of these filing requirements.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. *See* 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

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Mark: TAOBAO

TAOBAO

US Serial Number: 85032223

Application Filing Date: May 06 2010

US Registration Number: 4107427

Registration Date: Mar 06 2012

Register: Principal

Mark Type: Trademark Service Mark

TM5 Common Status Descriptor:



L VE/REG STRAT ON/ ssued and Active

The trademark application has been registered with the Office

Status: A Section 8 declaration has been accepted

Status Date: Apr 14 2018

Publication Date: Dec 20 2011

Mark Information

Mark Literal Elements: TAOBAO

Standard Character Claim: Yes The mark consists of standard characters without claim to any particular font style size or color

Mark Drawing Type: 4 STANDARD CHARACTER MARK

Translation: The wording "TAOBAO" has no English translation

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 301603881

Foreign Application Filing Date: May 03 2010

Foreign Registration Number: 301603881

Foreign Registration Date: May 30 2010

Foreign Application/Registration Country: HONG KONG

Foreign Expiration Date: May 30 2020

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks * * identify additional (new) wording in the goods/services

For: [Scientific nautical surveying photographic cinematographic optical weighing measuring signalling checking life saving and teaching apparatus and instruments namely telephones punch clocks time recording devices namely time clocks scales and balances scaled rulers electronic pocket translators neon signs electronic notice boards transparency projection apparatus kilometer recorders for vehicles telescopes mechanisms for counter operated apparatus namely point of sale terminals fire extinguishers acoustic alarms namely smoke and fire alarms eyeglasses batteries exposed files namely exposed camera film; apparatus and instruments for conducting switching transforming accumulating regulating or controlling electricity namely electric wires; electric switches; electroplating apparatus namely electroplating machines electric welding apparatus namely torches electrified fences namely electric fences; apparatus for recording transmission or reproduction of sound or images; blank magnetic data carriers and recording discs; automatic vending machines and mechanisms for coin operated apparatus; cash registers calculating machines data processing equipment and computers;] software for processing electronic payments to and from others; [authentication software namely software for authenticating the identity of a payer; on line electronic publications downloadable from

the internet or a computer network or a computer database in the nature of magazines articles brochures leaflets and datasheets containing information or instructions in the field of business and e commerce;] computer software for use in connection with the provision of an interactive website for third parties to post information create electronic product catalogs respond to requests and place and fulfill orders for products services and business opportunities via local and global computer networks [; computer software for business management customer relationship management (CRM) inventory management sales force management planning and management of personal and business finances and marketing information management all in the field of e commerce; computer software for processing electronic payments to and from others; computer software for use in the search and retrieval of computerized information on hobbies collectibles auctions and products accessed from global information networks and network systems; computer peripherals; notebook computers; laptop computers; portable computers; handheld computers; personal digital assistants; personal media players namely digital and analog audio players digital and analog video players; mobile telephones; smart phones; digital cameras; servers namely computer servers; computer and telecommunications networking computer hardware; computer network adaptors switches routers and hubs; wireless and wired modems and computer equipment namely wireless cards; laptop holders in the nature of protective sleeves and carrying cases computer bags; fire extinguishing apparatus; blank compact discs; digital music downloadable from the internet; telecommunications apparatus namely network telephone electronic facsimile apparatus portable device for sending and receiving electronic mails and instant messaging communication tool in the nature of portable telecommunication instant messaging devices; mouse pads; mobile phone handsets; mobile phone accessories namely battery chargers cases covers ear phones and devices for hands free use of mobile phones; downloadable games pictures motion pictures movies and music via the internet and wireless devices; alarm monitoring systems; security cameras; mobile radio and television broadcasting units; television broadcasting equipment namely video cameras film cameras monitors displays audio monitors audio recorders video recorders switchers cables lighting lenses tripods cases videotape audio mixing boards and video editing consoles; cameras; video cameras; headphones; ear pieces; speakers; Global Positioning System (GPS) apparatus and equipment; computer electronic and video games programs and software including software downloadable from the internet; liquid crystal displays for telecommunications and electronic equipment; set top box; remote control for televisions computers audio systems and video game systems; data storage programs namely computer software used for the storage of electronic data and documents; spectacles and sunglasses; encoded or magnetic bank credit debit cash and identification cards; automatic teller machines cash dispensers]

International Class(es): 009 Primary Class

U.S Class(es): 021 023 026 036 038

Class Status: ACT VE

Basis: 44(e)

For: [Newspapers; magazines namely general feature magazines; journals namely blank journal books blank journals blank writing journals customizable journal books journals concerning business and ecommerce personalized writing journals trade journals in the field of business and ecommerce writing journal sheets; paper cardboard and goods made from these materials not included in other classes namely computer paper and cardboard boxes; printed matter namely calendars and photographs; printed matter namely printed charts and books in the field of entrepreneurship and e commerce; stationery; adhesives for stationery or household purposes; artists materials namely artists brushes pastels pencils] pens [canvas panels electrical wood burning pens gesso namely plasters and molds for modeling clays; typewriters; printed instructional and teaching material except apparatus in the field of mathematics science literature music art and writing; plastic materials for packaging not included in other classes namely plastic bags for packing and plastic bubble packs for packaging; printers type; printing blocks; books and pamphlets in the field of business and ecommerce; posters; printed cards namely printed greeting cards; calendars; price tags; paper price labels; general purpose bags of paper cardboard and plastic; printed telephone facsimile electronic mail and web site directories; cards in the form of debit cards credit cards charge cards and telephone cards other than encoded and magnetic cards; marketing and promotional materials namely printed visuals in the nature of promotional materials; printed advertisements namely advertising pamphlets and advertising signs of paper or cardboard; printed user manuals in the field of business and ecommerce; packaging materials namely synthetic resin paper cardboard and plastic shipping materials; facial tissues; handkerchiefs made of paper; models and figurines made of paper; paper party bags; paper party favors; paper and cardboard signboards]

International Class(es): 016 Primary Class

U.S Class(es): 002 005 022 023 029 037 038 050

Class Status: ACT VE

Basis: 44(e)

For: Advertising; [business management; business administration; providing office functions;] advertising agency services; advertising services provided for others; [database management; compilation of information into computer databases; market research and business consulting services; business consultancy services relating to facilitating the transaction of business via local and global computer networks by locating and providing referrals for the delivery of a wide variety of business and consumer products and services;] dissemination of business information of goods and services of others via local and global computer networks; [business consultancy services in the field of global computer web sites where third parties can offer and source goods and services place determine the status of and fulfill trade leads and orders enter into contracts and transact business;] providing computerized online ordering services featuring a wide variety of general consumer business and industrial products and merchandise; advertising of goods and services of others via local and global computer networks; [international import and export agency services;] rental of advertising space on communication media; online trading services relating to electronic auctioneering and providing online business evaluation relating thereto; online retail store services featuring a wide variety of general consumer business and industrial products and merchandise; [providing an online business directory of third party web sites to facilitate business transactions;] business consultancy services in the field of operating an electronic marketplace for the buyers and sellers of goods and/or services on a global computer network; business assistance for others in the field of facilitating business transaction via local and global computer networks; [corporate business management consultancy services;] marketing and promotion services; publication of publicity materials; [real estate marketing services namely marketing of vacant premises; dissemination of advertising materials updating of advertising materials compilation of advertisements for use as web pages on the internet;] rental of advertising space; [computer data processing;] providing information concerning commercial sales providing business information promotional information services namely promoting the goods of other by providing information regarding discounts coupons rebates vouchers and special offers for the goods of others; [telephone answering service; auctioneering provided on the internet; personnel management;] provision of [commercial sales business information] advertising and commercial information through a global computer network and via the internet; presentation of goods on communication media for retail purposes; the bringing together for the benefit of others of a variety of goods enabling customers to conveniently view and purchase those goods from a general merchandise internet web site specializing in the marketing of the sale of goods and services of others; [retail and wholesale store services featuring telephones

mobile phone handsets mobile phone accessories electronic and telecommunications goods computer hardware and computer software batteries battery chargers apparatus and instruments for recording receiving transmitting and/or reproducing data information pictures images and/or sound precious metals jewellery precious stones printed matter stationery and magnetic and non magnetically encoded cards furniture picture frames household and kitchen utensils glassware porcelain and earthenware textiles clothing footwear headgear laces and embroidery buttons ribbons pins and needles artificial flowers carpets rugs games and electronic toys chemicals used in industry science photography and agriculture paints varnishes and lacquers personal hygiene products soaps perfumery cosmetics hair and body lotions essential oils cleaning and bleaching preparations lubricants fuels candles pharmaceutical veterinary and sanitary preparations ironmongery and small items of metal hardware machines and machine tools cutlery razors and hand tools computers calculating machines electrical photographic cinematographic and optical apparatus and instruments spectacles and sun glasses surgical and medical apparatus and instruments apparatus for lighting heating steam generating cooking refrigerating drying ventilating water supply and sanitary purposes vehicles firearms fireworks silverware horological and chronometric instruments musical instruments magazine cards paper and cardboard products picture typewriters and office requisites packaging materials rubber and plastics for manufacture use packing and insulating materials leather and imitations of leather and goods made from these materials handbags purses wallets leather holders bags luggage umbrellas mirrors ropes string nets tents yarns and threads for textile use coat hangers place mats dressmaker's articles bed and table covers playthings and sporting articles foodstuffs and beverages meat fish poultry preserved dried and cooked fruits and vegetables jams and fruits sauces eggs milk and milk products edible oils and fats coffee tea cocoa sugar rice flour bread and cakes condiments fresh fruit and vegetables beer mineral water fruit juices and other non alcoholic drinks alcoholic beverages floral products tobacco smokers articles and matches; direct mail advertising; buying and selling agency services namely purchasing a wide variety of consumer business and industrial products and services for others; selection and procurement of goods namely purchasing of a wide variety of consumer business and industrial products and services for individuals and businesses for individuals and businesses; catalog and] online ordering services featuring a wide variety of consumer goods of others; [department store services; supermarket services; secretarial services;] providing statistical information; [organization of exhibitions for commercial or advertising purposes; business services namely preparing mailing lists; business investigation;] business administration consultation services in the field of processing of sales made on the internet; [business networking referral services and personnel placement; import export agencies; subscriptions to newspapers; document reproduction; transcription services namely conference call message and stenographic transcription; rental of office equipment; customer relationship management;] business management services relating to electronic commerce; [business management and administration services relating to sponsorship programs; accounting services] consultancy information and advisory services relating to the aforesaid services

International Class(es): 035 Primary Class

U.S Class(es): 100 101 102

Class Status: ACT VE

Basis: 44(e)

For: Telecommunications services namely providing [telephone communication internet telephony services network telephone electronic facsimile electronic mails and] instant messaging communication services; [provision of telecommunication access and links to computer database and to the internet;] electronic communication services; interactive telecommunications services; [telecommunications services namely the electronic transmission of data and documents; providing telecommunications connections to the internet or data bases; provision of telecommunication access to the world wide web; communication by computer terminals; communication by fiber optic networks;] electronic transmission of messages and images by computer; [facsimile transmission; message sending; paging services; rental of modems; transmission of data by electronic means; rental of telecommunication equipment; electronic message sending receiving and forwarding services; transmission and delivery of data by electronic means; electronic transmission and delivery of mail messages still picture and/or moving picture information such as characters messages music and images telegrams information and data by electronic telephone telegraph cable computer and satellite means; transmission broadcast and reception of audio video still and moving images and data whether in compressed or uncompressed form and whether in real or delayed time; electronic messaging services telephone video and web conferencing services and order transmission services; video conferencing services; providing an electronic bulletin board that enables users to perform a real time interactive talk between a computer terminal and an electronic bulletin board containing still picture and moving picture information and voice information such as characters in the field of general interest;] providing electronic bulletin boards and message boards for transmission of in the field of general interest; provision of discussion forums in the field of general interest; [television broadcasting services; broadcasting and transmission of radio and television programs; music broadcasting; transmission of music films interactive programs videos electronic computer games via a global computer network or the internet;] electronic transmission of information in the field of on line shopping and general retail services; [video on demand transmission services; news agency services namely transmission of news items to news reporting organizations; providing access to computer databases on the global computer network;] providing chat room services or transmission of messages among computer users concerning business and ecommerce; [providing multiple user access to global computer information networks;] providing access to a website on a global computer network by which third parties can offer goods and services place and fulfill orders enter into contracts and transact business; providing access to an interactive website on a global computer network for third parties to post information respond to requests and place and fulfill orders for products services and business opportunities; communication services namely text and numeric wireless digital messaging services; [transmission of information and data communications for assisting decision making; transmission of information through video communication systems; web conferencing services; virtual chatrooms established via text messaging;] providing electronic bulletin boards for the posting and transmission of messages among and between computer users concerning consumer products services and business leads and opportunities; providing an online interactive bulletin board for the posting promotion sale [and resale] of items via a global computer network; [providing electronic mail and electronic mail forwarding services; audio and video communication via computers and computer networks and via a global communications network; providing computer access to online interactive bulletin boards and databases; providing access to electronic bulletin boards for the posting and transmission of messages among and between computer users concerning products services and business opportunities; providing access to electronic calendar address book and notes feature via local and global computer networks; providing distant video and/or telephone conferencing access and facilities;] consultancy information and advisory services relating to the aforesaid services

International Class(es): 038 Primary Class

U.S Class(es): 100 101 104

Class Status: ACT VE

Basis: 44(e)

For: Providing of training in the field of business and e commerce; [entertainment namely providing on line video games computer games

and computer game contests; organizing sporting and cultural activities; publication of texts books and journals other than publicity texts; publication of diagrams images and photographs; publication of newspapers magazines and periodicals; education namely training courses and instructional classes in the field of telecommunications hardware and software operation of computers computer programming web site design e commerce business management and advertising; providing information about education recreation instruction tuition and training both interactive and non interactive; design of educational courses namely development of curriculum and examinations in the field of business and ecommerce; entertainment provided via electronic and digital interactive media namely providing on line video games computer games and computer game contests; provision of information about education entertainment information in the field of sports and sporting events and information in the field of recreation and leisure activities and cultural activities and exhibitions;] providing online electronic publications in the nature of [books journals] newsletters and articles in the field of business and e commerce; [arranging organizing hosting and conducting singing competitions; arranging organizing hosting and conducting musical concerts; arranging organizing hosting and conducting game shows and quests; entertainment ticket agency services; entertainment information and information about education provided online from a computer database or the nternet; providing non downloadable prerecorded digital music from the nternet; providing non downloadable prerecorded digital music from MP3 nternet web sites; entertainment and education services namely conducting courses of instruction about planning production and distribution of sound images digital music movies and live or recorded audio visual or audiovisual material for broadcasting on terrestrial cable satellite channels the nternet wireless or wirelink systems and other means of communications; music entertainment services namely live music concerts; rental of sound recordings; entertainment in the nature of on going television programs in the fields of business and e commerce; rental of sound recordings; news reporters services; providing news in the field of sporting or cultural events and current events reporting provided by satellite television the nternet or radio; production of television and radio programs and film production; game services provided on line from a computer network; provision of recreation activity sporting and gymnasium facilities; live performances by musical bands; night club services discotheques and fashion shows; arranging conducting and provision of conferences conventions seminars and training workshops in the field of business and e commerce; art exhibitions; art services namely rental of artwork; training services in the field of occupational health and safety and environmental conservation; provision of cigar classes wine tasting classes; arranging organizing planning and running seminars in the field of business and e commerce; animal training; direction in producing broadcasting programs namely production of television and radio programs and film production; instructional services namely training in the operation of audiovisual machines and equipment used for the production of broadcasting programs; providing audio and visual studios; providing sports facilities; providing facilities for movies shows plays music or educational training; entertainment booking agencies namely booking of seats for shows and sports events; rental of motion pictures; rental and leasing of musical instruments; rental and leasing of recorded television programs; rental and leasing of television sets; lending libraries; archive library services; subtitling services namely preparing subtitles for movies; sign language interpretation services; rental of computer game software; providing online video games computer games; providing online nondownloadable music and movies through the internet; providing online computer games and conducting contests; rental of pre recorded video tapes; rental and leasing of game machines; rental of arcade game equipment; rental of motion pictures; photography; translation; language interpretation; educational and training programs in the field of risk management; educational and] training programs related to the certification of [buyers and] sellers engaged in ecommerce [; provision of news in the nature of current event reporting; consultancy information and advisory services relating to the aforesaid services; lottery services]

International Class(es): 041 Primary Class

U.S Class(es): 100 101 107

Class Status: ACT VE

Basis: 44(e)

For: [Scientific and technological services and research and design relating thereto in the field of telecommunications software and hardware design nternet technology the design of websites for advertising software design and e commerce software and hardware design and industrial research and analysis services in the field of ecommerce; design and development of computer hardware and software;] computer service relating to creating indexes of information sites and resources on computer networks; providing search engines;] design of computers notebook computers laptop computers portable computers and handheld computers; design for others in the field of personal digital assistants and personal media players; design for others in the field of mobile telephones and smart phones; design for others in the field of digital cameras;] computer services namely creating maintaining and hosting websites for other; [computer system administration for others hosting computer application software for searching and retrieving information from databases and computer networks hosting software for customized searching of computer databases and websites creating maintaining and hosting websites for others creating an on line community for registered users to develop and collaborate on address books and calendars software design and development for others hosting on line interactive public calendars address books and notes that allow multiple participants to share event schedules facility reservations and transportation requests via local and global computer network customized searching of computer databases and websites namely providing customized online web pages featuring user defined information which includes online links to third party web sites and providing search engines for obtaining data from computer files on a global computer network; computer programming; computer system software services namely design and development of on line computer software systems; computer programming in relation to the defense against virus namely computer virus protection services; computer integration services namely computer systems integration services integration of computer software into multiple systems and networks integration of computer systems and networks and T integration services; computer analysis services namely computer systems analysis; providing direct connection services between computer users for exchanging data namely providing temporary use of online non downloadable software for the exchange of data; computer software design; computer system design; design and development of webpages;] hosting webpages for others [; hosting computer application software of others for use in searching and retrieving information from databases and computer networks; providing technical information at the specific request of end users by means of telephone or global computer network; computer services relating to customized searching of computer databases and websites namely providing customized online web pages featuring user defined information which includes online links to third party web sites; computer and electronic signal coding and decoding; conversion of physical data and documents into electronic media format; testing and evaluation services of the goods and services of others; architectural and design services; interior designs of buildings offices and apartments; computer security consultation services for computer and network information services; computer security information knowledge and testing services; Testing analysis and evaluation of the goods and services of others for purposes of certification; authentication services in the field of ecommerce; computer security services namely access control to computers electronic networks and databases; security of data transmission and of transactions via computer networks; on line authentication of electronic signatures; consultancy in the field of data security; consultancy information and advisory services relating to the aforesaid services]

International Class(es): 042 Primary Class

U.S Class(es): 100 101

Class Status: ACT VE

Basis: 44(e)

Basis Information (Case Level)

Filed Use: No

Filed ITU: Yes

Filed 44D: Yes

Filed 44E: No

Filed 66A: No

Filed No Basis: No

Currently Use: No

Currently ITU: No

Currently 44E: Yes

Currently 66A: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Alibaba Group Holding Limited

Owner Address: Fourth Floor One Capital Place
P O Box 847 George Town
Grand Cayman CAYMAN ISLANDS

Legal Entity Type: CORPORAT ON

State or Country CAYMAN ISLANDS
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Jeffrey Costellia

Docket Number: 074619 320

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Attorney Email Yes
Authorized:

Correspondent

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Correspondent e-mail Authorized: Yes

Domestic Representative

Domestic Representative Name: Jeffrey Costellia

Phone: 202 585 8000

Fax: 202 585 8080

Domestic Representative e-mail: nptm@nixonpeabody.com

Domestic Representative e-mail Authorized: Yes

Prosecution History

Date	Description	Proceeding Number
Apr 14 2018	NOT CE OF ACCEPTANCE OF SEC 8 E MA LED	
Apr 14 2018	REG STERED SEC 8 (6 YR) ACCEPTED	30006
Mar 19 2018	CASE ASS GNED TO POST REG STRAT ON PARALEGAL	30006
Mar 05 2018	TEAS SECT ON 8 RECE VED	
Mar 06 2017	COURTESY REM NDER SEC 8 (6 YR) E MA LED	
Aug 05 2016	ATTORNEY/DOM REP REVOKED AND/OR APPO NTED	
Aug 05 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECE VED	
Mar 06 2012	REG STERED PR NC PAL REG STER	
Dec 20 2011	OFF C AL GAZETTE PUBL CAT ON CONF RMAT ON E MA LED	
Dec 20 2011	PUBL SHED FOR OPPOS T ON	
Nov 30 2011	NOT F CAT ON OF NOT CE OF PUBL CAT ON E MA LED	
Nov 15 2011	LAW OFF CE PUBL CAT ON REV EW COMPLETED	69712

Nov 09 2011	APPROVED FOR PUB PR NC PAL REG STER	
Nov 09 2011	EXAM NERS AMENDMENT ENTERED	88888
Nov 09 2011	NOT F CAT ON OF EXAM NERS AMENDMENT E MA LED	6328
Nov 09 2011	EXAM NERS AMENDMENT E MA LED	6328
Nov 09 2011	EXAM NERS AMENDMENT WR TTEN	67516
Nov 01 2011	PREV OUS ALLOWANCE COUNT W THDRAWN	
Oct 31 2011	W THDRAWN FROM PUB OG REV EW QUERY	76621
Oct 18 2011	LAW OFF CE PUBL CAT ON REV EW COMPLETED	69712
Oct 11 2011	APPROVED FOR PUB PR NC PAL REG STER	
Sep 29 2011	TEAS/EMA L CORRESPONDENCE ENTERED	88889
Sep 28 2011	CORRESPONDENCE RECE VED N LAW OFF CE	88889
Sep 28 2011	TEAS REQUEST FOR RECONS DERAT ON RECE VED	
Jun 30 2011	NOT F CAT ON OF F NAL REFUSAL EMA LED	
Jun 30 2011	F NAL REFUSAL E MA LED	
Jun 30 2011	F NAL REFUSAL WR TTEN	67516
Jun 22 2011	PREV OUS ALLOWANCE COUNT W THDRAWN	
Jun 21 2011	W THDRAWN FROM PUB OG REV EW QUERY	76621
Jun 06 2011	LAW OFF CE PUBL CAT ON REV EW COMPLETED	69712
May 25 2011	APPROVED FOR PUB PR NC PAL REG STER	
May 19 2011	EXAM NERS AMENDMENT ENTERED	88888
May 19 2011	NOT F CAT ON OF EXAM NERS AMENDMENT E MA LED	6328
May 19 2011	EXAM NERS AMENDMENT E MA LED	6328
May 19 2011	EXAM NERS AMENDMENT WR TTEN	67516
May 04 2011	TEAS/EMA L CORRESPONDENCE ENTERED	69712
May 04 2011	CORRESPONDENCE RECE VED N LAW OFF CE	69712
Apr 22 2011	TEAS RESPONSE TO SUSPENS ON NQU RY RECE VED	
Mar 31 2011	NOT F CAT ON OF LETTER OF SUSPENS ON E MA LED	6332
Mar 31 2011	LETTER OF SUSPENS ON E MA LED	6332
Mar 31 2011	SUSPENS ON LETTER WR TTEN	67516
Mar 22 2011	TEAS/EMA L CORRESPONDENCE ENTERED	69712
Mar 22 2011	CORRESPONDENCE RECE VED N LAW OFF CE	69712
Mar 09 2011	ASS GNED TO L E	69712
Feb 25 2011	TEAS RESPONSE TO OFF CE ACT ON RECE VED	
Aug 25 2010	NOT F CAT ON OF NON F NAL ACT ON E MA LED	6325
Aug 25 2010	NON F NAL ACT ON E MA LED	6325
Aug 25 2010	NON F NAL ACT ON WR TTEN	67516
Aug 18 2010	ASS GNED TO EXAM NER	67516
May 12 2010	NEW APPL CAT ON OFF CE SUPPL ED DATA ENTERED N TRAM	
May 10 2010	NEW APPL CAT ON ENTERED N TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMEG LAW OFF CE 108

Date in Location: Apr 14 2018

Exhibit B

TLD Registration Policies

[to be attached by Registry Operator]

TLD Registration Policies

.TAOBAO TLD REGISTRATION POLICY

1. ELIGIBILITY

Only Alibaba Group Holding Limited, its Affiliates and qualified Trademark Licensees as defined in, and in accordance with Specification 13 of the Registry Agreement (“Specification 13” where applicable) are eligible to register a Domain Name under the **.TAOBAO** TLD. If the Registrant ceases to be eligible at any time in the future, the Registry may cancel or suspend the licence to use the Domain Name immediately.

The registration of Domain Names must be approved by an authorized person(s) as nominated by the Registry (“Authorized Person”) in addition to meeting all requirements under the Registry Rules.

The registration of Domain Names will be centralized and managed through the exclusive Registrar(s) selected by the Registry.

2. REQUIRED CRITERIA FOR DOMAIN NAME REGISTRATION

An application for Domain Name registration must meet all the following criteria:-

- (i) availability;
 - a. the Domain Name is not already registered
 - b. it is not reserved or blocked by the Registry
- (ii) technical requirements;
 - a. a maximum of 63 characters (after its conversion into the ASCII for IDNs);
 - b. use of characters selected from the list of supported characters as nominated by the Registry; and
 - c. any additional technical requirements as required by the Registry from time to time.
- (iii) compliance with all requirements under the Registry Rules.

3. OBLIGATION OF REGISTRANTS

The Registrant must enter into an agreement with the Registrar for Domain Name registration under which the Registrant will be bound by the Registry Rules specified through the Registry-Registrar agreement as amended by the Registry from time to time.

The Registrant must also agree to be bound by the minimum requirements in clause 3.7.7 of 2013 ICANN Registrar Accreditation Agreement as amended from time to time (“2013 ICANN RAA”).

The Registrant must represent and warrant that:-

- (i) it meets, and will continue to meet, the eligibility criteria at all times and must notify the Registrar if it ceases to meet such criteria;
- (ii) the registration, renewal and use of the Domain Name does not violate any third party intellectual property rights, applicable laws or regulation;
- (iii) the registration and use of the Domain Name is made in good faith and for a lawful purpose;
- (iv) if the use of registered Domain Name is licensed to a third party,
 - a. the Registrant must have a licencing agreement with the licensee for the use of the Domain Name that is not less onerous than the obligation of the Registrant contained in

- the Registry Rules; and
- b. where there is a breach of any provisions contained in the Registry Rules by the licensee of the Domain Name, Registry may revoke the Domain Name at its sole discretion.
- (v) it owns or otherwise has the right to provide all registration data (including personal information) for each Domain Name registered and provision of such registration data complies with all applicable data protection laws and regulations; and
- (vi) it has appropriate consent and licences to allow for publication of registration data in the WHOIS database.

4. REGISTRANT CONTACT INFORMATION

The Registrant must provide complete and accurate contact information of the Registrant (in accordance with 2013 ICANN RAA, including but not limited to the following:-

- (i) name of a company or organization (or full name of the Registrant if the Registrant is a natural person);
- (ii) registered office and principal place of business (or address of the Registrant if the Registrant is a natural person); and
- (iii) contact details of the Registrant including e-mail address and telephone number.

All Registrant contact information must be complete and accurate. Any changes to such Registrant information must be promptly notified to the Registrar, and no later than one (1) month of such change.

5. REVOCATION OF DOMAIN NAMES

The Registrant acknowledges that the Registry may revoke a Domain Name immediately at its sole discretion:-

- (i) in the event the Registrant breaches any Registry Rules;
- (ii) to comply with applicable law, court order, government rule or under any dispute resolution processes;
- (iii) where such Domain Name is used for any of the following prohibited activities (Prohibited Activities):
 - a. spamming;
 - b. intellectual property and privacy violations;
 - c. obscene speech or materials;
 - d. defamatory or abusive language;
 - e. forging headers, return addresses and internet protocol addresses;
 - f. illegal or unauthorized access to other computers or networks;
 - g. distribution of internet viruses, worms, Trojan horses or other destructive activities; and
 - h. any other illegal or prohibited activities as determined by the Registry.
- (iv) in order to protect the integrity and stability of the domain name system and the Registry;
- (v) to comply with Specification 13;
- (vi) as required by ICANN Consensus Policy;
- (vii) where such Domain Name is placed under reserved names list at any time; and
- (viii) where Registrant fails to make payment to the Registrar for registration, renewal or any other relevant services.

6. USE OF SECOND OR THIRD LEVEL IDNS

In addition to meeting all required criteria for registration of domain names above, an application for an IDN Domain Name must:-

- (i) comply with any additional registration policy on IDNs for each language;
- (ii) meet all technical requirement for the applicable IDN;
- (iii) comply with the IDN tables used by the Registry as amended from time to time; and
- (iv) meet any other additional technical requirements as required by the Registry.

7. USE OF GEOGRAPHIC NAMES

All two-character labels and country and territory names will be initially reserved in accordance with specification 5 of the Registry Agreement. Upon approval from ICANN and any other guidelines by applicable governments and ICANN's Governmental Advisory Committee, the Registry may release the two-character labels and country and territory names in accordance with ALIBABA's response to Question 22 Geographic Names.

By registering a letter/letter two-character ASCII label, the Registrant represents that the Registrant will take steps to ensure against misrepresenting or falsely implying that the Registrant or its business is affiliated with a government or country-code manager if such affiliation, sponsorship or endorsement does not exist.

The Registry will take reasonable steps to investigate and respond to any reports from governmental agencies and ccTLD operators of conduct that causes confusion with the corresponding country code in connection with the use of a letter/letter two-character ASCII domain. In responding to such reports, the Registry will not be required to take any action in contravention of applicable law.

8. RESERVED NAMES

The Registry may place certain names in its reserved list from time to time where:-

- (i) the Registry believes in its sole discretion that use of such names may pose a risk to the operational stability or integrity of the Registry;
- (ii) in accordance with ICANN's specifications contained in the Registry Agreement, guidelines or recommendations;
- (iii) there is a risk of trademark infringement or where the name otherwise may cause confusion taking into consideration the mission and purpose of the TLD; or
- (iv) the Registry in its sole discretion decides certain names to be reserved for any reason.

9. ALLOCATION OF DOMAIN NAME

The Registry will register Domain Names on a first-come, first-served basis in accordance with the Registry Rules. The Registry does not provide pre-registration or reservation of Domain Names.

10. TERM OF REGISTRATION / RENEWAL

Initial term of registration:

A Domain Name can be registered for a period between one (1) to ten (10) years. Upon registration of a Domain Name, the Registrant holds a licence to use the Domain Name for the registration period.

Renewal of registration:

The term may be extended at any time for a period between one (1) to ten (10) years, provided that the total aggregate term of the Domain Name does not exceed ten (10) years at any time.

Cancellation of registration:

The Registrant may cancel a Domain Name registration at any time by submitting its request in writing

with the Registrar.

Auto-renewal:

Upon expiry of the Domain Name, the Registry will auto-renew the Domain Name for a one year term (1) year term unless the Registrant submits its intention not to renew the Domain Name.

The Registry will implement the business rules for the renewal of Domain Names documented in appendix 7 of the .com Registry Agreement, as amended from time to time.

11. TRANSFER OF DOMAIN NAMES BETWEEN REGISTRANTS

Any transfer of a Domain Name between Registrants must be approved by the Registry through the Registrar in accordance with the Registry Rules.

12. PRIVACY AND DATA PROTECTION

By registering a Domain Name, the registrant authorizes the Registry to process personal information and other data required for the operation of the TLD. The Registry will only use the data for the operation of the Registry including but not limited to its internal use, communication with the Registrant or the Registrar, and provision of WHOIS look-up facility.

The Registry may only transfer the data to third parties:

- (i) with the Registrant's consent;
- (ii) in order to comply with laws, regulations or orders by a competent public authority and any Alternative Dispute Resolution (ADR) providers; or
- (iii) for a publicly available and searchable WHOIS look-up facility, in accordance with specification 4 of the Registry Agreement.

13. WHOIS

The Registry provides a publicly available and searchable WHOIS look up facility, where information about the Domain Name's status (including creation and expiry dates), and registrant, administrative and the technical contact administering the Domain Name can be found, in accordance with specification 4 of the Registry Agreement.

In order to prevent misuse of the WHOIS look up facility, the Registry requires that any person submitting a WHOIS database query will be required to read and agree to the terms and conditions, which will provide that:-

- (i) the WHOIS database is provided for information purposes only; and
- (ii) the user agrees not to use the WHOIS information to allow or enable the transmission of unsolicited commercial advertising or other communication via email or other methods to the Registrants.

14. DISPUTE RESOLUTION

The Registrant agrees to be bound by ICANN's Dispute Resolution Policies in respect of all disputes in connection with the Domain Name.

15. COMPLIANCE WITH CONSENSUS AND TEMPORARY POLICIES

The Registrant agrees to be bound by all applicable consensus and temporary policies as required and mandated by ICANN.

16. DEFINITIONS

Affiliate has the same meaning as defined in Registry Agreement.

Domain Name means a domain name registered directly under the **.TAOBAO** TLD or for which a request or application for registration has been filed with the Registry;

ICANN's Dispute Policy means the dispute policy currently known as the Uniform Domain Name Dispute Resolution Policy (UDRP) issued and as may be updated from time to time by the Internet Corporation of Assigned Names and Number (ICANN) and the Uniform Rapid Suspension (URS) (see Specification 7 of the Registry Agreement).

Registrar means an ICANN accredited registrar which enters into an exclusive Registry-Registrar agreement for the TLD, and which provides domain name registration services to Registrants;

Registry means Alibaba Group Holding Limited ("ALIBABA");

Registry Agreement means the agreement between the Registry and ICANN;

Registry Rules mean:

- (i) this Registration Policy; and
- (ii) any rules and regulations provided and amended by the Registry from time to time.

Registrant means a natural person, company or organization who holds a Domain Name registration or who has requested or applied for the registration of a Domain Name.