

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 .TMALL TLD (the "Registry Agreement"), hereby applies for .TMALL 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], Senior Legal Counsel, Intellectual Property, at [REDACTED]

Submitted by: [REDACTED]
Position: Senior Legal Counsel, Intellectual
Dated: 25 August 2014
Email: [REDACTED]

Exhibit A

Trademark Registration

[to be attached by Registry Operator]



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CERTIFICATE OF REGISTRATION OF TRADE MARK

No. 1467548

I, **Fatima Beattie**, Registrar of Trade Marks hereby certify -

that the trade mark represented on this certificate was filed as Trade Mark No. 1467548 on **23 December 2011**. It is due for renewal on **23 December 2021** and **Alibaba Group Holding Limited of Fourth Floor, One Capital Place, PO Box 847, George Town Grand Cayman, CAYMAN ISLANDS** has been entered in the Register of Trade Marks as the owner of the trade mark.

TMALL

The goods and/or services for which the trade mark is registered, plus any endorsement, additional owners or other information relating to the registration, are listed on the attached pages.

*Given under my hand and the seal of the Trade
Marks Office on 2 August 2013*



Fatima Beattie
REGISTRAR OF TRADE MARKS



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The trade mark is registered for the following goods and/or services:

Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signalling, 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; computer programs; software for processing electronic payments to and from others; authentication software; computer software supplied on the Internet; online electronic publications (downloadable from the Internet or a computer network or a computer database); downloadable computer software to facilitate the electronic transmission of information, data, documents, voice, and images over the Internet; downloadable computer software which allows users to participate in web-based meetings and classes, with access to data, documents, images and software applications through a web browser; downloadable computer software for accessing, viewing, and controlling remote computers and computer networks; downloadable electronic publications in the nature of articles, papers, and instructional materials in the fields of telecommunications, the Internet, training, business, sales, and marketing; computer software, computer peripherals; notebook computers; laptop computers; portable computers; handheld computers; personal digital assistants; personal media players; mobile telephones; smart phones; digital cameras; computer workstations; servers; computer and telecommunications networking hardware; computer network adaptors, switches, routers and hubs; wireless and wired modems and communication cards and devices; laptop holders, computer bags; fire-extinguishing apparatus; computer hardware and firmware; computer software (including software downloadable from the Internet); compact discs; digital music (downloadable from the Internet); telecommunications apparatus; mouse mats; mobile phone handsets; mobile phone accessories; downloadable games, pictures, motion pictures, movies and music; alarm systems; security cameras; mobile radio and television broadcasting units; television broadcasting equipment; cameras; video cameras; headphones; ear pieces; speakers; global positioning system (GPS) apparatus and equipment; computer, electronic and video games programmes and software (including software downloadable from the Internet); liquid crystal displays for telecommunications and electronic equipment; set top box; remote control; data storage programs; spectacles and sunglasses; signboards; encoded or magnetic bank credit, debit, cash and identification cards; automatic teller machines, cash dispensers being goods in class 9

Newspapers; magazines; periodicals; journals; paper, cardboard and goods made from these materials, not included in other classes; printed matter; bookbinding material; photographs; stationery; adhesives for stationery or household purposes; artists' materials; paint brushes; typewriters and office requisites (except furniture); instructional and teaching material (except apparatus); plastic materials for packaging (not included in other classes); printers' type; printing blocks; books, pamphlets, posters, printed cards, circulars, catalogues, calendars, price tags, price labels; carry 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; printed advertisements; user manuals; packaging materials; tissues; handkerchiefs made of paper; models and figurines made of paper; paper party bags being goods in class 16

Advertising; business management; business administration; office functions; organisation, operation and supervision of loyalty and incentive schemes; advertising services provided via the Internet; production of television and radio advertisements; accountancy; auctioneering; trade fairs; opinion polling; data processing; provision of business information; advertising agency services; advertising services provided for others; database management; compilation of information into computer databases; business consulting services; business consulting services in the field of web based events, conferences, training programs, learning programs, and seminars; business consulting services in the field of delivering web-based knowledge; business consulting services in the field of online collaboration and collaboration technologies; business consulting services in the fields of sales and marketing; business project management services; business project management services, related to the provision of web based events, conferences, training programs, learning programs, and seminars; 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



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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 relating to providing a web site on a global computer network by which 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; 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 services of consumer products; providing a directory of third party web sites to facilitate business transactions; business consultancy services relating to operating an electronic marketplace for the buyers and sellers of goods and/or services on a global computer network; business assistance relating to facilitating business transaction via local and global computer networks; corporate management consultancy services; marketing and promotion services; publication of publicity materials; 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; sales, business and promotional information services; telephone answering (for unavailable subscribers); telephone answering (for others); auctioneering provided on the Internet; personnel management; provision of sales, business, advertising and promotional 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 and in a wholesale outlet; 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 catalogue by mail order or by means of telecommunications; the bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods from retail outlets; retail and wholesale of 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; selection of goods and procurement of goods for individuals and businesses; ordering services (for others); department store retailing services; supermarket retailing services; secretarial services; provision of business statistical information; organisation of exhibitions for commercial or advertising purposes; business assistance services relating to compilation and rental of mailing lists; business investigation; business administration services for the processing of sales made on the Internet; business referral services and personnel placement; import-export clearance agencies (import-export agency services);



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agency for newspapers subscriptions; document reproduction; transcription (including stencil-paper writing); rental of office equipment; customer relationship management; business management services relating to electronic commerce; business management and administration services relating to sponsorship programmes; accounting services; charitable services, namely organising and conducting volunteer programmes and community service projects; consultancy, information and advisory services relating to the aforesaid services; import-export clearance agencies (customs clearance) being services in class 35

Telecommunications services; providing web-based multimedia teleconferencing, videoconferencing, and online meeting services that allow simultaneous and asynchronous viewing, sharing, editing, and discussion of documents, data, and images by participants via a web browser; providing customers with online access to online reports regarding the performance, effectiveness, and status of web-based applications, teleconferences, videoconferences, and meetings; providing users with secure remote access via the Internet to private computer networks; peering services being the provision of online collaboration services allowing users to access applications, platforms, jointly-shared documents, data, task lists, and discussion forums; Internet broadcasting services, providing an online database of information regarding web-based complaint submission platform in relation to product listings at online marketplaces; provision of telecommunication access and links to computer database and to the Internet; electronic communication services; interactive telecommunications services; telecommunication of information (web pages), computer programs and data; providing telecommunications connections to the Internet or data bases; provision of telecommunication access to world-wide web facilities and structures; communication by computer terminals; communication by fibre optic networks; computer aided transmission of messages and images; facsimile transmission; message sending; paging services; rental of modems; data communication services by electronic means; rental of telecommunication equipment; electronic message sending, receiving and forwarding services; collection, transmission and delivery of data by electronic means; collection, 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 mechanical, electronic, telephone, telex, 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, conferencing and order-transmission services; video conferencing services; communication by 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; providing electronic bulletin boards and message boards for transmission of messages; provision of online discussion forums; television broadcasting services; broadcasting and transmission of radio and television programmes; music broadcasting; transmission of music, films, interactive programmes, videos, electronic computer games; transmission of information relating to online shopping and general retail services; video-on-demand transmission services; news agency services; providing access to computer database on the global computer network for searching and retrieving information, data, web sites and resources available on computer networks; providing user access to a computer database containing electronic publications, bulletin boards, database and information accessible via computer; operation of chat rooms (chat room services); provision of multiple user access to global computer information networks for the transfer and dissemination of a wide range of information; 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 digital messaging services; transmission of information by data communications for assisting decision making; transmission of information through video communication systems; web conferencing services; electronic communication services for establishing virtual chatrooms via text messaging; providing electronic bulletin boards for the posting and transmission of messages among and between computer users concerning 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 and leasing access time to online interactive bulletin boards and databases; providing access to a web site on a global computer



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network by which third parties can offer goods and services, place and fulfill orders, enter into contracts and transact business; 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; telecommunication services being the provision of links to third party web sites to facilitate e-commerce and real world business transactions; consultancy, information and advisory services relating to the aforesaid services; providing direct connection services between computer users for exchanging data being services in class 38

Education; providing of training; entertainment; sporting and cultural activities; publication of texts, books and journals (others than publicity texts); publication of diagrams, images and photographs; publication of newspapers, magazines and periodicals; education, training and instruction services relating to telecommunications, computers, computer programs, web site design, E-commerce, business management and advertising; provision of education, recreation, instruction, tuition and training both interactive and non-interactive; design of educational courses, examinations and qualifications; entertainment provided via electronic and digital interactive media; electronic games services provided by means of the Internet; provision of information relating to education, training, entertainment, recreation, sporting, social and cultural activities; providing online electronic publications (not downloadable); arranging, organising, hosting and conducting singing competitions; arranging, organising, hosting and conducting concerts; arranging, organising, hosting and conducting events and competitions for education or entertainment purposes; arranging, organising, hosting and conducting game shows and quests; entertainment ticket agency services; information relating to entertainment or education, provided online from a computer database or the Internet; providing digital music (not downloadable) from the Internet; providing digital music (not downloadable) from MP3 (moving picture experts group-1 audio layer 3) Internet web sites; entertainment and education services relating to planning, production and distribution of sound, images, digital music, movies, live or recorded audio, visual or audiovisual material for broadcasting on terrestrial cable, satellite channels, the Internet, wireless or wire-link systems and other means of communications; music entertainment services; rental of sound recordings; preparation of entertainment, educational, documentary and news programmes for broadcasting; news reporters' services; information relating to sporting or cultural events, current affairs and breaking news provided by satellite television transmission, the Internet or by other electronic means; television, radio and film production; preparation and production of television programmes; provision of information, data, graphics, sound, music, videos, animation and text for entertainment purpose; game services; provision of club recreation, sporting and gymnasium facilities; band performances; club entertainment, discotheque, fashion show and night club services; club services relating to entertainment, education and cultural services; arranging, conducting and provision of conferences, conventions, congresses, seminars and training workshops; organising and conducting exhibitions, fashion shows, educational shows and cultural shows and performances; art exhibition and gallery services; art gallery services relating to fine arts leasing; training services in relation to occupation health and safety, environmental conservation; provision of cigar classes, wine tasting classes; providing education information about research materials and agency thereof; arranging, organising, planning and management of seminars; animal training; directing of broadcasting program productions; instructional services relating to operation of machines and equipment, including audiovisual equipment, which is 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; rental and leasing of motion pictures (cine-films); rental and leasing of musical instruments; rental and leasing of television programmes; rental and leasing of television sets; lending libraries; archive library services; subtitling services; sign language interpretation services; providing video games, computer games, sound or images, or movies through telecommunication or computer networks; providing online computer games and contests; rental of pre-recorded video tapes; rental and leasing of game machines; lending of arcade game equipment; lending of pictures; photography; translation; language interpretation; educational and training programs in the field of risk management; educational and training programs relating to certification; provision of news; lottery services; development, set up, staging, production, recording, monitoring and follow-up for web based events, conferences, training programs, learning programs, and seminars; consultancy, information and advisory services relating to the aforesaid services being services in class



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Scientific and technological services and research and design relating thereto, industrial analysis and research services; design and development of computer hardware and software; computer services in connection with transmitting information, data, documents, and images over the Internet; application service provider (ASP) services, namely, hosting computer software applications of others; application service provider (ASP) services providing software in the fields of web-based conferencing, audio conferencing, electronic messaging, document collaboration, video conferencing, and voice and call processing; providing online non-downloadable software for facilitating the interoperability of multiple software applications; technical support services relating to computer software and applications provided online, by email and by telephone; computer services, namely, creating and maintaining an on-line forum for registered users to participate in discussions, get feedback from their peers, form virtual communities, engage in social networking, and exchange documents; computer technology advice provided to Internet users by means of a support hotline; 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 of personal digital assistants and personal media players; design of mobile telephones and smart phones; design of digital cameras; computer services; computer programming; computer integration services; computer analysis services; computer programming in relation to the defence against virus; computer system software services; computer software design; computer system design; design and development of webpages; hosting webpages for others; hosting computer application software for 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; consultancy services in relation to computer software; computer services relating to customized searching of computer databases and websites being the provision of search engine services; data encryption and data cryptology services being computer and electronic signal coding and decoding; conversion of physical data and documents into electronic media format; testing and evaluation services; architectural and design services; interior designs of buildings, offices and apartments; computer information services; computer network information services; computer security risk management programs being testing and security risk assessment services; computer security information, knowledge, and testing services; quality assurance services; computer services relating to certification of business transactions and preparation of reports therefor; computer security consultancy services concerning access control to computers, electronic networks and databases; security of data transmission and of transactions via computer networks being computer security engineering services; consultancy in the field of data security; computer hardware, computer software and computer security consultancy services concerning securing telecommunications; electronic data storage; consultancy, information and advisory services relating to the aforesaid services; rental of entertainment software being services in class 42



商標註冊證明書
《商標條例》(第 559 章)
CERTIFICATE OF REGISTRATION OF TRADE MARK
Trade Marks Ordinance (Chapter 559)

茲證明下述商標之詳情於今日記入註冊紀錄冊:

I hereby certify that the Trade Mark with the following particulars has been entered in the register today:

商標編號: 301756198

Trade Mark No.:

商標:

Mark:

- (a) Tmall
- (b) TMALL
- (c) tmall
- (d) TMall

商標種類:

Ordinary

Mark Type:

商標描述:

N/A

Mark Description:

一系列商標:

Yes

Series Mark:

擁有人姓名/名稱、
地址:

Owner(s)' Name,
Address:

Alibaba Group Holding Limited
Fourth Floor, One Capital Place, P. O. Box 847,
George Town, Grand Cayman,
CAYMAN ISLANDS

擁有人的送達地址:

Owner(s)' Address for
Service:

11th Floor, One Pacific Place,
88 Queensway,
HONG KONG

類別及貨品/服務說明:

Class(es) & Specification(s):**Class 9**

Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signalling, 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; computer programs; software for processing electronic payments to and from others; authentication software; computer software supplied on the Internet; on-line electronic publications (downloadable from the Internet or a computer network or a computer database); computer software, computer peripherals; notebook computers; laptop computers; portable computers; handheld computers; personal digital assistants; personal media players; mobile telephones; smart phones; digital cameras; computer workstations; servers; computer and telecommunications networking hardware; computer network adaptors, switches, routers and hubs; wireless and wired modems and communication cards and devices; laptop holders, computer bags; fire-extinguishing apparatus; computer hardware and firmware; computer software (including software downloadable from the Internet); compact discs; digital music (downloadable from the Internet); telecommunications apparatus; mouse mats; mobile phone handsets; mobile phone accessories; downloadable games, pictures, motion pictures, movies and music; alarm systems; security cameras; mobile radio and television broadcasting units; television broadcasting equipment; cameras; video cameras; headphones; ear pieces; speakers; Global Positioning System (GPS) apparatus and equipment; computer, electronic and video games programmes and software (including software downloadable from the Internet); liquid crystal displays for telecommunications and electronic equipment; set top box; remote control; data storage programs; spectacles and sunglasses; signboards; encoded or magnetic bank credit, debit, cash and identification cards; automatic teller machines, cash dispensers; all included in class 9.

Class 16

Newspapers; magazines; periodicals; journals; paper, cardboard and goods made from these materials, not included in other classes; printed matter; bookbinding material; photographs; stationery; adhesives for stationery or household purposes; artists' materials; paint brushes; typewriters and office requisites (except furniture); instructional and teaching material (except apparatus); plastic materials for packaging (not included in other classes); printers' type; printing blocks; books, pamphlets, posters, printed cards,

circulars, catalogues, calendars, price tags, price labels; carry 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; printed advertisements; user manuals; packaging materials; tissues; handkerchiefs made of paper; models and figurines made of paper; paper party bags; all included in class 16.

Class 35

Advertising; business management; business administration; 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 relating to providing a web site on a global computer network by which 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; 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 services of consumer products; providing a directory of third party web sites to facilitate business transactions; business consultancy services relating to operating an electronic marketplace for the buyers and sellers of goods and/or services on a global computer network; business assistance relating to facilitating business transaction via local and global computer networks; corporate management consultancy services; marketing and promotion services; publication of publicity materials; 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; sales, business, promotional information services; telephone answering (for unavailable subscribers); telephone answering (for others); auctioneering provided on the Internet; personnel management; provision of sales, business, advertising and promotional 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 and in a wholesale outlet; 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 catalogue by mail order or by means of telecommunications; the bringing together, for the benefit of others, of a variety of goods, enabling customers to conveniently view and purchase those goods from retail outlets; retail and wholesale of 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;

selection of goods and procurement of goods for individuals and businesses; ordering services [for others]; department store retailing services; supermarket retailing services; secretarial services; provision of business statistical information; organisation of exhibitions for commercial or advertising purposes; business assistance services relating to compilation and rental of mailing lists; business investigation; business administration services for the processing of sales made on the Internet; business referral services and personnel placement; import-export clearance agencies (import-export agency services); agency for newspapers subscriptions; document reproduction; transcription (including stencil-paper writing); rental of office equipment; customer relationship management; business management services relating to electronic commerce; business management and administration services relating to sponsorship programmes; accounting services; charitable services, namely organizing and conducting volunteer programmes and community service projects; consultancy, information and advisory services relating to the aforesaid services; all included in class 35.

Class 38

Telecommunications services; provision of telecommunication access and links to computer database and to the Internet; electronic communication services; interactive telecommunications services; telecommunication of information (web pages), computer programs and data; providing telecommunications connections to the Internet or data bases; provision of telecommunication access to world-wide web facilities and structures; communication by computer terminals; communication by fibre optic networks; computer aided transmission of messages and images; facsimile transmission; message sending; paging services; rental of modems; data communication services by electronic means; rental of telecommunication equipment; electronic message sending, receiving and forwarding services; collection, transmission and delivery of data by electronic means; collection, 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 mechanical, electronic, telephone, telex, 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, conferencing and order-transmission services; video conferencing services; communication by 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; providing electronic bulletin boards and message boards for

transmission of messages; provision of online discussion forums; television broadcasting services; broadcasting and transmission of radio and television programmes; music broadcasting; transmission of music, films, interactive programmes, videos, electronic computer games; transmission of information relating to on-line shopping and general retail services; video-on-demand transmission services; news agency services; providing access to computer database on the global computer network for searching and retrieving information, data, web sites and resources available on computer networks; providing user access to a computer database containing electronic publications, bulletin boards, database and information accessible via computer; operation of chat rooms (chat room services); multiple user access to global computer information networks for the transfer and dissemination of a wide range of information; 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 digital messaging services; transmission of information by data communications for assisting decision making; transmission of information through video communication systems; web conferencing services; electronic communication services for establishing virtual chatrooms via text messaging; providing electronic bulletin boards for the posting and transmission of messages among and between computer users concerning 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 and leasing access time to online interactive bulletin boards and databases; providing access to a web site 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 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; all included in class 38.

Class 41

Education; providing of training; entertainment; sporting and cultural activities; publication of texts, books and journals (others than publicity texts); publication of diagrams, images and photographs; publication of newspapers, magazines and periodicals; education, training and instruction services relating to telecommunications, computers, computer programs, web site design, e-commerce, business management and advertising; provision of education, recreation, instruction, tuition and training both interactive and non-interactive; design of educational courses, examinations and qualifications; entertainment provided via electronic and digital interactive media; electronic games services provided by means of the Internet; provision of information relating to education, training, entertainment, recreation, sporting, social and cultural activities; providing on-line electronic publications (not downloadable); arranging, organizing, hosting and conducting singing competitions; arranging, organizing, hosting and conducting concerts; arranging, organizing, hosting and conducting events and competitions for education or entertainment purposes; arranging, organizing, hosting and conducting game shows and quests; entertainment ticket agency services; information relating to entertainment or education, provided online from a computer database or the Internet; providing digital music (not downloadable) from the Internet; providing digital music (not downloadable) from MP3 (Moving Picture Experts Group-1 audio layer 3) Internet web sites; entertainment and education services relating to planning, production and distribution of sound, images, digital music, movies, live or recorded audio, visual or audiovisual material for broadcasting on terrestrial cable, satellite channels, the Internet, wireless or wire-link systems and other means of communications; music entertainment services; rental of sound recordings; preparation of entertainment, educational, documentary and news programmes for broadcasting; news reporters' services; information relating to sporting or cultural events, current affairs and breaking news provided by satellite television transmission, the Internet or by other electronic means; television, radio and film production; preparation and production of television programmes; provision of information, data, graphics, sound, music, videos, animation and text for entertainment purpose; game services; provision of club recreation, sporting and gymnasium facilities; band performances; club entertainment, discotheque, fashion show and night club services; club services relating to entertainment, education and cultural services; arranging, conducting and provision of conferences, conventions, congresses, seminars and training workshops; organizing and conducting exhibitions, fashion shows, educational shows and cultural shows and performances; art exhibition and gallery services; art gallery services relating to fine

arts leasing; training services in relation to occupation health and safety, environmental conservation; provision of cigar classes, wine tasting classes; providing education information about research materials and agency thereof; arranging, organizing, planning and management of seminars; animal training; direction in producing broadcasting programs; instructional services relating to operation of machines and equipment, including audiovisual equipment, which is 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; rental and leasing of motion pictures (cine-films); rental and leasing of musical instruments; rental and leasing of television programmes; rental and leasing of television sets; lending libraries; archive library services; subtitling services; sign language interpretation services; rental of entertainment software; providing video games, computer games, sound or images, or movies through telecommunication or computer networks; providing online computer games and contests; rental of pre-recorded video tapes; rental and leasing of game machines; lending of arcade game equipment; lending of pictures; photography; translation; language interpretation; educational and training programs in the field of risk management; educational and training programs relating to certification; provision of news; lottery services; consultancy, information and advisory services relating to the aforesaid services; all included in class 41.

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; 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 of personal digital assistants and personal media players; design of mobile telephones and smart phones; design of digital cameras; computer services; computer programming; computer integration services; computer analysis services; computer programming in relation to the defence against virus; computer system software services; providing direct connection services between computer users for exchanging data; computer software design; computer system design; design and development of webpages; hosting webpages for others; hosting computer application software for 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; consultancy services in relation to computer software; computer services relating to customized searching of computer databases and websites;

providing computer links to third party web sites to facilitate e-commerce and real world business transactions; computer and electronic signal coding and decoding; conversion of physical data and documents into electronic media format; testing and evaluation services; architectural and design services; interior designs of buildings, offices and apartments; computer security services, namely, the provision of user certification authority services for others to ensure the security of transmitted information; computer and network information services; computer security risk management programs; computer security information, knowledge, and testing services; quality assurance services; computer services relating to certification of business transactions and preparation of reports therefor; authentication services for computer security; access control to (security services for-) computers, electronic networks and databases; security of data transmission and of transactions via computer networks; consultancy in the field of data security; consultancy concerning securing telecommunications; consultancy, information and advisory services relating to the aforesaid services; all included in class 42.

卸棄:
Disclaimer: N/A

限制:
Limitation: N/A

條件:
Condition: N/A

其他:
Others: N/A

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國家、地區、地方:
Country, territory, area of
Priority Applications: N/A

日期：2011 年 7 月 25 日

Date: 25 July, 2011



商標註冊處處長張錦輝

Peter K.F. Cheung

Registrar of Trade Marks

註：
Note:

1. 註冊由上述註冊日期起計為期 10 年。在該期間屆滿時，可再每次續期 10 年。
Registration is for a period of 10 years beginning on the date of registration. At the end of that period, it may be renewed successively for further periods of 10 years.
2. 本證明書不可用於法律程序，或用以取得外地註冊。
This certificate is not for use in legal proceedings or for obtaining registration abroad.
3. 本商標的擁有權如有改變，或擁有人的姓名/名稱及/或地址/送達地址改變，必須立刻向商標註冊處處長申請更改註冊。
Upon any change of ownership of this trade mark, or change of name and/or address /address for service of the registered owner, application should AT ONCE be made to the Registrar of Trade Marks to register the change.

United States of America

United States Patent and Trademark Office

TMALL

Reg. No. 4,300,001

Registered Mar. 12, 2013

**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, PHOTOGRAPHIC, OPTICAL, SIGNALING, MEASURING, CHECKING AS IN SUPERVISION, LIFE-SAVING APPARATUS AND INSTRUMENTS, NAMELY, TELEPHONES, PUNCH CLOCKS, TIME RECORDING DEVICES, NAMELY, TIME CLOCKS, SCALES AND BALANCES, GRADUATED RULERS, ELECTRONIC POCKET TRANSLATORS, NEON SIGNS, ELECTRONIC NOTICE BOARDS, TRANSPARENCY PROJECTION APPARATUS, KILOMETER RECORDERS IN THE NATURE OF ODOMETERS 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, AND 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; COMPUTER PROGRAMS IN THE FIELD OF BUSINESS FOR USE IN FINANCIAL MANAGEMENT, FINANCIAL PLANNING, 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; SOFTWARE FOR PROCESSING ELECTRONIC PAYMENTS TO AND FROM OTHERS; AUTHENTICATION SOFTWARE, NAMELY, SOFTWARE FOR AUTHENTICATING THE IDENTITY OF A PAYER; COMPUTER SOFTWARE THAT MAY BE DOWNLOADED FROM A GLOBAL COMPUTER NETWORK 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, FOR USE IN DOCUMENT MANAGEMENT, FOR SEARCHING, BROWSING AND RECEIVING TRANSMISSIONS OF TEXT,



Lisa Staret

Acting Director of the United States Patent and Trademark Office

ELECTRONIC DOCUMENTS, GRAPHICS AND AUDIOVISUAL INFORMATION ON LOCAL REMOTE AREA, GLOBAL COMPUTER NETWORKS, ON INTRANETS OR DIRECTORIES OF INFORMATION AVAILABLE ON COMPUTER NETWORKS, FOR USE IN SOFTWARE DEVELOPMENT AND WEB AUTHORING, FOR USE IN EXCHANGING INFORMATION VIA GLOBAL COMPUTER NETWORKS AND ONLINE FROM A COMPUTER DATABASE AND THE INTERNET, FOR BUSINESS USE FOR FINANCIAL MANAGEMENT, FINANCIAL PLANNING, BUSINESS MANAGEMENT, CUSTOMER RELATIONSHIP MANAGEMENT (CRM), INVENTORY MANAGEMENT, SALES FORCE MANAGEMENT, PLANNING AND MANAGEMENT OF PERSONAL AND BUSINESS FINANCES, AND MARKETING INFORMATION MANAGEMENT, DATA MINING, HIGH-SPEED MASSIVE E-COMMERCE DATA PROCESSING, AND DATA CUSTOMIZATION ALL IN THE FIELD OF E-COMMERCE; DOWNLOADABLE ON-LINE ELECTRONIC PUBLICATIONS IN THE NATURE OF MAGAZINES, ARTICLES, BROCHURES, LEAFLETS AND DATASHEETS CONTAINING INFORMATION OR INSTRUCTIONS IN THE FIELD OF BUSINESS AND E-COMMERCE; DOWNLOADABLE COMPUTER SOFTWARE TO FACILITATE THE ELECTRONIC TRANSMISSION OF INFORMATION, DATA, DOCUMENTS, VOICE, AND IMAGES OVER THE INTERNET; DOWNLOADABLE COMPUTER SOFTWARE WHICH ALLOWS USERS TO PARTICIPATE IN WEB-BASED MEETINGS AND CLASSES, WITH ACCESS TO DATA, DOCUMENTS, IMAGES AND SOFTWARE APPLICATIONS THROUGH A WEB BROWSER; DOWNLOADABLE COMPUTER SOFTWARE FOR ACCESSING, VIEWING, AND CONTROLLING REMOTE COMPUTERS AND COMPUTER NETWORKS; DOWNLOADABLE ELECTRONIC PUBLICATIONS IN THE NATURE OF ARTICLES, PAPERS, AND INSTRUCTIONAL MATERIALS IN THE FIELDS OF TELECOMMUNICATIONS, THE INTERNET, BUSINESS AND E-COMMERCE TRAINING, BUSINESS, SALES, AND MARKETING; 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 PORTABLE MEDIA PLAYERS; MOBILE TELEPHONES; SMART PHONES; DIGITAL CAMERAS; COMPUTER WORKSTATIONS COMPRISING COMPUTERS AND COMPUTER MONITORS; SERVERS, NAMELY, COMPUTER SERVERS; COMPUTER AND TELECOMMUNICATIONS NETWORKING COMPUTER HARDWARE; COMPUTER NETWORK ADAPTORS, SWITCHES, ROUTERS AND HUBS; WIRELESS AND WIRED MODEMS AND COMMUNICATION CARDS AND DEVICES, NAMELY, CABLE MODEMS, COMPUTER FAX MODEM CARDS, EXTERNAL MODEMS, INTERNAL MODEMS, MODEM CABLES, MODEMS; LAPTOP HOLDERS IN THE NATURE OF PROTECTIVE SLEEVES AND CARRYING CASES, COMPUTER BAGS; FIRE-EXTINGUISHING APPARATUS; COMPUTER HARDWARE AND FIRMWARE FOR USE IN THE FIELD OF BUSINESS FOR FINANCIAL MANAGEMENT AND FINANCIAL PLANNING; COMPUTER SOFTWARE AND DOWNLOADABLE COMPUTER SOFTWARE FOR USE IN THE FIELD OF BUSINESS FOR FINANCIAL MANAGEMENT AND FINANCIAL PLANNING; COMPACT DISCS FEATURING MUSIC, COMPUTER PROGRAMS AND COMPUTER SOFTWARE FOR BUSINESS FOR FINANCIAL MANAGEMENT, FINANCIAL PLANNING, 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; DIGITAL MUSIC DOWNLOADABLE FROM THE INTERNET; TELECOMMUNICATIONS APPARATUS, NAMELY, VOIP PHONES, NETWORK TELEPHONES, ELECTRONIC FACSIMILE MACHINES, PORTABLE DIGITAL ELECTRONIC 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, HEADSETS, AND HANDS-FREE CALLING DEVICES; DOWNLOADABLE COMPUTER GAME SOFTWARE, PICTURES, MOTION PICTURES, MOVIES AND MUSIC VIA THE INTERNET AND WIRELESS DEVICES; ALARM MONITORING SYSTEMS; SECURITY CAMERAS; MOBILE RADIO AND TELEVISION BROADCASTING UNITS; TELEVISION

Reg. No. 4,300,001 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, NAMELY, EAR BUDS; SPEAKERS, NAMELY, LOUD SPEAKERS; GLOBAL POSITIONING SYSTEM (GPS) APPARATUS AND EQUIPMENT, NAMELY, GPS SYSTEMS; DOWNLOADABLE COMPUTER, ELECTRONIC AND VIDEO GAMES PROGRAMS AND SOFTWARE VIA THE INTERNET; LIQUID CRYSTAL DISPLAYS FOR TELECOMMUNICATIONS AND ELECTRONIC EQUIPMENT; SET TOP BOX; REMOTE CONTROL FOR RADIOS, TELEVISIONS, STEREOS, COMPUTERS, VIDEO RECORDERS, VIDEO GAME SYSTEMS AUDIO SYSTEMS, AND PLAYBACK MACHINES; DATA STORAGE PROGRAMS, NAMELY, SOFTWARE USED FOR THE STORAGE OF ELECTRONIC DATA AND DOCUMENTS, DATA ON HARD DISCS, COMPACT DISCS, TAPES AND OPTICAL DISCS; SPECTACLES AND SUNGLASSES; MAGNETICALLY ENCODED BANK CREDIT, DEBIT, CASH AND IDENTIFICATION CARDS; AUTOMATIC TELLER MACHINES, CASH DISPENSERS; NONE OF THE AFOREMENTIONED GOODS INCLUDING CRYSTAL OSCILLATORS OR QUARTZ CRYSTAL PRODUCTS FOR USE IN ELECTRONICS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FOR: CARDBOARD SIGNBOARDS; NEWSPAPERS; MAGAZINES, NAMELY, MAGAZINES FEATURING BUSINESS AND E-COMMERCE; PRINTED PERIODICALS IN BUSINESS AND E-COMMERCE; 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, NAMELY, COMPUTER PAPER, CARDBOARD BOXES AND OFFICE STATIONERY; BOOKBINDING MATERIALS; PRINTED MATTER, NAMELY, CALENDARS, PHOTOGRAPHS, PRINTED CHARTS, AND BOOKS IN THE FIELD OF ENTREPRENEURSHIP AND E-COMMERCE; BOOKBINDING MATERIAL; PHOTOGRAPHS; STATIONERY; ADHESIVES FOR STATIONERY OR HOUSEHOLD PURPOSES; ARTISTS' MATERIALS, NAMELY, PAINT, ARTISTS' BRUSHES, PASTELS, PENCILS, PENS, CANVAS PANELS, ELECTRICAL WOOD BURNING PENS, GESSO, NAMELY, PLASTERS IN THE NATURE OF ARTISTS' MATERIALS, AND MOLDS FOR MODELING CLAYS; PAINT BRUSHES; TYPEWRITERS AND OFFICE REQUISITES EXCLUDING FURNITURE, NAMELY, ADHESIVE TAPE DISPENSER, CORRECTING FLUID FOR TYPE, ELECTRIC PAPER HOLE PUNCH, DRILLS, AND PERFORATORS, FINGER-STALLS, FRANKING MACHINES, ENVELOPE SEALING MACHINES, PAPER EMBOSSERS, FOLDING MACHINES, AND TRIMMERS, RUBBER BANDS, AND STAPLERS; PRINTED INSTRUCTIONAL AND TEACHING MATERIAL IN THE FIELD OF BUSINESS, E-COMMERCE, MATHEMATICS, SCIENCE, LITERATURE, MUSIC, ART, AND WRITING; PLASTIC MATERIALS FOR PACKAGING, NAMELY, PLASTIC BAGS FOR PACKING AND PLASTIC BUBBLE PACKS FOR PACKAGING; PRINTERS' TYPE; PRINTING BLOCKS; BOOKS IN THE FIELD OF BUSINESS, E-COMMERCE, MATHEMATICS, SCIENCE, LITERATURE, MUSIC, ART, AND WRITING, PAMPHLETS IN THE FIELD OF BUSINESS, E-COMMERCE, MATHEMATICS, SCIENCE, LITERATURE, MUSIC, ART, AND WRITING, POSTERS, PRINTED CARDS, NAMELY, BUSINESS CARDS AND GREETING CARDS; CIRCULARS IN THE FIELD OF BUSINESS AND E-COMMERCE, CATALOGUES IN THE FIELD OF BUSINESS AND E-COMMERCE, CALENDARS, PRICE TAGS, PAPER PRICE LABELS; CARRY BAGS OF PAPER, NAMELY, GENERAL PURPOSE BAGS OF PAPER AND CARDBOARD; CARDBOARD AND PLASTIC WRAP; PRINTED TELEPHONE, FACSIMILE, ELECTRONIC MAIL, AND WEB SITE DIRECTORIES; CARDS IN THE FORM OF DEBIT CARDS, CREDIT CARDS, CHARGE CARDS AND TELEPHONE CARDS NOT MAGNETICALLY ENCODED; PRINTED MARKETING AND PROMOTIONAL MATERIALS; PRINTED ADVERTISEMENTS, NAMELY, ADVERTISING PAMPHLETS AND ADVERTISING SIGNS OF PAPER OR CARDBOARD; SOFTWARE USER MANUALS IN THE FIELD OF BUSINESS AND ECOMMERCE; PACKAGING MATERIALS MADE OF RECYCLED PAPER; TISSUES, NAMELY, FACIAL TISSUE AND TOILET TISSUE; HANDKERCHIEFS MADE OF

Reg. No. 4,300,001 PAPER; PAPER MODELS AND PAPER MACHE FIGURINES; PAPER PARTY BAGS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FOR: ADVERTISING; BUSINESS MANAGEMENT; BUSINESS ADMINISTRATION; PROVIDING OFFICE FUNCTIONS; ORGANIZATION, OPERATION AND SUPERVISION OF LOYALTY AND INCENTIVE SCHEMES, NAMELY, DISCOUNTS, COUPONS, REBATES, VOUCHERS AND SPECIAL OFFERS; ADVERTISING SERVICES PROVIDED VIA THE INTERNET; PRODUCTION OF TELEVISION AND RADIO ADVERTISEMENTS; ACCOUNTANCY SERVICES; AUCTIONEERING; CONSULTATION RELATING TO TRADE FAIRS; PUBLIC OPINION POLLING; DATA PROCESSING; PROVISION OF BUSINESS INFORMATION VIA GLOBAL COMPUTER NETWORKS; ADVERTISING AGENCY SERVICES; ADVERTISING SERVICES PROVIDED FOR OTHERS; DATABASE MANAGEMENT; COMPILATION OF INFORMATION INTO COMPUTER DATABASES IN THE FIELD OF BUSINESS AND E-COMMERCE; BUSINESS CONSULTING SERVICES IN THE FIELD OF IN THE FIELD OF E-COMMERCE; BUSINESS CONSULTING SERVICES IN THE FIELD OF WEB BASED EVENTS, CONFERENCES, TRAINING PROGRAMS, LEARNING PROGRAMS, AND SEMINARS; BUSINESS CONSULTING SERVICES IN THE FIELD OF DELIVERING WEB-BASED KNOWLEDGE; BUSINESS CONSULTING SERVICES IN THE FIELD OF ONLINE COLLABORATION AND COLLABORATION TECHNOLOGIES; BUSINESS CONSULTING SERVICES IN THE FIELDS OF SALES AND MARKETING; BUSINESS MANAGEMENT SERVICES, NAMELY, BUSINESS PROJECT MANAGEMENT SERVICES; BUSINESS MANAGEMENT SERVICES IN THE NATURE OF BUSINESS PROJECT MANAGEMENT SERVICES, NAMELY, DEVELOPMENT, SET UP, STAGING, PRODUCTION, RECORDING, MONITORING AND FOLLOW-UP FOR WEB BASED EVENTS, CONFERENCES, TRAINING PROGRAMS, LEARNING PROGRAMS, AND SEMINARS; MARKET RESEARCH AND BUSINESS CONSULTING SERVICES IN THE FIELD OF BUSINESS AND E-COMMERCE; 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 CONSUMER GOODS OF OTHERS; PROVIDING AN ONLINE BUSINESS DIRECTORY OF THIRD PARTY WEB SITES TO FACILITATE BUSINESS TRANSACTIONS; BUSINESS CONSULTANCY SERVICES IN THE FIELD OF OPERATING AN ELECTRONIC MARKET-PLACE 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; MARKETING SERVICES, NAMELY, PROVIDING VIDEOS TO PROMOTE 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, PROVIDING A DATABASE OF INFORMATION PERTAINING TO THE PROMOTIONAL PRODUCTS INDUSTRY; TELEPHONE ANSWERING SERVICE; AUCTIONEERING PROVIDED ON THE INTERNET; PERSONNEL MANAGEMENT; PROVISION OF SALES,

BUSINESS, ADVERTISING AND PROMOTIONAL INFORMATION THROUGH A GLOBAL COMPUTER NETWORK AND VIA THE INTERNET; PRESENTATION OF GOODS OF OTHERS FOR RETAIL PURPOSES VIA THE INTERNET; 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 PARTICULARLY SPECIALIZING IN THE MARKETING OF THE SALE OF GOODS AND SERVICES OF OTHERS; 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 CATALOGUE BY MAIL ORDER OR BY MEANS OF TELECOMMUNICATIONS; THE BRINGING TOGETHER, FOR THE BENEFIT OF OTHERS, OF A VARIETY OF GOODS, ENABLING CUSTOMERS TO CONVENIENTLY VIEW AND PURCHASE THOSE GOODS FROM RETAIL OUTLETS; 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, JEWELRY, 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, MAGAZINES, CARDS, PAPER AND CARDBOARD PRODUCTS, NAMELY, COMPUTER PAPER, CARDBOARD BOXES AND OFFICE STATIONERY, PICTURES, TYPEWRITERS AND OFFICE REQUISITES, PACKAGING MATERIALS, RUBBER AND PLASTICS FOR MANUFACTURING 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 SERVICES; BUYING AND SELLING AGENCY SERVICES, NAMELY, PURCHASING A WIDE VARIETY OF CONSUMER, BUSINESS AND INDUSTRIAL PRODUCTS AND SERVICES FOR OTHERS; SELECTION OF GOODS AND PROCUREMENT OF GOODS FOR INDIVIDUALS AND BUSINESSES, NAMELY, PURCHASING OF A WIDE VARIETY OF CONSUMER, BUSINESS AND INDUSTRIAL PRODUCTS AND SERVICES FOR INDIVIDUALS AND BUSINESSES FOR INDIVIDUALS AND BUSINESSES; ONLINE ORDERING SERVICES FEATURING A WIDE VARIETY OF CONSUMER GOODS OF OTHERS; RETAIL DEPARTMENT STORE SERVICES; RETAIL SUPERMARKET SERVICES;

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FOR: TELECOMMUNICATIONS SERVICES, NAMELY, PROVIDING TELEPHONE COMMUNICATION, INTERNET TELEPHONY SERVICES, NETWORK TELEPHONE, ELECTRONIC FACSIMILE, ELECTRONIC MAILS, AND INSTANT MESSAGING COMMUNICATION SERVICES; PROVIDING WEB-BASED MULTIMEDIA TELECONFERENCING AND VIDEOCONFERENCING THAT ALLOW SIMULTANEOUS AND ASYNCHRONOUS VIEWING, SHARING, EDITING, AND DISCUSSION OF DOCUMENTS, DATA, AND IMAGES BY PARTICIPANTS VIA A WEB BROWSER; PROVIDING CUSTOMERS WITH MULTIPLE USER ACCESS TO A GLOBAL COMPUTER NETWORK TO ACCESS ONLINE REPORTS REGARDING THE PERFORMANCE, EFFECTIVENESS, AND STATUS OF WEB-BASED APPLICATIONS, TELECONFERENCES, VIDEOCONFERENCES, AND MEETINGS; PROVIDING USERS WITH SECURE REMOTE ACCESS VIA THE INTERNET TO PRIVATE COMPUTER NETWORKS; PROVIDING ONLINE COLLABORATION SERVICES, NAMELY, PROVIDING MULTIPLE USER ACCESS TO GLOBAL COMPUTER NETWORK WHICH ALLOWS USERS TO ACCESS APPLICATIONS, PLATFORMS, JOINTLY-SHARED DOCUMENTS, DATA, TASK LISTS, AND DISCUSSION FORUMS; INTERNET BROADCASTING SERVICES; PROVIDING ACCESS TO AN ONLINE DATABASE OF INFORMATION REGARDING A WEB-BASED COMPLAINT SUBMISSION PLATFORM; PROVISION OF TELECOMMUNICATION ACCESS AND LINKS TO COMPUTER DATABASES AND TO THE INTERNET; PROVIDING TELECOMMUNICATIONS CONNECTIONS TO THE INTERNET OR DATA BASES; PROVISION OF TELECOMMUNICATION ACCESS TO WORLD-WIDE WEB FACILITIES AND STRUCTURES; COMMUNICATION BY COMPUTER TERMINALS; COMMUNICATION BY FIBRE 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 MECHANICAL, 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

Reg. No. 4,300,001 MESSAGE BOARDS FOR TRANSMISSION OF MESSAGES AMONG USERS CONCERNING BUSINESS AND E-COMMERCE; PROVISION OF ONLINE DISCUSSION FORUMS FOR TRANSMISSION OF MESSAGES AMONG COMPUTER USERS CONCERNING BUSINESS AND E-COMMERCE; 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 FOR ELECTRONIC TRANSMISSION; PROVIDING ACCESS TO COMPUTER DATABASE ON THE GLOBAL COMPUTER NETWORK FOR SEARCHING AND RETRIEVING INFORMATION, DATA, WEB SITES AND RESOURCES AVAILABLE ON COMPUTER NETWORKS; PROVIDING MULTIPLE USER ACCESS TO A COMPUTER DATABASE CONTAINING ELECTRONIC PUBLICATIONS, BULLETIN BOARDS, DATABASE AND INFORMATION ACCESSIBLE VIA COMPUTER; PROVIDING CHAT ROOM SERVICES OR TRANSMISSION OF MESSAGES AMONG COMPUTER USERS CONCERNING BUSINESS AND E-COMMERCE; PROVIDING MULTIPLE USER ACCESS TO GLOBAL COMPUTER INFORMATION NETWORKS FOR THE TRANSFER AND DISSEMINATION OF A WIDE RANGE OF INFORMATION; 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; ELECTRONIC COMMUNICATION SERVICES FOR ESTABLISHING VIRTUAL CHATROOMS 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; TELECONFERENCING SERVICES, NAMELY, DISTANT VIDEO AND/OR TELEPHONE CONFERENCING ACCESS; 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: EDUCATION, NAMELY, PROVIDING LIVE AND ON-LINE SEMINARS AND CONFERENCES IN THE FIELD OF BUSINESS AND E-COMMERCE; PROVIDING OF TRAINING IN THE FIELD OF BUSINESS AND E-COMMERCE; ENTERTAINMENT, NAMELY, PROVIDING ONLINE VIDEO GAMES AND NON-DOWNLOADABLE PLAYBACK OF DIGITAL MUSIC; ORGANIZING COMMUNITY SPORTING AND CULTURAL ACTIVITIES; PUBLICATION OF TEXTS, BOOKS AND JOURNALS; PUBLICATION OF NEWSPAPERS, MAGAZINES AND PERIODICALS CONTAINING DIAGRAMS, IMAGES AND PHOTOGRAPHS; 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,

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BUSINESS MANAGEMENT AND ADVERTISING; PROVISION OF EDUCATION, RECREATION, INSTRUCTION AND TRAINING BOTH INTERACTIVE AND NON-INTERACTIVE IN THE FIELD OF BUSINESS AND E-COMMERCE; DESIGN OF EDUCATIONAL COURSES AND EXAMINATIONS FOR OTHERS; ENTERTAINMENT PROVIDED VIA ELECTRONIC AND DIGITAL INTERACTIVE MEDIA, NAMELY, PROVIDING ON-LINE COMPUTER GAMES; ELECTRONIC GAMES SERVICES PROVIDED BY MEANS OF THE INTERNET, NAMELY, PROVIDING ONLINE COMPUTER GAMES; 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 ON-LINE 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 EVENTS AND COMPETITIONS FOR EDUCATION OR ENTERTAINMENT PURPOSES, NAMELY, PROVIDING CONFERENCES, COMPETITIONS AND SYMPOSIA IN THE FIELD OF BUSINESS AND ECOMMERCE; ENTERTAINMENT SERVICES, NAMELY, PRODUCTION AND DISTRIBUTION OF A GAME SHOW; ENTERTAINMENT TICKET AGENCY SERVICES; PROVIDING ENTERTAINMENT INFORMATION AND INFORMATION ABOUT EDUCATION 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 RELATING TO PLANNING, PRODUCTION AND DISTRIBUTION OF SOUND, IMAGES, DIGITAL MUSIC, MOVIES, LIVE OR RECORDED AUDIO, VISUAL OR AUDIOVISUAL MATERIAL FOR BROADCASTING ON TERRESTRIAL CABLE, SATELLITE CHANNELS, THE INTERNET, WIRELESS OR WIRE-LINK SYSTEMS AND OTHER MEANS OF COMMUNICATIONS; MUSIC ENTERTAINMENT SERVICES, NAMELY, LIVE MUSIC CONCERTS; RENTAL OF SOUND RECORDINGS; PREPARATION IN THE NATURE OF ON-GOING TELEVISION PROGRAMS IN THE FIELDS OF BUSINESS AND E-COMMERCE OF ENTERTAINMENT, EDUCATIONAL, DOCUMENTARY AND NEWS PROGRAMMES FOR BROADCASTING; NEWS REPORTERS' SERVICES; PROVIDING NEWS IN THE FIELD OF SPORTING OR CULTURAL EVENTS, CURRENT EVENTS REPORTING PROVIDED BY SATELLITE TELEVISION TRANSMISSION, THE INTERNET OR RADIO; PRODUCTION OF TELEVISION AND RADIO PROGRAMS AND FILM PRODUCTION; PREPARATION AND PRODUCTION OF TELEVISION PROGRAMMES; PROVISION OF INFORMATION, DATA, GRAPHICS, SOUND, MUSIC, VIDEOS, ANIMATION AND TEXT FOR ENTERTAINMENT PURPOSE, NAMELY, ANIMATION RENDERED BY MEANS OF A GLOBAL COMPUTER NETWORK; GAME SERVICES PROVIDED ON-LINE FROM A COMPUTER NETWORK; PROVISION OF RECREATION, SPORTING AND GYMNASIUM FACILITIES; LIVE PERFORMANCES BY A MUSICAL BAND; NIGHT CLUB SERVICES, DISCOTHEQUE, AND FASHION SHOWS; CLUB SERVICES RELATING TO ENTERTAINMENT, EDUCATION AND CULTURAL SERVICES, NAMELY, ARRANGING AND CONDUCTING EDUCATIONAL CONFERENCES, CONVENTIONS, SEMINARS AND TRAINING WORKSHOPS IN THE FIELD OF BUSINESS AND E-COMMERCE; ORGANIZING AND CONDUCTING EXHIBITIONS FOR CULTURAL OR EDUCATIONAL PURPOSES; ART EXHIBITION AND GALLERY SERVICES; ART GALLERY 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; PROVIDING EDUCATIONAL INFORMATION ABOUT RESEARCH MATERIALS, NAMELY, PROVIDING EDUCATIONAL RESEARCH AND INFORMATION ABOUT EDUCATIONAL RESEARCH; ARRANGING, ORGANIZING, PLANNING AND RUNNING OF EDUCATIONAL 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 OPERATION OF AUDIOVISUAL MACHINES AND EQUIPMENT, WHICH IS USED FOR THE PRODUCTION OF BROADCASTING PROGRAMS;

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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 TELEVISION SETS; LENDING LIBRARIES; ARCHIVE LIBRARY SERVICES; SUBTITLING SERVICES, NAMELY, PREPARING SUBTITLES FOR MOVIES; SIGN LANGUAGE INTERPRETATION SERVICES; RENTAL OF ENTERTAINMENT SOFTWARE, NAMELY, RENTAL OF COMPUTER GAME 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; PROVISION OF NEWS IN THE NATURE OF CURRENT EVENT REPORTING; LOTTERY SERVICES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FOR: SCIENTIFIC AND TECHNOLOGICAL SERVICES AND RESEARCH AND DESIGN 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; INDUSTRIAL RESEARCH SERVICES IN THE FIELD OF BUSINESS AND E-COMMERCE; DESIGN AND DEVELOPMENT OF COMPUTER HARDWARE AND SOFTWARE; COMPUTER SERVICES, NAMELY, DESIGN AND DEVELOPMENT OF WIRELESS COMMUNICATION SYSTEMS FOR TRANSMITTING INFORMATION, DATA, DOCUMENTS, AND IMAGES OVER THE INTERNET; APPLICATION SERVICE PROVIDER (ASP) SERVICES, NAMELY, HOSTING COMPUTER SOFTWARE APPLICATIONS OF OTHERS; APPLICATION SERVICE PROVIDER (ASP) SERVICES FEATURING SOFTWARE IN THE FIELDS OF WEB-BASED CONFERENCING, AUDIO CONFERENCING, ELECTRONIC MESSAGING, DOCUMENT COLLABORATION, VIDEO CONFERENCING, AND VOICE AND CALL PROCESSING; PROVIDING ONLINE NON-DOWNLOADABLE SOFTWARE FOR FACILITATING THE INTEROPERABILITY OF MULTIPLE SOFTWARE APPLICATIONS; TECHNICAL SUPPORT SERVICES, NAMELY, TROUBLESHOOTING OF PROBLEMS FOR COMPUTER SOFTWARE AND APPLICATIONS PROVIDED ONLINE, BY EMAIL AND BY TELEPHONE; COMPUTER SERVICES, NAMELY, CREATING AN ON-LINE COMMUNITY FOR REGISTERED USERS TO PARTICIPATE IN DISCUSSIONS, GET FEEDBACK FROM THEIR PEERS, FORM VIRTUAL COMMUNITIES, AND ENGAGE IN SOCIAL NETWORKING; COMPUTER TECHNOLOGY ADVICE PROVIDED TO INTERNET USERS BY MEANS OF A SUPPORT HOTLINE; COMPUTER SERVICES, NAMELY, CREATING INDEXES OF INFORMATION, SITES AND RESOURCES ON COMPUTER NETWORKS; PROVIDING SEARCH ENGINES FOR THE INTERNET; DESIGN OF COMPUTERS, NOTEBOOK COMPUTERS, LAPTOP COMPUTERS, PORTABLE COMPUTERS AND HANDHELD COMPUTERS; DESIGN OF PERSONAL DIGITAL ASSISTANTS AND PERSONAL MEDIA PLAYERS FOR OTHERS; DESIGN OF MOBILE TELEPHONES AND SMART PHONE FOR OTHERS; DESIGN OF DIGITAL CAMERAS FOR OTHERS; COMPUTER SERVICES, NAMELY, COMPUTER SYSTEM ADMINISTRATION FOR OTHERS; COMPUTER PROGRAMMING; COMPUTER SYSTEMS INTEGRATION SERVICES; COMPUTER SYSTEMS ANALYSIS SERVICES; COMPUTER PROGRAMMING IN RELATION TO THE DEFENSE AGAINST VIRUS, NAMELY, COMPUTER VIRUS PROTECTION SERVICES; COMPUTER SYSTEM SOFTWARE SERVICES, NAMELY, DESIGN AND DEVELOPMENT OF ON-LINE COMPUTER SOFTWARE SYSTEMS; 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 FOR OTHERS FOR USE IN SEARCHING AND RETRIEVING INFORMATION FROM DATABASES AND COMPUTER NETWORKS; PROVIDING TECHNICAL INFORMATION AT THE SPECIFIC REQUEST OF ENDUSERS BY MEANS OF TELEPHONE OR GLOBAL COMPUTER NET-

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WORK; COMPUTER SOFTWARE CONSULTANCY; COMPUTER SERVICES RELATING TO 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; PROVIDING CUSTOMIZED ONLINE WEB PAGES FEATURING USER-DEFINED INFORMATION WHICH INCLUDES ONLINE LINKS TO THIRD PARTY WEB SITES; COMPUTER CODE CONVERSION FOR OTHERS; CONVERSION OF PHYSICAL DATA AND DOCUMENTS INTO ELECTRONIC MEDIA FORMAT; TESTING AND EVALUATION SERVICES OF THE GOODS AND SERVICES OF OTHERS; ARCHITECTURAL DESIGN SERVICES; INTERIOR DESIGN SERVICES OF BUILDINGS, OFFICES AND APARTMENTS; COMPUTER SECURITY SERVICES, NAMELY, THE PROVISION OF USER CERTIFICATION AUTHORITY SERVICES FOR OTHERS TO ENSURE THE SECURITY OF TRANSMITTED INFORMATION, NAMELY, PROVIDING A WEBSITE THAT FEATURES TECHNOLOGY THAT ENABLES THE SECURE EXCHANGE OF INFORMATION BY USERS; COMPUTER AND NETWORK INFORMATION SERVICES, NAMELY, PROVIDING INFORMATION RELATING TO COMPUTERS AND NETWORKS IN THE FIELD OF BUSINESS AND E-COMMERCE; COMPUTER SECURITY RISK MANAGEMENT PROGRAMS, NAMELY, UPDATING OF COMPUTER SOFTWARE RELATING TO COMPUTER SECURITY AND PREVENTION OF COMPUTER RISKS; COMPUTER SECURITY INFORMATION, KNOWLEDGE, AND TESTING SERVICES, NAMELY, COMPUTER SECURITY CONSULTANCY IN THE FIELD OF SCANNING AND PENETRATION TESTING OF COMPUTERS AND NETWORKS TO ASSESS INFORMATION SECURITY VULNERABILITY; PROVIDING QUALITY ASSURANCE SERVICES IN THE FIELD OF COMPUTER SOFTWARE; COMPUTER SECURITY SERVICE, NAMELY, RESTRICTING ACCESS TO AND BY COMPUTER NETWORKS TO AND OF UNDESIRE WEB SITES, MEDIA AND INDIVIDUALS AND FACILITIES; SECURITY OF DATA TRANSMISSION AND OF TRANSACTIONS VIA COMPUTER NETWORKS, NAMELY, COMPUTER SECURITY SERVICE, NAMELY, RESTRICTING ACCESS TO AND BY COMPUTER NETWORKS TO AND OF UNDESIRE WEB SITES, MEDIA AND INDIVIDUALS AND FACILITIES; CONSULTANCY IN THE FIELD OF DATA SECURITY; CONSULTANCY CONCERNING SECURING TELECOMMUNICATIONS TECHNOLOGY, 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.

OWNER OF HONG KONG REG. NO. 301756198, DATED 11-5-2010, EXPIRES 11-5-2020.

SER. NO. 85-423,573, FILED 9-15-2011.

ESTHER BELENKER, 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>.

Exhibit B

TLD Registration Policies

[to be attached by Registry Operator]

.TMALL DOMAIN NAME REGISTRATION POLICIES

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CHAPTER 1. Definitions, scope of application and eligibility

Article 1. Definitions

Throughout these Policies, the following capitalized terms have the following meaning:

Accredited Registrar	means an entity, accredited by ICANN for rendering domain name registration services, that has entered into a Registry-Registrar Agreement with the Registry;
Applicant	means a physical person, company or organization in whose name an Application is submitted the Registry;
Applicant Guidebook	means the rules and requirements established by ICANN for applying for a new gTLD, as, made available by ICANN under http://newgtlds.icann.org/applicants , and in force at the time of execution of the Registry Operator Agreement;
Application	means a complete, technically correct request for a Domain Name Registration made with the Registry through an Accredited Registrar, which complies with all the respective requirements provided for in the Policies, and in particular the specific provisions that apply during such respective Phase of the .TMALL launch process within which such request is made;
Claim	means a request from an Applicant, contained in an Application submitted to the Registry during the Sunrise Phase, to recognize its rights within the context of these Policies, including any Documentary Evidence submitted to the Registry and/or Trademark Clearinghouse Operator in this respect;
Contacts	means the administrative, technical and billing contacts associated to a Domain Name Registration;
Disputes Point of Contact	means a person designated by the Registry to field inquiries and hear disputes between a third party and a Registrant under this Agreement
Documentary Evidence	means the documentation to be provided by (or on behalf of) the Applicant and/or the Registrant to the Trademark Clearinghouse Operator and/or the Registry, in accordance with these Policies;
Domain Name	means a name at the second level within the .TMALL TLD;
Domain Name Registration	means a Domain Name about which the Registry maintains data in the Shared Registry System for the .TMALL TLD;

Domain Name Specifications	has the meaning ascribed thereto in Article 14.3 hereof;
Eligibility Requirements	means the requirements set out in Annex 2 below;
Eligible Trademark	means a registered trademark that meets the requirements set out in the most recent version of the Applicant Guidebook and Trademark Clearinghouse Guidelines - and inclusive of trademarks taken up in Annex 1;
General Availability	means the process in accordance with the Eligibility Requirements whereby available Domain Names can be registered on a first-come, first-served basis, as referred to in Article 11 hereof;
Geographic Domain Names	means Domain Names that are identical to country and territory names as defined in Specification 5 to the Registry Operator Agreement;
ICANN	means the Internet Corporation for Assigned Names and Numbers (www.icann.org);
Launch	means the moment when the Registry opens General Availability to all eligible registrants domain registrations in General Availability
Name Collision Occurrence Management and Reporting	Means that the Registry will follow all steps defined in Specification 6 to the Registry Operator Agreement and shall not activate any domain names in the DNS zone for the Registry TLD except in compliance with a Name Collision Occurrence Assessment provided by ICANN regarding the Registry TLD.
Phase	means a distinct period of time during which parties meeting the respective Eligibility Requirements are entitled to submit an Application and/or register Domain Names in conformity with the restrictions in force at that time;
Policies	means these .TMALL Domain Name Registration Policies, including the annexes and any and all interpretative guidelines published by the Registry in relation hereto, as may be amended from time to time by the Registry;
Pre-Launch Phase	means the timeframe prior to the Sunrise Phase during which only the Registry is entitled to register Domain Names, that are Registry Reserved Names;
Registrant	means the person or entity in whose name a Domain Name is registered;

Registration Fee	means the fee charged by the Registry to the Accredited Registrar for the submission of an Application, registration, cancellation, transfer and/or renewal of a Domain Name;
Registry	means Alibaba Group Holding Limited, with registered offices in Grand Cayman, KY;
Registry Operator Agreement	means the agreement entered into by and between the Registry and ICANN on <Date TBD>;
Registry-Registrar Agreement	means the template agreement made available by the Registry on <DATE>;
Registry Reserved Name	means a Domain Name mentioned on the list contained in Annex 1 hereto, to be registered in the name of the Registry, or any specific entity referred to in this list, as may be amended from time to time at the Registry's discretion;
Registry Web Site	means the various pages and websites available under http://www.nic.tmall ;
Shared Registry System	means the system operated on behalf of the Registry that allows Accredited Registrars to apply for, register, renew and maintain Domain Names in the name and on behalf of Registrants;
Sunrise Phase	means (one of) the distinct timeframe(s) during which Applicants will be able to pre-register (<i>i.e.</i> , reserve for registration) the Domain Names for which they hold a validated trademark, as indicated by the Trademark Clearinghouse and/or the Registry;
Sunrise Process	means the process described in Article 6 hereof;
Term	means the number of years for which a Domain Name is registered, as indicated by the Registrant in accordance with Article 15.1;
TLD	means Top Level Domain;
Trademark Claims Period	means the timeframe during which Trademark Claims Services for .TMALL are provided;
Trademark Claims Services	means the service operated by the Trademark Clearinghouse, whereby i) notice is given to Applicants of the scope of the rights of trademark holders who registered their rights in the Trademark Clearinghouse as provided in the Applicant Guidebook, and ii) the registrar is given the possibility to

	promptly notify the trademark holders(s) of the registration after it is effectuated;
Trademark Clearinghouse	means the system made available by the Trademark Clearinghouse Operator for implementing the rights protection mechanisms referred to in the most recent version of the Applicant Guidebook and/or the Guidelines, Rights Protection Mechanism Requirements and Policies;
Trademark Clearinghouse Operator	means the organization operating the Trademark Clearinghouse, as appointed by ICANN;
UDRP	means the Uniform Dispute Resolution Policy, as adopted by ICANN and as described in http://www.icann.org/dndr/udrp/policy.htm ;
URS	means the Uniform Rapid Suspension policy, as adopted by ICANN and as described in http://newgtlds.icann.org/en/applicants/urs .

Article 2. Scope of application

2.1. This Policy describes, among other items:

1. the terms under which the Registry can reserve, register, delegate and use Domain Names, in accordance with Article 2.6, second sentence of the Registry Operator Agreement;
2. how such Applications can be submitted to the Registry during the different Phases devised by the Registry, as well as how the Registry will deal with Domain Name Registration requests, if the Registry would allow at a certain point in time and at its sole discretion one or more affiliate third parties to register one or more Domain Names, by liberalizing the initial Eligibility Requirements (*i.e.* the Launch of the .TMALL TLD);
3. the way in which such Applications will be processed and, insofar these Applications are submitted during the Sunrise Period, and validated by the Trademark Clearinghouse Operator;
4. the rules under which Applications or subsequent Domain Name Registrations may be challenged; and
5. in general, all the technical and administrative measures that the Registry shall use to ensure proper, fair, technically sound administration of the .TMALL launch and the preservation of the integrity of the Registry's trademarks, setting out the basic rules and procedures applicable to:
 - Applicants or anyone submitting an Application in its own name or on behalf of a third party with the Registry;
 - the Registry;

- the Accredited Registrars;
- any party in whose name a Reconsideration Request is submitted;
- any person or entity interested in obtaining a Domain Name.

2.2. In order to ensure a proper, fair, technically sound administration of the Launch of the .TMALL TLD, the Registry has put in place the processes and procedures described in this Policy, which will apply to Applications and/or Domain Name Registrations effectuated within specific timeframes set by the Registry.

2.3. The Registry may change these Policies, including the conditions and requirements contained herein at its sole discretion, which changes will enter into effect immediately following the publication thereof on the Registry Web Site, unless provided otherwise in writing.

Article 3. Eligibility

3.1. In order to be eligible to submit an Application or maintain a Registration in the .TMALL TLD, the Applicant or Registrant must meet any and all of the criteria set out in the Eligibility Requirements as set out in Appendix 2 below. The Registry shall be entitled to modify these criteria at its sole discretion, without any prior notification. These new criteria entering into force following publication on the Registry Web Site unless stated otherwise in the Eligibility Requirements.

3.2. If and when the Registry will allow third parties other than the Registry to register Domain Names, it will develop and publish further practical details on such launch, if it deems fit.

3.3. The Registry shall be entitled, at its sole discretion, to reject, revoke, temporarily or permanently suspend, delete or cancel at any time any Application or resulting Domain Name Registration if it appears that the Applicant did not fulfil the requirements set out in the Policies at the time of receipt of the corresponding Application by the Registry. This includes, without limitation, situations where the Registry receives a notice given by a government or judicial body, indicating that said Application, Domain Name Registration or the content provided thereunder is considered defamatory, contrary to public order or morality or otherwise not allowed under applicable law. The Registrant expressly agrees and accepts that he or she shall not be entitled to claim any compensation or refund from the Registry when the latter implements such instruction. The Registry is also entitled to do so if it is of the opinion that the Applicant and/or Registrant does not meet all of the Eligibility Requirements in force at that time and such non-compliance could directly or indirectly damage, impair or disrupt the reputation and/or activities of the Registry, the integrity of the TMALL brand and/or any of the Registry's trademarks.

3.4. The Registry shall at all times be entitled to determine at its sole discretion the name servers for each Domain Name, and the services associated therewith. Whenever parties other than the Registry will be entitled to register Domain Names in the .TMALL TLD or obtain the delegation of certain roles and responsibilities with respect to such Domain Names (as indicated in the additional Contacts associated with such Domain Names), the Registry will develop a policy as regards the name servers and services associated with such Domain Names.

The Registry shall at all times be entitled to define and introduce a verification process in order to confirm that the Application and/or Domain Name Registration has actually been made by a party meeting the Eligibility Requirements in force during the respective Phases.

CHAPTER 2. The .TMALL Launch Process

Article 4. Purpose and principles

4.1. These Policies contain the terms and conditions under which the Registry, Applicants and Registrants who meet the Eligibility Requirements are provided with the opportunity to reserve, apply for, register and delegate Domain Names in the .TMALL TLD.

4.2. At any time following the entry into force of the Registry Agreement, the Registry may reserve, register and delegate any of the Domain Names contained in Annex 1 for its own use. The Registry may change such Annex 1 at any point in time and at its sole discretion.

4.3. Any and all Applications or Domain Name Registration requests must be submitted to the Registry's Shared Registration System through an Accredited Registrar, who acts on behalf of the Applicant or Registrant, but for its own account.

4.4. However, the Registry will only effectuate a Domain Name Registration insofar and to the extent that:

- the Registrant meets the Eligibility Requirements;
- the Domain Name meets all the criteria set out in these Policies;
- the Domain Name is available; and
- the Domain Name is not prohibited by ICANN

4.5. Any Application submitted during the Pre-Launch phase, the Sunrise Process, the Trademark Claims Period or General Availability must meet the relevant terms and conditions as set out in these Policies. All conditions that are not indicated to relate to a specific phase or process (such as, but not limited to, the Eligibility Requirements) apply to all Applications and/or Domain Name Registrations.

4.6. Furthermore, if the Registry is informed of the fact that a third party holds an Eligible Trademark to a Domain Name, the Registry shall be entitled to suspend or to cancel such Domain Name Registration at its sole discretion, at least until sufficient safeguards, representations and warranties have been obtained from the Registrant and the parties who have directly or indirectly initiated such trademark claim.

Article 5. The .TMALL Pre-Launch Phase

During the Pre-Launch Phase, the Registry is the only party entitled to register Domain Names in the .TMALL TLD. During this Phase, the Registry shall only register and use Registry Reserved Names.

Article 6. Sunrise Phase

6.1. Overview of the Sunrise Process

The Registry may organize one or more Sunrise Processes in connection with and/or after the Launch. (If approved as a .Brand TLD by ICANN, the Registry may choose not to organize a Sunrise Process).

Unless provided otherwise by the Registry, the Sunrise Process shall be a minimum of thirty (30) days and will follow the Trademark Clearinghouse requirements.

6.2. Validation of Claims during the Sunrise Phase

Applications received during each distinct Sunrise Phase are subject to validation as described in this Article, which is a condition precedent for the Registry to actually proceed with the registration of the Domain Name referred to in the Application.

The Registry shall be entitled to impose additional terms and conditions upon Applicants, Registrants and/or Accredited Registrars as it deems fit, in particular in order to maintain, directly or indirectly, the integrity and the exclusive character of the Registry and the TMALL brand, and any and all (intellectual property) rights associated therewith.

Following receipt of an Application, the Trademark Clearinghouse Operator shall inform the Registry of its findings in a manner agreed by and between them.

Upon request of the Registry, the Trademark Clearinghouse Operator will confirm that:

- the respective Application corresponds to an Eligible Trademark, as described in the most recent version of the Applicant Guidebook and the Trademark Clearinghouse Guidelines and inclusive of trademarks taken up in Annex 1; and
- the Applicant is the registered owner of the Eligible Trademark or, if the Applicant claims to be a licensee authorized to use the Eligible Trademark by the registered owner of the Eligible Trademark or the Applicant claims to be the assignee, that the relevant party is authorized to file the Application.

If the Trademark Clearinghouse Operator and/or the Registry is unable to validate the information contained in an Application in accordance with the process described above, the Registry shall be entitled to reject that Application.

6.3. Use of the Trademark Clearinghouse during the Sunrise Period

Applicants are obliged to have their Application Data pre-validated and, where necessary, corrected by using the Trademark Clearinghouse, which is a facility operated by the Trademark Clearinghouse Operator if they would like to benefit from the opportunity to register a Domain Name that corresponds to their Eligible Trademark during the respective Sunrise Phases. By way of the Trademark Clearinghouse, the Trademark Clearinghouse Operator will provide reasonable assistance to prospective Applicants in order to pre-validate Application Data and, where necessary, correct such data in order to enable Applicants to submit accurate and up-to-date Applications to the Registry in accordance with the terms and conditions of the Trademark Clearinghouse Operator.

The use of the Trademark Clearinghouse during the Sunrise Period is mandatory.

Furthermore, the Applicant must use the services of an Accredited Registrar in order to submit the actual Application on the basis of the information that has been pre-validated and provided by the Trademark Clearinghouse.

6.4. Claims, information to be included in Applications during the Sunrise Period

The information contained in the Application shall be the initial basis on which the Trademark Clearinghouse Operator shall attempt to validate the Applications and the Claims made therein. It is the Applicant's responsibility to ensure that the information provided in an Application (Claim) is correct, complete, legible, accurate and otherwise sufficient to verify on a *prima facie* basis the validity of such Claim. The Registry cannot be held liable for any failure to provide information and Documentary Evidence in accordance with the foregoing standard, regardless of whether an Application is accepted or rejected.

Following the Registry's decision to register a Domain Name in the name of a particular Applicant, such Applicant will become the Registrant of such Domain Name.

Article 7. Trademark Claims Period

After the first Sunrise Phase, Trademark Claims Services shall be provided during the first ninety (90) days following the Launch. Trademark Claims Services shall also be provided during the first ninety (90) days following subsequent Sunrise Phases.

Article 8. Processing of Applications; Exchange of Information

All Applications shall be submitted to and Domain Name Registrations maintained with the Registry by an Accredited Registrar.

Considering the fact that the Registry's Shared Registration System is the one and only authoritative database for Domain Names registered in the .TMALL TLD, neither the Registry nor the Trademark Clearinghouse Operator shall be entitled to amend or cancel Applications or Application Data, unless such Application Data has been processed through the Trademark Clearinghouse.

Supplementary information may be requested via email or other communication media as appropriate. Under normal circumstances, the Accredited Registrar is responsible for all Applications submitted as specified in the Registry-Registrar Agreement. Assistive notifications or requests for (additional) Documentary Evidence may, however, be sent to the Applicant directly by the Accredited Registrar.

CHAPTER 3. Domain Name Allocation

Article 9. Domain Name Allocation for Registry Reserved Names

The Registry shall determine at its sole discretion how and when the Domain Names mentioned on the list contained in Annex 1 hereto shall be registered and used.

Article 10. Domain Name Allocation during the Sunrise Processes

10.1. Single Applications

Domain Names for which only one Application is received by the Registry during the respective Phase, and are successfully verified according to these Policies will be registered in the name of the respective Applicant.

10.2. Multiple Applications

If more than one Application of a particular available Domain Name has been received during a particular Sunrise Phase, and more than one of the Claims contained therein were successfully verified, as set out in these Policies, the relevant Applicants will be invited to come to an amicable settlement. If no such settlement has been obtained within the timeframe indicated by the Registry, the Registry can decide (or not) to register such Domain Name in the name of a particular Applicant, at its sole discretion and without being obliged to motivate its decision.

10.3. Name Collision Applications

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.

Article 11. Domain Name Allocation during General Availability

With the exception of Domain Names that have been allocated or reserved in the context of the respective Sunrise Processes and procedures, any party meeting the respective Eligibility Requirements shall be entitled to request a Domain Name Registration with the Registry following the start of General Availability for those eligible Registrants.

The Registry shall effectuate such Domain Name Registration on a first-come, first-served basis, subject to the terms and conditions laid down herein. This entails that, in principle, the first complete and technically correct request to register a Domain Name submitted by an Accredited Registrar and received by the Shared Registry System will result in a Domain Name Registration.

CHAPTER 4. Dispute Resolution Policies

Article 12. Disputes relating to registered Domain Names

12.1. Every Registrant acknowledges and accepts:

- that any proceedings concerning a Domain Name must be conducted before the Arbitration Center of the World Intellectual Property Organization (WIPO) in accordance with the UDRP, the Rules for UDRP and any relevant supplemental rules, as made available on <http://www.wipo.int/amc/en/domains/rules/> and/or the Rules for URS and any relevant supplemental rules, as made available on <http://newgtlds.icann.org/en/applicants/urs>; and
- to participate in good faith in any Domain Name dispute initiated by a third party complainant under the UDRP against the Registrant in compliance therewith and with the Rules for UDRP and/or URS.

12.2. Unless agreed upon otherwise by the parties to a Domain Name Dispute or otherwise stated in the agreement between the Registrant and its Registrar, the language of the proceedings shall be the language of that agreement.

12.3. Any party may make a request to the Disputes Point of Contact for further clarification or information with respect to an Application or Domain Name Registration prior to or following the procedures published on the Registry Web Site. The Disputes Point of Contact may mediate between the complainant and the Registrant and shall have the right and the powers to suspend, cancel or delete an Application or Domain Name. No fees are charged by the Registry or the Disputes Point of Contact in connection with any such mediation or remedy, which shall also be the only remedy available to the complainant.

Article 13. Eligibility Reconsideration Proceedings

13.1. If, after an *ex officio* review by the Registry and/or following submission of a complaint to the Disputes Point of Contact, the Registry determines that the Registrant or Domain Name Registration in question did not meet the Eligibility Requirements, the Registry will notify the Registrant of such failure to meet the Eligibility Requirements.

13.2. The Registrant has ten (10) working days following the notification referred to in Article 13.1 in order to ensure that it is in compliance with the Eligibility Requirements.

13.3. If the Registrant is not in compliance with these requirements within this timeframe, the Registry will be entitled to suspend and/or delete the respective Domain Name(s) of the Registrant with no refund of any fees or any other liability to the Registrant.

13.4. No Applicant and/or Registrant shall be entitled to any form of compensation, damages or refund as a result of a decision by the Registry to suspend or delete a Domain Name, and/or following the implementation of such decision.

CHAPTER 5. General Provisions

Article 14. Domain Name Syntax Requirements; Domain Name Specifications; Reserved Names; Registry Reserved Names

14.1. 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.

14.2. The Registry reserves the right to make Domain Names available that deviate from the above syntax requirements at any point in time, under additional or supplemental rules and policies.

14.3. Domain Names that are identical to Reserved Names will be unavailable at the time of delegation of the .TMALL TLD; however, the Registry reserves the right to allocate to and register a Domain Name mentioned on the list of Reserved Names in the name of a party indicated by the Registry (or itself).

14.4. 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.

Article 15. Term of Registration

15.1. When registering a Domain Name, the Applicant / Registrant must select the number of years for which the Domain Name is registered. The Term shall commence on the date of registration or renewal of the Domain Name, and shall expire on the same day of the month within which the Domain Name was registered.

15.2. The Registry is under no obligation to inform the Registrant in advance when the Term is about to expire.

15.3. The Registry may terminate any Registered Domain Name at any time and for any reason, by giving the Registrant a notice of at least 180 (one hundred and eighty) calendar days, without the Registrant being entitled to any compensation, refund or damages whatsoever.

Article 16. Amendments

16.1. The Registry may amend the provisions of this Policy from time to time, which amendments will take effect at the time they are published on the Registry Web Site (or any other timeframe indicated therein), without prior notice to Accredited Registrars, Registrants and/or Applicants. The Registry may furthermore issue interpretative guidelines on the Registry Web Site regarding the terms and provisions of this Policy.

Article 17. Liability

17.1. To the extent allowed under governing law, the Registry shall only be liable in cases where wilful misconduct or gross negligence is proven. In no event shall the Registry be held liable for any indirect, consequential or incidental damages or loss of profits, whether contractual, based on tort (including negligence) or otherwise arising, resulting from or related to the submission of an Application, the registration or use of a Domain Name or to the use of the Shared Registry System or Registry Web Site, even if they have been advised of the possibility of such loss or damages, including but not limited to decisions taken by the Registry to register, not to register, suspend or cancel the registration or delegation of a Domain Name on the basis of the findings of or information provided by the Trademark Clearinghouse Operator, or upon receipt of a written instruction given by a government or judicial body, as well as the consequences of those decisions.

17.2. To the extent allowed under applicable law and unless provided otherwise herein, the Registry's aggregate liability for damages shall in any case be limited to the amounts paid by the Accredited Registrar to the Registry in relation to the Application concerned (excluding additional fees paid by the Applicant to the Accredited Registrar or reseller). The Applicant agrees that no greater or other damages may be claimed from the Registry (such as, but not limited to, any fees payable or paid by the Applicant in the context of any proceedings initiated against a decision by the Registry to register or not to register a Domain Name). The Applicant further agrees to submit to a binding arbitration for disputes arising from these Policies and related to the allocation of Domain Names.

17.3. Applicants and Registrants shall hold the Registry harmless from claims filed or disputes initiated by third parties, and shall compensate the Registry for any costs or expenses incurred or damages for which they may be held liable as a result of third parties taking action against it on the grounds that the Applications for or the registration or use of the Domain Name by the Applicant infringes the rights of a third party, or is deemed contrary to morality, public order or unlawful under applicable laws.

17.4. For the purposes of this Article, the term “Registry” shall also refer to its shareholders, subsidiaries, members, subcontractors, agents and employees.

17.5. The Registry are not a party to the agreement between an Accredited Registrar and its Applicants, its Registrants or any party acting in the name and/or on behalf of such Applicants or Registrants.

Article 18. Representations and Warranties

18.1. When submitting an Application during the Sunrise Process, the Applicant and its Accredited Registrar represent and warrant that:

- the Applicant is the owner of the Eligible Trademark described in the Application, or is the assignee, or is a licensee, duly authorized by the holder of the Eligible Trademark described in the Application to use that Eligible Trademark as the basis for that Application;
- the Eligible Trademark mentioned in the Application is and will be, on the date on which the Application Data is validated by the Trademark Clearinghouse Operator in the context of a Sunrise Process, a legally valid, registered and Eligible Trademark;
- any Documentary Evidence that is submitted by or on behalf of the Applicant shall be submitted in accordance with the procedures set out by the Trademark Clearinghouse Operator and the Registry; any Documentary Evidence submitted shall contain complete, accurate, up-to-date information as required by the Trademark Clearinghouse Operator and/or the Registry shall not be fraudulent.

18.2. Any Applicant, any party submitting a Domain Name Registration request and any Registrant represents and warrants that:

- to its knowledge, the registration of the Domain Name mentioned in the Application or Domain Name Registration request will not infringe upon or otherwise violate the rights of any third party;
- it is not submitting the Application or Domain Name Registration request and, upon registration, will not use the Domain Name for an unlawful purpose, contrary to public policy or morality, for offensive purposes, to mislead the public and/or contrary to good and fair business practices; and
- it will not knowingly use the Domain Name in violation of any applicable laws or regulations, including third party interests; and

- it will keep the WHOIS information related to the Domain Name accurate and up-to-date at all times, both with its Accredited Registrar and the Registry.

18.3. When submitting Applications to the Registry, or when effectuating a Domain Name Registration, the Accredited Registrar will ensure that the Applicant represents and warrants that:

- the Application, *c.q.* the Domain Name Registration contains true, accurate and up-to-date information and is made in good faith, for a lawful purpose and does not infringe the rights of any third party;
- it shall participate in good faith in any proceedings described in these Policies commenced by or against the Applicant; and
- the Domain Name is not defamatory, contrary to public order or morality or unlawful under applicable laws and regulations and that it shall respect and preserve the integrity and the exclusive character of the Registry and the TMALL brand, and any and all (intellectual property) rights associated therewith.

18.4. The Accredited Registrar must ensure that Applicants and Registrants expressly acknowledge and accept that the Registry shall be entitled (but not obliged) to reject an Application or to delete or transfer a Domain Name Registration:

- that does not contain complete and accurate information as described in these Policies, or is not in compliance with any other provision of these Policies; or
- to protect the integrity and stability of the Shared Registry System, and/or the operation and/or management of the .TMALL TLD; or
- in order to comply with applicable laws and regulations, and/or any decision by a competent court or administrative authority and/or any dispute resolution service provider the Registry may retain to oversee the arbitration and mediation of disputes; and/or any other applicable laws, regulations, policies or decrees; or
- to avoid any liability on behalf of the Registry, including their respective affiliates, directors, officers, employees, subcontractors and/or agents.

18.5. The Registry shall be entitled to suspend or revoke any Domain Name in case of non-compliance or violation of these Policies, and in particular these representations and warranties.

Article 19. Payment of Applicable Fees Due

If payment is required, the Registry shall only be obliged to accept an Application or Domain Name Registration request or to renew a Domain Name Registration once it has been unconditionally paid in full for such service by the Accredited Registrar appointed by the Applicant or Registrant.

Payment of any fees due, for which the Applicant, and ultimately the Registrant, is solely liable, must be made with the Registry via an Accredited Registrar. The Registry is not responsible for

any failure on the part of the Accredited Registrar in this respect, including where such failure results in non-registration or cancellation of the Domain Name concerned.

Article 20. Notices

All notices (to be) given by the Registry hereunder shall be given in writing at the email address of the Registrant, as provided to the Registry in the Application and/or Domain Name Registration. All notices to be given to the Registry shall be deemed to have been properly given (i) in paper form, when delivered in person or via courier service with confirmation of receipt and/or (ii) by electronic mail, upon confirmation of receipt by the Registry's email server (**Registry's email address to be included**).

Article 21. Assignment

Unless expressly provided for otherwise herein, neither party may assign any right or obligation hereunder without the written consent of the Registry. These Policies shall be binding upon and inure to the benefit of the parties' respective successors and assigns.

Article 22. Severability

If any provision of these Policies or any amendments thereto is held to be illegal, invalid, or otherwise unenforceable, such provision will be enforced to the extent possible consistent with the stated intention of the Registry to maintain a safe and secure registry operation, or, if incapable of such enforcement, will be deemed to be severed and deleted from these Policies, while the remainder of these Policies will continue in full force and effect.

Article 23. Waiver

No waiver of any right under these Policies shall be deemed effective unless contained in writing and signed by the party charged with such waiver, and no waiver of any right shall be deemed to be a waiver of any future right or any other right arising under these Policies. All rights, remedies, undertakings, obligations and agreements contained in this Agreement shall be cumulative and none of them shall be a limitation of any other remedy, right, undertaking, obligation or agreement.

Article 24. Compliance with Law

Neither party subject to these Policies will undertake, cause or permit to be undertaken, any conduct or activity which is illegal under any laws, decrees, rules or regulations, or would have the effect of causing another party to be in violation thereof in the execution of the terms and conditions set out herein.

Article 25. Language

All communications, notices, designations and specifications made under this Agreement shall be in the English language.

Article 26. Applicable Law; Jurisdiction

These Policies, as amended from time to time, will be governed by the laws of the Hong Kong Special Administrative Region.

Unless referred to otherwise in Article 12 hereof, any dispute, controversy or claim in relation to or arising under these Policies shall, upon the filing of a complaint, be referred to and finally determined by arbitration in accordance with the arbitration rules of the International Chamber of Commerce. The arbitral tribunal shall consist of three arbitrators. The place of arbitration shall be Hong Kong Special Administrative Region and the arbitration language shall be English. Any such arbitration award shall be final and binding and may, if necessary, be enforced by a court or authority having jurisdiction.

The foregoing is without any party's right to seek injunctive or interim relief, which it is authorized to do in the Courts of the state of Hong Kong Special Administrative Region.

CHAPTER 6. Annexes

Annex 1: Registry Reserved Names

The following Domain Names will be registered in the name of the Registry, for the operation and/or promotion of the .TMALL gTLD, and to provide for specific platforms, pages, and services under the .TMALL gTLD:

nic.tmall

<Registry reserves the right to update list as it deems necessary>

Annex 2: Eligibility Requirements and Criteria

All domain name registrations in the .TMALL TLD will be registered to, and maintained by, Registry Operator for its own exclusive use.

Exhibit C

Signed Mark Data File ID Number

[REDACTED]