

## **.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

SHANGRI-LA INTERNATIONAL HOTEL MANAGEMENT LIMITED (“Registry Operator”), in connection with the execution of the Registry Agreement for the .tradershotels TLD (the “Registry Agreement”), hereby applies for .tradershotels TLD to be qualified by ICANN as a .Brand TLD.

Registry Operator confirms and represents to ICANN that the TLD meets each of the criteria for the TLD to be qualified as a .Brand TLD, as described in the .Brand TLD Application Process and Specification 13 attached thereto, and that all supplemental material accompanying this application is accurate and not misleading in any respect. Registry Operator also represents that the trademark registration attached hereto as Exhibit A and the registration policies attached hereto as Exhibit B are complete and accurate copies of the official trademark registration and Registry Operator’s registration policies for the TLD, respectively.

Registry Operator agrees that if Registry Operator makes any changes to its registration policies for the TLD (whether before or after this application has been approved) that may disqualify the TLD as a .Brand TLD, it will promptly provide ICANN with a complete and accurate copy of the revised registration policies. In addition, if Registry Operator fails to maintain the trademark registration underlying its .Brand TLD application, it shall promptly notify ICANN of such failure. Registry Operator also agrees to maintain the criteria required to qualify as a .Brand TLD and to immediately notify ICANN of any changes in circumstances that could alter the statements made, and supporting materials provide with, this application.

Registry Operator acknowledges and agrees that this letter is binding on Registry Operator and, if any of the foregoing representations and agreements becomes untrue or not complied with, it shall be deemed a breach of the Registry Agreement by Registry Operator, and ICANN may assert its rights under the Registry Agreement, including by determining that the TLD no longer qualifies as a .Brand TLD pursuant to the terms of Specification 13. Questions about this request should be directed to [REDACTED]

Submitted by: [REDACTED]  
Position: Legal Executive  
Dated: 15 August 2014  
Email: [REDACTED]

**Exhibit A**

**Trademark Registration**

*[to be attached by Registry Operator]*

Trademark	TRADERS HOTELS
TM Registration No.	7704358
TM Registration Date	7 January 2011
TM Application Date	17 September 2009
Jurisdiction	China
TM Reg'n Expiration Date	6 January 2021
Class	43
Detailed Description of Goods/Services	Hotels; Motels; Hotel reservations; Bar, cafe, cafeteria, snack bar, coffee-shop, restaurant and catering services; Hotel lounge services; Provision of food and beverages services; Booking agency services for hotel accommodation ; Provision of food and drinks (mobile); Fast food restaurant; Rental of temporary holiday accommodation; Temporary accommodation reservations; Rental of tourist accommodation; Providing information relating to hotel services on-line from a computer database or via the Internet or extranets; Providing information relating to preparation of foods and beverages and catering services on-line from a computer database or via the Internet or extranets; Providing information relating to restaurants and bars services on-line from a computer database or via the Internet or extranets; Consultancy services of hotels; Hotels information; Rental of chairs, tables, table linen, glassware; Accommodation bureau (hotels, boarding houses); Rental of temporary accommodation.
Status of Applicant / Owner	Shangri-La International Hotel Management Limited Trident Chambers, Po. Box 146, Road Town, Tortola, British Virgin Islands

### Attachments

1. Trade Mark Certificate-



2027704358 2D

第 7704358 号



# 商标注册证



## 核定服务项目(第 43 类)

饭店；汽车旅馆；旅馆预订；酒吧；咖啡馆；自助餐厅；快餐馆；咖啡店；餐馆；各办宴席；  
旅馆休息室服务；饮食供应；旅馆预订代理服务；流动饮食供应；快餐馆；临时住宿处（出租）；  
预订临时住宿；旅游房屋出租；通过计算机数据库或互联网或外联网在线提供旅馆服务的信息；  
通过计算机数据库或互联网或外联网在线提供筹备各饮食服务的信息；通过计算机数据库或互  
联网或外联网在线提供各办宴席服务的信息；通过计算机数据库或互联网或外联网在线提供餐  
馆及酒吧服务的信息；饭店咨询；饭店信息；出租椅子、桌子、桌布和玻璃器皿；住所（旅馆、  
供膳寄宿处）；临时食宿处出租（截止）

**注册人** 香格里拉国际饭店管理有限公司  
SHANGRI-LA INTERNATIONAL HOTEL MANAGEMENT LIMITED

**注册地址** 英属维尔京群岛托托拉岛路域特里登特会所， 邮箱 146 号  
TRIDENT CHAMBERS, P.O.BOX 146, ROAD TOWN, TORTOLA, BRITISH  
VIRGIN ISLANDS

**注册有效期限** 自公元 2011 年 01 月 07 日 至 2021 年 01 月 06 日

局长签发

李建昌



**CERTIFICATE OF TRADEMARK REGISTRATION  
THE PEOPLE'S REPUBLIC OF CHINA**

No. 7704358



**TRADEMARK**

:

**REGISTERED PROPRIETOR** : SHANGRI-LA INTERNATIONAL  
HOTEL MANAGEMENT LIMITED

**ADDRESS** : TRIDENT CHAMBERS, P.O. BOX 146,  
ROAD TOWN, TORTOLA,  
BRITISH VIRGIN ISLANDS

**INTERNATIONAL CLASS** : 43

**GOODS/SERVICES FOR WHICH THE TRADEMARK IS USED :**

Hotels; Motels; Hotel reservations; Bar, cafe, cafeteria, snack bar, coffee-shop, restaurant and catering services; Hotel lounge services; Provision of food and beverages services; Booking agency services for hotel accommodation; Provision of food and drinks (mobile); Fast food restaurant; Rental of temporary holiday accommodation; Temporary accommodation reservations; Rental of tourist accommodation; Providing information relating to hotel services on-line from a computer database or via the Internet or extranets; Providing information relating to preparation of foods and beverages and catering services on-line from a computer database or via the Internet or extranets; Providing information relating to restaurants and bars services on-line from a computer database or via the Internet or extranets; Consultancy services of hotels; Hotels information; Rental of chairs, tables, table linen, glassware; Accommodation bureaux (hotels, boarding houses); Rental of temporary accommodation.

**TERM OF REGISTRATION** : From 7 January 2011 to 6 January 2021

**SIGNATURE OF DIRECTOR** : Li Jian Chang

Seal of the Trademark Office  
Of the State Administration for  
Industry & Commerce  
of the People's Republic of China

## Exhibit B

### **TLD Registration Policies**

#### **.tradershotels TLD REGISTRATION POLICY**

##### **1. ELIGIBILITY**

Only SHANGRI-LA INTERNATIONAL, its Affiliates and Trademark Licensees are eligible to register a Domain Name under the **.tradershotels** TLD. If the Registrant ceases to be eligible at any time in the future, the Registry may cancel or suspend the licence to use the Domain Name immediately.

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

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

##### **2. REQUIRED CRITERIA FOR DOMAIN NAME REGISTRATION**

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

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

##### **3. OBLIGATION OF REGISTRANTS**

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

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

The Registrant must represent and warrant that:

- (i) it meets, and will continue to meet, the eligibility criteria at all times and must notify the Registrar if it ceases to meet such criteria;
- (ii) the registration, renewal and use of the Domain Name does not violate any third party intellectual property rights, applicable laws or regulation;
- (iii) the registration and use of the Domain Name is made in good faith and for a lawful purpose;
- (iv) if the use of registered Domain Name is licensed to a third party,
  - a. the Registrant must have a licensing agreement with the licensee for the use of the Domain Name that is not less onerous than the obligation of the Registrant contained in the Registry Rules; and
  - b. where there is a breach of any provisions contained in the Registry Rules by the licensee of the Domain Name, Registry may revoke the Domain Name at its sole discretion.
- (v) it owns or otherwise has the right to provide all registration data (including personal information) for each Domain Name registered and provision of such registration data complies with all applicable data protection laws and regulations; and
- (vi) It has appropriate consent and licences to allow for publication of registration data in the WHOIS database.

#### **4. REGISTRANT CONTACT INFORMATION**

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

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

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

#### **5. REVOCATION OF DOMAIN NAMES**

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

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

#### **6. USE OF SECOND OR THIRD LEVEL IDNS**

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

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

#### **7. USE OF GEOGRAPHIC NAMES**

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

#### **8. RESERVED NAMES**

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

- (i) the Registry believes in its sole discretion that use of such names may pose a risk to the operational stability or integrity of the Registry;
- (ii) in accordance with ICANN's specifications contained in the Registry Agreement, guidelines or recommendations;

- (iii) there is a risk of trademark infringement or where the name otherwise may cause confusion taking into consideration the mission and purpose of the TLD; or
- (iv) the Registry in its sole discretion decides certain names to be reserved for any reason.

## **9. ALLOCATION OF DOMAIN NAME**

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

## **10. TERM OF REGISTRATION / RENEWAL**

### Initial term of registration:

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

### Renewal of registration:

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

### Cancellation of registration:

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

### Auto-renewal:

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

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

## **11. TRANSFER OF DOMAIN NAMES BETWEEN REGISTRANTS**

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

## **12. PRIVACY AND DATA PROTECTION**

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

The Registry may only transfer the data to third parties:

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

## **13. WHOIS**

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

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

- (i) the WHOIS database is provided for information purposes only; and



- (ii) the user agrees not to use the WHOIS information to allow or enable the transmission of unsolicited commercial advertising or other communication via email or other methods to the Registrants.

#### **14. DISPUTE RESOLUTION**

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

#### **15. COMPLIANCE WITH CONSENSUS AND TEMPORARY POLICIES**

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

#### **16. DEFINITIONS**

**Affiliate** *has the same meaning as defined in Registry Agreement.*

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

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

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

**Registry** *means SHANGRI-LA INTERNATIONAL HOTEL MANAGEMENT LIMITED ("SHANGRI-LA INTERNATIONAL");*

**Registry Agreement** *means the agreement between the Registry and ICANN;*

**Registry Rules** *mean:*

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

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

**Trademark Licensees** *has the same meaning as defined in Specification 13 .BRAND TLD PROVISIONS.*

## 2. Proof of Use

The screenshot displays the website for Traders Hotels, a brand by Shangri-La, specifically for the Shenyang Traders Hotel. The page features a large background image of a modern hotel lobby with a central circular area and a reception desk. On the left, there is a navigation menu with categories such as '关于酒店' (About the Hotel), '客房与套房' (Rooms and Suites), '美食' (Food & Beverage), and '健康及休闲设施' (Health & Leisure Facilities). A '主菜单' (Main Menu) is also visible. On the right, a '客房预订' (Room Booking) widget is prominently displayed, allowing users to enter check-in and check-out dates (2014/08/27 to 2014/08/28), the number of adults (1) and children (0), and to search for room rates and offers. The website footer contains contact information for the hotel, including the address in Shenyang, phone and fax numbers, and a list of services like '酒店媒体中心' (Hotel Media Center) and '投资资讯' (Investment Information). The system tray at the bottom shows the date and time as 2:57 PM on 27/08/2014.



By Shangri-La

客房预订

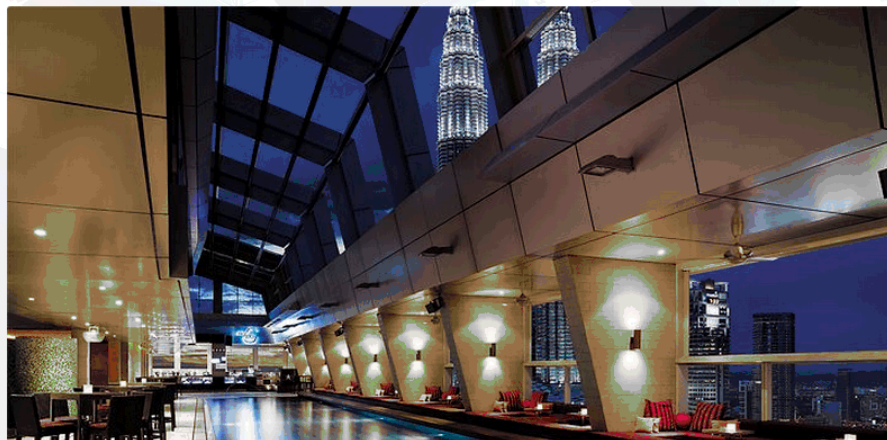
主页

关于盛贸饭店

主页 > 关于盛贸饭店

A- A+

## 关于盛贸饭店



## 商务人士的明智之选



By Shangri-La

香格里拉盛贸饭店遍及澳大利亚、亚洲和中东主要商业中心，实为商务休闲游客的理想选择。

盛贸饭店专为见识广泛而富有激情的游客而设立的，满足其对于商务酒店功能完备和快捷便利的追求。盛贸饭店完美融合了亚洲待客之道中的体贴、朴素、热情和真诚。

因此，盛贸饭店能营造出充满激情又不失专业水准的入住环境，专为迎合宾客工作、休息或娱乐的需要而精心设计的。

查找酒店

### 媒体垂询

江嘉凤 小姐  
业务公关经理 - 香港及东南亚

电话