

.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

T V SUNDRAM IYENGAR & SONS LIMITED ("Registry Operator"), in connection with the execution of the Registry Agreement for the .TVS TLD (the "Registry Agreement"), hereby applies for .TVS 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, and the SMD file ID number attached hereto as Exhibit C are complete and accurate copies of the official trademark registration, and 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 <registry.gTLD@tvs.in>

Signatures:

Submitted by:

SENIOR

Position: ~~DEPUTY~~ GENERAL MANAGER - SECRETARIAL


Dated: 17.2.2018

Email:

Trademark Registration

Country	Trademark	Appl. / Reg. No.	Class
India	TVS	885281	12

फॉर्म नं० - 2
FORM O-2


भारत सरकार
GOVERNMENT OF INDIA
व्यापार चिन्ह रजिस्ट्री
TRADE MARKS REGISTRY

कमीक
No. 430958


व्यापार चिन्ह अधिनियम, 1999
TRADE MARKS ACT, 1999

व्यापार चिन्ह के रजिस्ट्रिकरण का प्रमाणपत्र, धारा 23 (2) नियम 62 (I)
Certificate of Registration of Trade Mark, Section 23 (2), Rule 62 (I)

व्यापार चिन्ह संख्या / Trade Mark No. 885281 दिनांक / Date 04-11-1999 जे मसला / दिसा 192 (8-III)

एह प्रमाणित किया जाता है कि जिस प्रकार चिन्ह की समझौता इसकी शायद सम्मान है, वह ... नाम से रजिस्ट्रिकृत हो चुका है।
Certified that the Trade Mark / a representation is annexed hereto, has been registered in the name(s) of
TVS SRICHAKRA LIMITED TVS BUILDING, 7 - B, WEST VELL STREET, MADURAI - 625 001, TAMIL NADU, INDIA.
MANUFACTURERS AND MERCHANTS.

In Class 12 Under No. 885281 as of the Date 04-Nov-1999
TYRES AND TUBES FOR VEHICLES OF KINDS.

 **TVS**

मेरे विदेश पर आज
Signed in my direction, this September 05

व्यापार चिन्ह रजिस्ट्री, मुम्बई।
Trade Marks Registry, Mumbai

रजिस्टर ऑफ़ ट्रेड मार्क्स
Registrar of Trade Marks

विशेषकर ध्यान की जाती है कि यदि कोई व्यक्ति यह या अन्य कोई जानकारी के लिए और फलस्वरूप अपने को संलग्न करने के उद्देश्य से किसी भी तरह से
Registration is for 10 years from date of registration and may be renewed for subsequent 10 years. The trademark holder shall have the right to sue for infringement of his trademark.
यह प्रमाणपत्र सिर्फ कार्यालयों में प्रयोग के लिये वाणिज्य में रजिस्ट्रिकृत व्यापार चिन्ह के लिये जारी है।
This certificate is not for use in legal proceedings or for obtaining registration abroad.
[निर्णय] - इन प्रकार किए गए रजिस्ट्रिकरण के द्वारा कोई परिवर्तन होने का तात्पर्य नहीं है बल्कि यह सिर्फ एक बार के रजिस्ट्रिकरण के लिये जारी है।
None of the above change of conditions of this Trade Mark or change in address of the proprietor or its agent.
AT ONCE for mode to register the change.

CERTIFIED TRUE COPY
for TVS SRICHAKRA LIMITED

P. SRINIVASAN
SECRETARY

Exhibit B

TLD Registration Policies

.TVS TLD REGISTRY POLICIES

T V SUNDRAM IYENGAR & SONS LIMITED's registry policies are designed to follow the highest of standards and meet the criteria for global operations.

1. ELEGIBILITY

.TVS will be used for T V SUNDRAM IYENGAR & SONS LIMITED. It will only be available to the Registry Operator, its Affiliates or Trademark Licensees to be registrants in the TLD.

2. TERM OF REGISTRATION / RENEWAL

Initial Term - In general, domains will be offered for periods of one (1) to ten (10) years, but no greater than ten years.

Renewal - The term may be extended at any time for a period of 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 - The Registrant may cancel a Domain Name registration at any time by submitting its request in writing with the Registrar.

3. ROLL OUT

The roll-out of our TLD is anticipated to feature the following phases:

- Reservation of reserved names,
- General Availability period — real-time registrations, made on a first-come first-served basis.
- The registration of domain names in the .TVS TLD will follow standard practices, procedures and policies, which include the following:
 - o Domain registration polices (for example, grace periods, transfer policies, etc.)
 - o This TLD will follow the ICANN standard domain lifecycle.
- When the domain is created, the standard five day Add Grace Period begins, the domain and contact information are available in WHOIS, and normal

operating EPP domain statuses will apply. Other specifics regarding registration rules for an active domain include:

- The domain must be unique;
 - Restricted or reserved domains cannot be registered;
 - The domain can be registered from 1-10 years;
 - The domain can be renewed at any time for 1-10 years, but cannot exceed 10 years;
 - The domain can be explicitly deleted at any time;
 - Contacts and hosts can be modified at any time.
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- Abuse prevention tools and policies, for example, measures to promote WHOIS accuracy and efforts to reduce Phishing and Pharming,
 - Rights protection mechanisms and dispute resolution mechanism policies (for example, UDRP, URS) will also be implemented as per guidelines from ICANN.
 - Other detailed policies for this domain include policies for reserved names.

4. REGISTRY RESERVED NAMES

We will reserve the following classes of domain names, which will not be made generally available to registrants via the Sunrise or subsequent periods:

- All of the reserved names required in Specification 5 of the new gTLD Registry Agreement.
- The geographic names required in Specification 5 of the new gTLD Registry Agreement.
- The registry operator's own name and variations thereof, and registry operations names (such as registry.tld, and www.tld), for internal use.
- Names related to ICANN and Internet standards bodies (iana.tld, ietf.tld, w3c.tld, etc.), for delegation of those names to the relevant organizations upon their request.
- The list of reserved names will be published publicly before the Sunrise period begins, so that registrars and potential registrants will know which names have been set aside.

5. PRIVACY AND DATA PROTECTION AND WHOIS

Privacy and confidential information protection as per the New gTLD Registry Agreement, we will make domain contact data (and other fields) freely and publicly available via a Web-based WHOIS server. This default set of fields includes the mandatory publication of registrant data. Our Registry-Registrar Agreement will require that registrants consent to this publication.

We shall notify each of our registrars regarding the purposes for which data about any identified or identifiable natural person ("Personal Data") submitted to the Registry Operator by such registrar is collected and used, and the intended recipients (or categories of recipients) of such Personal Data (the data in question is essentially the registrant and contact data required to be published in the WHOIS). We will require each registrar to obtain the consent of each registrant in the TLD for the collection and use of such Personal Data. The policies will be posted publicly on our TLD web site. As the registry operator, we shall not use or authorize the use of Personal Data in any way that is incompatible with the notice provided to registrars.

Our privacy and data use policies are as follows:

- As registry operator, we do not plan on selling bulk WHOIS data. We will not sell contact data in any way. We will not allow, enable, or otherwise support the transmission by e-mail, telephone, or facsimile of mass unsolicited, commercial advertising or solicitations.
- DNS query data will never be sold in a way that is personally identifiable.
- We may from time to time use the demographic data collected for statistical analysis, provided that this analysis will not disclose individual Personal Data and provided that such use is compatible with the notice provided to registrars regarding the purpose and procedures for such use.

As the registry operator we shall take significant steps to protect Personal Data collected from registrars from loss, misuse, unauthorized disclosure, alteration, or destruction.

In order to acquire and maintain accreditation for our TLD, we will require registrars to adhere to certain information technology policies designed to help protect registrant data. These will include standards for access to the registry system and password management protocols.

We will allow the use of proxy and privacy services, which can protect the personal data of registrants from spammers and other parties that mine zone files and WHOIS data. We are aware that there are parties who may use privacy services to protect their free speech rights, or to avoid religious or political persecution.

6. REVOCATION OF DOMAIN NAMES

The Registry may revoke a Domain Name immediately at its sole discretion:

- i. in the event there is a breach in 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 compromised and used for any of the following prohibited activities (Prohibited Activities):
 - a) spamming;
 - b) intellectual property and privacy violations;
 - c) obscene speech or materials;
 - d) defamatory or abusive language;
 - e) forging headers, return addresses and internet protocol addresses;
 - f) illegal or unauthorized access to other computers or networks;
 - g) distribution of internet viruses, worms, Trojan horses or other destructive activities; and
 - h) any other illegal or prohibited activities as determined by the Registry.
- iv. in order to protect the integrity and stability of the domain name system and the Registry;
- v. to comply with Specification 13;
- vi. as required by ICANN Consensus Policy;
- vii. where such Domain Name is placed under reserved names list at any time.

7. 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.

8. COMPLIANCE WITH CONSENSUS AND TEMPORARY POLICES

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