Attachment 3

.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

Koninklijke Philips N.V. ("Registry Operator"), in connection with the execution of the Registry Agreement for the飞利浦 TLD (the "Registry Agreement"), hereby applies for 飞利浦 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 ███████ .

Submitted by: ███████
Position: Vice President Philips Intellectual Property & Standards
Dated: August 8, 2014
Email: ███████████

PHILIPS (in chinese) cl 11
old cl. 18 (SEAH)
Ind. cl. 11

中 华 人 民 共 和 国

商 标 注 册 证 第161664号

注 册 人　　菲利浦灯泡有限公司（荷兰）

　　　　　　　N·V· PHILIPS' GLOEILAMPENFABRIEKEN

使 用 商 品　　经核定使用商品：空调设备和装置，空气过滤设备，电咖啡壶，电炊具，电深底油炸锅，毛发干燥器，吹干设备和装置，冷冻机，烤架（炙烤肉等用），电加热设备，热气烤箱，电热板，制冰机和设备，冰箱，烤肉及炙肉器具，太阳灯，晒皮肤器械，非医用紫外线灯，电焊工瓶架灯，圣诞树用电灯，电灯灯丝，灯光反光镜，电灯泡，整套照明装置，日光灯，日光灯管，聚光灯，放电灯.

商 标

飞利浦

有 效 期 限　自公元 1992 年 8 月 30 日起至 2002 年 8 月 29 日止

公元　　年　月　日

变 更 注 册 事 项

移 转 注 册

核准移转注册人名义：菲利浦出口公司（荷兰）

公元1983年6月15日

中华人民 国家工商行政管理局商标局

核准转让注册人名义：菲利浦电子公司（荷兰）

商 标 变 更 专 用 章

1993年9月10日

核准转让注册

受让人：中菲利浦国家级商行政管理局公司(荷兰)

核准变更注册人名义：菲利浦电子公司

商 标 变 更 1995年8月10日

THE PEOPLE'S REPUBLIC OF CHINA
CERTIFICATE OF TRADEMARK REGISTRATION

NO. 161664

Registered proprietor

PHILIPS EXPORT B.V.

Goods for which the
trademark is used   In class 18

Heating, cooking, refrigeratory, drying, ventilating, water supply, and sanitary equipment.

Trade Mark   飞利浦

Duration of
validity from

August 30, 1982 to August 29, 1992

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

August 30, 1982

Domain name registration policy for the 飞利浦 top level domain

The 飞利浦 Top Level Domain ("TLD") is established by and is intended for use on behalf of Philips N.V. only.

The registration of domain names within the 飞利浦 TLD shall be restricted to Philips N.V. itself and/or its fully owned subsidiaries.

Philips can license the use of domain name registrations within the 飞利浦 TLD to subsidiaries and other affiliated entities such as trademark licensees at its own discretion. In all cases, however, Philips will remain the registrant for all domain name registrations within the TLD, and shall retain the authority to modify or terminate such registrations at any time via the concerned registrars.