

.MATTEL gTLD Confusion Avoidance Plan

Mattel Sites, Inc., a wholly-owned subsidiary of Mattel, Inc. and the Registry Operator for the .MATTEL gTLD, has executed Specification 13 to the Registry Agreement. Specification 13 already contractually requires that Mattel Sites, Inc. will apply measures which, by their very nature, avoid confusion with the corresponding country code, namely the following:

1. .MATTEL is identical to a qualifying registered trademark;
2. .MATTEL is not a Generic String, as the term is defined in Specification 11 of the Registry Agreement;
3. Mattel Sites, Inc. has developed and will implement a closed registration policy for .MATTEL that requires that all domain names in the .MATTEL gTLD be registered ONLY by Registry Operator, its Affiliates, and its Trademark Licensees;
4. As required under the Registry Agreement, Mattel Sites, Inc. submitted this policy as part of its application for Specification 13 and has clearly published this registration policy; and
5. .MATTEL will conduct internal reviews at least once per calendar year to ensure continued compliance with Specification 13, as required by the Registry Agreement.

Compliance with Specification 13 prohibits the .MATTEL gTLD from registering domain names to unaffiliated third parties and thus clearly designates to the public that the .MATTEL gTLD is a proprietary space in which all second-level domains in the gTLD are being operated by Mattel Sites, Inc., its Affiliates and Trademark Licensees and not any government or corresponding country-code TLD operator.

With this submission, Mattel Sites, Inc. confirms that all registrations of two-letter domain names shall comply with the requirements of Specification 13.