



March 20th, 2012

TO WHOM IT MAY CONCERN

Dear Sir,

This letter is to confirm that CentralNic Ltd (Provider) has entered into a contract with Merchant Law Group LLC (Applicant) to provide backend gTLD registry services for the .app, generic top-level domains (the TLDs). This agreement specifies that CentralNic will provide the following services to Merchant Law Group LLC for the TLDs:

1. Operation of the Shared Registry System in accordance with all ICANN specifications, consensus policies and temporary policies; including an Extensible Provisioning Protocol (EPP) interface compliant with the relevant IETF RFCs;
2. Operation of the Whois service in accordance with ICANN specifications and RFC 3912 and applicable national legislation;
3. Operation of the Authoritative DNS Service in accordance with ICANN specifications and the relevant RFCs;
4. Operation of the DNSSEC system in accordance with ICANN specifications and industry best practice, as described in RFC-4641-bis¹;
5. Submission of Registry Data Escrow deposits to Merchant Law Group LLC's selected Agent as per ICANN specifications;
6. All registrar account management, including collection of registration and renewal fees, registrar on-boarding and Operational Testing and Evaluation (OT&E);
7. Customer service for registrars by telephone and email on a 24x7 basis; **Customer Service Support**. During the Term of this Agreement, Provider agrees to provide Registrars with reasonable telephone and e-mail customer service support (Monday through Friday between the hours of 9 a.m. and 6 p.m. local London time, excluding holidays), to address non-technical issues relating to the System and its operation.
8. Technical support for registrars and end users on a 24x7 basis; **Technical Support**. During the Term of this Agreement, Provider agrees to provide Registrars with reasonable technical telephone and e-mail support 24 hours per day, seven (7) days per week to address engineering issues arising in connection with the System.
9. Abuse prevention measures such as integration with the Trademark Clearing House to

¹ See <http://tools.ietf.org/html/draft-ietf-dnsop-rfc4641bis>



provide a Sunrise period, plus operation of the Trademark Claims Service; operation of the Uniform Dispute Resolution Process (UDRP) and Uniform Rapid Suspension Service (URS);

10. Operation of Business Continuity and Disaster Recovery facilities for the Registry system, including failover to a backup registry provider.

CentralNic will provide the above services to Merchant Law Group LLC in accordance with all specifications, obligations, requirements, best practices and standards required of Merchant Law Group LLC by ICANN, the IETF or other relevant standards body.

Yours Faithfully,

Ben Crawford
CEO, CentralNic Ltd