

gTLD String: .JEWELRY
Applicant Entity Name: Richemont DNS Inc.
Application ID#: 1-1253-11362

SPECIFICATION 11

PUBLIC INTEREST COMMITMENTS

1. Registry Operator will use only ICANN accredited registrars that are party to the Registrar Accreditation Agreement approved by the ICANN Board of Directors on [date to be determined at time of contracting], 2013 (or any subsequent form of Registrar Accreditation Agreement approved by the ICANN Board of Directors) in registering domain names. A list of such registrars shall be maintained by ICANN on ICANN's website.

2. Registry Operator will operate the registry for the TLD in compliance with all commitments, statements of intent and business plans stated in the following sections of Registry Operator's application to ICANN for the TLD, which commitments, statements of intent and business plans are hereby incorporated by reference into this Agreement. Registry Operator's obligations pursuant to this paragraph shall be enforceable by ICANN and through the Public Interest Commitment Dispute Resolution Process established by ICANN ((posted at [url to be inserted when final procedure is adopted])), as it may be amended by ICANN from time to time, the "PICDRP"). Registry Operator shall comply with the PICDRP. Registry Operator agrees to implement and adhere to any remedies ICANN imposes (which may include any reasonable remedy, including for the avoidance of doubt, the termination of the Registry Agreement pursuant to Section 4.3(e) of the Registry Agreement) following a determination by any PICDRP panel and to be bound by any such determination.

[Registry Operator to insert specific application sections here, if applicable]

[N/A]

3. Registry Operator agrees to perform following specific public interest commitments, which commitments shall be enforceable by ICANN and through the PICDRP. Registry Operator shall comply with the PICDRP. Registry Operator agrees to implement and adhere to any remedies ICANN imposes (which may include any reasonable remedy, including for the avoidance of doubt, the termination of the Registry Agreement pursuant to Section 4.3(e) of the Registry Agreement) following a determination by any PICDRP panel and to be bound by any such determination.

Richemont DNS Inc. ("**Richemont**") is committed to ensuring that it operates the .JEWELRY registry in compliance with all relevant laws and regulations.

The primary objective for Richemont's Public Interest Commitment ("**PIC**") is to operate the .JEWELRY registry as a secure, stable, and trusted platform for consumers and genuine brands, with the ultimate aim of combating the threat of counterfeiting and other forms of online abuse.

To the extent permitted by the ICANN Applicant Guidebook, competition laws and other relevant laws or regulations, Richemont intends to discuss its proposed .JEWELRY registry operations with third party manufacturers of jewelry with a view to understanding their potential interest in such a secure, stable, and trusted platform. In connection with its registry operations, and to the extent permitted by law, Richemont will develop transparent, objective, non-discriminatory and qualitative registration criteria for the .JEWELRY registry. Richemont recognizes that such criteria may be subject to consultation with ICANN and other relevant authorities. However, it is noted that Richemont's final registration and operational policies will be determined only after careful discussions with other stakeholders and legal advisers.

Richemont will also undertake best efforts to inform interested Government Advisory Committee (“**GAC**”) members before the end of 2013 of the results of its discussions with other manufacturers of jewelry, and to share with such GAC representatives a draft of Richemont’s proposed registration policies; in the event such discussions have not sufficiently concluded Richemont will endeavour to provide such an update as appropriate.

Richemont’s commitments identified in this Specification 11 are contingent on Richemont’s reasonable satisfaction with the final terms of ICANN’s proposed PIC requirements and the associated PIC Dispute Resolution Process (“PICDRP”). In such case, Richemont will consider whether any change request will be required.

Richemont appreciates the PIC and PICDRP concept as one possible vehicle for seeking to ensure that new gTLD registries are operated in the public interest and accordance with representations made in applications. However, we note that the PIC and PICDRP are not yet in final form. As such, Richemont looks forward to a more considered discussion and continued community dialogue on the PIC and PICDRP including as to standing, process and procedure, criteria, and remedies.