

gTLD String: .app

Applicant Entity Name: dot App Limited

Application ID#: 1-1182-25681

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.

The Registry Operator appreciates the opportunity to restate and once again commit to the following operational measures, where those matters are within its control, as outlined in our application. We reserve the right to amend or change this PIC Spec once the details of the Program are finalized.

In addition to the ICANN mandated minimum mechanisms, the Registry Operator will deploy the following to prevent and mitigate domain name abuse and aid in rights protection:

Abuse Prevention and Mitigation plan: The Registry Operator will be implementing a thorough and extensive Abuse Prevention and Mitigation plan as outlined in our response to Question 28. The APM plan is designed to minimise abusive registrations and other detrimental activities that may negatively impact internet users. This plan includes the establishment of a single abuse point of contact, responsible for addressing matters requiring expedited attention and providing a timely response to abuse complaints concerning all names registered in the gTLD through all Registrars of record, including those involving a reseller.

Additional Mechanism for Protection of Capital City Names: The Registry Operator will implement an additional mechanism for protection of Capital City Names as outlined in section 6.1 of our response to Question 28. The Capital City Claim will grant additional protection to the capital city names of a country or territory listed in the ISO 3166-1 standard.

Additional Mechanisms to Protect and Reserve IGO Names: The Registry Operator will implement Additional Mechanisms to Protect and Reserve IGO Names as outlined in section 6.2 of our response to Question 28. The Registry Operator considers the Protection of Intergovernmental Organization ("IGO") names to be very important. The Registry Operator will use strings registered as second level domains in the .int gTLD as the basis for this protection but the Registry Operator has committed to working with the GAC to protect a future list of IGO names which the GAC may prepare.

Additional Mechanism - Abuse Prevention and Mitigation Seal: The applicant intends to further augment the security and stability of its gTLD by implementing the Abuse Prevention and Mitigation Seal

(the “APM Seal”) as outlined in section 6.3 of our response to Question 28. The APM Seal will provide users and stakeholders in the sector with a one-click mechanism for how to access relevant Abuse Prevention and Mitigation processes and will include an ip address geo-location mechanism that will provide enhanced features for website visitors from specific geographic regions. Registrants on the gTLD will be required to implement an APM Seal on their web pages that users can click-on and be taken to a web resource detailing the relevant mechanisms for how to report and address abuse on the gTLD.

Additional Mechanisms for Content Related TLDs The Coalition for Online Accountability (COA) have drafted a set of policy recommendations, also endorsed by many other international organizations representing the creative industries, that should be applied to entertainment gTLDs - especially those dependent on copyright protection. We welcome the recommendations from COA and commit to strongly consider the recommendations relating to the implementation of this gTLD where considered relevant.

Acceptable Use Policy: The Registry Operator will develop an Acceptable Use Policy as described in section 14 of our response to Question 28. This Acceptable Use Policy gives the Registry the ability to quickly lock, cancel, transfer or take ownership of any domain name, either temporarily or permanently, if the domain name is being used in a manner that appears to threaten the stability, integrity or security of the Registry, or any of its Registrar partners and/or that may put the safety and security of any Registrant or user at risk. The process also allows the Registry to take preventive measures to avoid any such criminal or security threats.

Right Protection Mechanisms: The Registry Operator is firmly committed to the protection of Intellectual Property rights and to implementing the mandatory RPMs contained in the Registry Operator Guidebook and detailed in Specification 7 of the Registry Agreement. Use of domain names that infringe upon the legal rights of others in the gTLD will not be tolerated and preventing abusive registrations is a core objective of the Registry Operator.

WHOIS Accuracy: The Registry Operator will undertake efforts to promote WHOIS Accuracy as outlined in section 5 of our response to Question 29. This will include searchable WHOIS and Audits.

The Registry Operator is committed to ensuring that those domain names associated with abuse or malicious conduct in violation of the AUP are dealt with in a timely and decisive manner. These include taking action against those domain names that are being used to threaten the stability and security of the gTLD, or are part of a real-time investigation by law enforcement. Certain of the above commitments referenced in Question 28 and 29 will require the cooperation of the Registrar channel and the Registry Operator commits to using commercially reasonable efforts to ensure such cooperation.

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.

To address concerns raised, we hereby clarify that the technical implementation of the APM Seal program as described in the application includes the following functionality:

- 1) Countries may designate, through participation in the Governance Council, which APM Seal TLD Registries they are interested in and participate in the program directly with the registry. Each country will have the opportunity to develop an information page specific to each TLD they are interested in.
- 2) Using geo location ip address technology, when a visitor from a country who is participating in the APM Seal Program visits a website in the APM Seal TLD program, a notice will be displayed to the visitor. By clicking on the Seal, users will then be taken to the country specific information page developed by each country for their citizens.
- 3) The Advanced APM seal will only be displayed to visitors from countries which have chosen to participate in the Advanced APM Seal program.
- 4) As these TLDs mature and to allow for updated regulatory or legislative developments, Country Specific Advanced APM Seal information pages can be updated as necessary.