

## **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

SAP AG (“Registry Operator”), in connection with the execution of the Registry Agreement for the .SAP TLD (the “Registry Agreement”), hereby applies for .sap 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.

In this respect, the .sap TLD string is identical to the textual elements of the registered trademark “SAP” which is protected under applicable international law, which:

- a. is registered with the German Patent and Trade Mark Office (Deutsches Patent- und Markenamt “DPMA”) as Register Number 399 46 355, with U.S. Patent and Trademark Office (“USPTO”) as Application Number 557756, with Office for Harmonization in the internal Market (OHIM) as Register Number 001270693, with IP Australia (Trade Marks Office) as Trade Mark Number 815843 and in the (World Intellectual Property Organisation (“WIPO”) Database, for details see Exhibit A
- b. is owned and used by the Registry Operator or its Affiliate in the ordinary course of Registry Operator’s or its Affiliates’ business in connection with the offering of any of the goods and/or services claimed in the trademark registration;
- c. was issued to Registry Operator or its Affiliate prior to the filing of its TLD registry application with ICANN;
- d. is used throughout the Term continuously in the ordinary course of business of Registry Operator or its Affiliate in connection with the offering of any of the goods and/or services identified in the trademark registration;
- e. does not begin with a period or a dot; and
- f. is used by Registry Operator or its Affiliate in the conduct of one or more of its businesses that are unrelated to the provision of TLD

Registry Services; and

(ii) only Registry Operator, its Affiliates or Trademark Licensees are registrants of domain names in the TLD and control the DNS records associated with domain names at any level in the TLD;

(iii) the TLD is not a Generic String TLD (as defined in Specification 11); and

(iv) Registry Operator has provided ICANN with an accurate and complete copy of such trademark registration.

“Trademark Licensee” means any corporation, partnership, limited liability company or similar legal entity (and not a person) that has a written trademark license agreement with Registry Operator or its Affiliate, for use of the registered

trademark owned by Registry Operator or its Affiliate, the textual elements of which correspond exactly to the .Brand TLD string operated by Registry Operator, where:

(i) such license is valid under applicable law;

(ii) such license is for the use of such trademark in the regular course of that entity’s business outside of the provision of TLD Registry Services, and is not primarily for the purpose of enabling registration or use of domain names in the TLD;

(iii) such trademark is used continuously in that entity’s business throughout the Term; and

(iv) the domain names in the TLD registered to the Trademark Licensee are required to be used for the promotion, support, distribution, sales or other services reasonably related to any of the goods and/or services identified in the trademark registration.

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 [*Registry Operator to provide*].

Submitted by:

Position:

Dated:

Email:

[REDACTED]  
[REDACTED]  
14.10.2014  
[REDACTED]



**Exhibit A**

**Trademark Registration**

Deutsches Patent- und Markenamt  
Dienststelle Jena



Jena, den 20.03.2009

Tel.: (03641) 40-5587 · Fax: (03641) 40-5690

Bearbeiter: Frau Meudtner

Register-Nr.: **399 46 355**

Inhaber: SAP AG, 69190 Walldorf

Deutsches Patent- und Markenamt · 07738 Jena

Patentanwälte  
Berendt, Leyh & Hering  
Innere Wiener Str. 20  
81667 München

Ihr Zeichen: A 16 668 Lh/sch

Bitte bei allen Eingaben Aktenzeichen/Registernummer  
und Name des Anmelders/Inhabers, bei Zahlungen  
zusätzlich die Gebührennummer angeben!

**Verlängerungsbestätigung**



Sehr geehrte Damen und Herren,  
die Verlängerung der Schutzdauer der Wortmarke 399 46 355

**SAP**

wurde im Register vermerkt.

Die neue Schutzdauer endet am 31.08.2019.

Eine Veröffentlichung erfolgt (voraussichtlich) im Teil 4 des Markenblatt-Heftes 17/2009  
(24.04.2009).

Mit freundlichen Grüßen  
**Markenabteilung**



Meudtner  
Tarifbeschäftigte

Anlagen:

X3103  
26.11.08

Deutsches Patent- und Markenamt  
Zweibrückenstraße 12  
80331 München  
(mit Nachbriefkasten)

Deutsches Patent- und Markenamt  
Technisches Informationszentrum  
Gitschiner Straße 97  
10969 Berlin  
(mit Nachbriefkasten)

Markenbereich in München und Jena:  
Cincinnatistraße 64  
81549 München  
Goethestraße 1  
07743 Jena  
(mit Nachbriefkasten)  
Telefon: 089 2195-0  
Telefax: 089 2195-2221  
Telefon: 03641 40-54  
Telefax: 03641 40-5690  
Telefon- und Telefaxdurchwahl der für ihre Anmeldung/Marke  
zuständigen Stelle entnehmen Sie bitte dem Briefkopf.

Bankverbindung:  
Inhaber: Bundeskasse Weiden  
bei der Bundesbank München  
Kto. 700 010 54 (BLZ 700 000 00)  
Nur bei Überweisungen aus dem  
Ausland:  
IBAN: DE84 7000 0000 0070 0010 54  
BIC: MARKDEF1700

Internet: <http://www.dpma.de>

*Original im Safe / we*

# BUNDESREPUBLIK DEUTSCHLAND



## URKUNDE

über die Eintragung der Marke

**Nr. 399 46 355**

Akz.: 399 46 355.0/09

SAP

**Markeninhaber:**

SAP Aktiengesellschaft Systeme, Anwendungen, Produkte in der  
Datenverarbeitung, Walldorf

**Tag der Anmeldung:** 03.08.1999

**Tag der Eintragung:** 15.11.1999

**Der Präsident des Deutschen Patent- und Markenamts**

A handwritten signature in black ink, appearing to read 'N. Haugg'.

N. Haugg



# Deutsches Patent- und Markenamt

München, den 18.11.1999

☎ (089) 21 95 - 0

Deutsches Patent- und Markenamt • 80297 München

Patentanwälte  
Berendt, Leyh & Hering  
Innere Wiener Str. 20

81667 München

Aktenzeichen: 399 46 355.0 / 09

Inhaber: SAP Aktiengesellschaft  
Systeme, Anwendungen, Produkte  
in der Datenverarbeitung

Ihr Zeichen: A 16 668 Lh/sch

**Bitte Aktenzeichen und Inhaber bei  
allen Zahlungen und Eingaben angeben!**

## BESCHEINIGUNG

### über die in das Register eingetragenen Angaben

Die Marke mit der Registernummer **399 46 355** ist mit den folgenden Angaben in das Register des Deutschen Patent- und Markenamts eingetragen.

Die Schutzdauer der Marke beginnt mit dem Anmeldetag und endet zehn Jahre nach Ablauf des Monats, in den der Anmeldetag fällt.  
Sie kann jeweils um zehn Jahre verlängert werden (§ 47 Markengesetz).

**Die Schutzfrist der Marke endet am 31.08.2009.**



#### Formlos

W 7313  
02.03.99  
Annahmestelle und  
Nachbriefkasten  
nur  
Zweibrückenstraße 12  
Schnellbahnschluß im  
öffentlichen Nahverkehr (MVV):

Dienstgebäude  
Zweibrückenstraße 12 (Hauptgebäude)  
Cincinnatistraße 64 (Markenbereich)  
Zweibrückenstraße 5-7 (Breiterhof)  
Cincinnatistraße 64 (Markenbereich):  
S2 Fasangarten

Hausadresse (für Fracht)  
Deutsches Patent- und Markenamt  
Zweibrückenstraße 12  
80331 München  
Zweibrückenstraße 12 (Hauptgebäude), Zweibrückenstraße 5-7 (Breiterhof):  
S1 - S8 Isartor

Telefon (0 89) 21 95 - 0  
Telefax (0 89) 21 95 - 22 21

Internet <http://www.patent-und-markenamt.de>

Bankverbindung:  
Landeszentralbank München  
700 010 54 (BLZ 700 000 00)



# Registerauszug, Stand: 18.11.1999

[111] **Registernummer:** 399 46 355

[220] **Anmeldetag:** 03.08.1999

[511] **Leitklasse:** 09

[210] Aktenzeichen: 399 46 355.0 / 09  
[---] Eingangstag: 03.08.1999  
[151] Tag der Eintragung: 15.11.1999  
[450] Tag der Veröffentlichung der Eintragung: 16.12.1999  
[540] Marke: SAP

[---] Markenform: Wortmarke  
[591] Farbige Eintragung mit folgenden Farben: -  
[551] Kollektivmarke: -  
Satzungsdatum: -  
geändert am: -  
[---] Der Anmeldung ist eine Beschreibung beigelegt: -  
[521] Durchgesetzte Marke: -  
[521] Durchgesetzter Markenbestandteil: -  
[---] Internationale Registrierung (Datum, Aktenzeichen): -  
[390] Telle-Quelle-Marke: -  
[521] Verlängert mit Wirkung vom:

## [732] Name und Sitz des gegenwärtigen Inhabers der Marke:

SAP Aktiengesellschaft Systeme, Anwendungen, Produkte in der Datenverarbeitung, 69190 Walldorf

## [750] Zustellanschrift:

Patentanwälte Berendt, Leyh & Hering, Innere Wiener Str. 20, 81667 München

## [740] Name und Sitz des gegenwärtigen Vertreters:

Berendt und Kollegen, 81667 München

[300] Unionspriorität (Datum, Land, Aktenzeichen):-  
[300] Gemeinschaftspriorität (Datum, Behörde, Aktenzeichen): -  
[230] Ausstellungspriorität (Datum, Angaben zur Ausstellung): -

## [510] Verzeichnis der Waren und Dienstleistungen mit Zeitrang vom Anmeldetag:

00: Mit Programmen versehene maschinenlesbare Datenträger aller Art; Computer-Programme und Software aller Art; Magnetaufzeichnungsträger, nämlich Magnetbänder, -scheiben, -platten und -karten; Software und Datenverarbeitungsprogramme einschließlich schriftlichem Begleitmaterial, nämlich Handbücher, Kataloge, Bedienungsanleitungen und Arbeitsanweisungen; Schulung über Erstellung, Entwicklung, Einsatz und Anwendung von Computer-Programmen und Software sowie über elektronische Datenverarbeitung; Erstellung, Entwicklung und Design von Computer-Programmen und Software, insbesondere für betriebliche Funktionsbereiche, z.B. für Rechnungswesen und Controlling, Produktion und Materialwirtschaft, Qualitätsmanagement und Instandhaltung, Vertrieb, Personalwirtschaft und Projektmanagement sowie allgemeine Bürofunktionen wie Textverarbeitung, elektronische Post und Archivierung; Implementierung, Wartung, Vermietung, Aktualisierung, Outsourcing und Pflege von Computer-Programmen und Software; Beratung über Erstellung, Entwicklung, Einsatz und Anwendung von Computer-Programmen und Software; Forschung auf dem Gebiet von Computer-Programmen und Software; Internet-Dienste, nämlich Aufbereiten und Bereitstellen von Daten und Informationen im Internet über Entwicklung, Erstellung, Programmierung, Ausführung, Wirkungsweise, Produktion, Verbreitung, Vertrieb, Anwendung, Nutzung, Arbeitsweise, Handhabung, Modifizierung, Verkauf, Wartung, Vermietung, Aktualisierung, Design und Outsourcing von Computer-Programmen und Software; Werbepartikel, nämlich Schreibartikel; Lederwaren, Regenschirme, Sonnenschirme; Bekleidungsstücke; Turn- und Sportartikel, soweit in Klasse 28 enthalten; 09; 16; 18; 25; 28; 41; 42

[511] Klassen: 09, 16, 18, 25, 28, 41, 42

## Dingliche Rechte, Konkursverfahren, Zwangsvollstreckung

Art der Belastung: - eingetragen am: -

Berichtigungen: -

Sonstige Änderungen beim Inhaber oder Vertreter: -



**Wichtiger Hinweis:**

Seit Inkrafttreten der neuen Markenverordnung (MarkenVO) am 1.7.1998 werden beim [732] Markeninhaber und dem [740] Vertreter lediglich Name, Ort, bzw. Sitz mit Postleitzahl im Markenregister **erfaßt, berichtigt, bzw. veröffentlicht** (§ 18 Nr.16/17 MarkenVO).

Straßenangaben mit Hausnummern werden nur noch bei der [750] Zustellanschrift erfaßt.



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MUSTER  
UND MODELLE

OHIM - OFFICE FOR HARMONIZATION IN THE INTERNAL MARKET

TRADE MARKS  
AND  
DESIGNS

## EINTRAGUNGSURKUNDE

Diese Eintragungsurkunde wird für die unten angegebene Gemeinschaftsmarke ausgestellt. Die betreffenden Angaben sind in das Register für Gemeinschaftsmarken eingetragen worden.

## CERTIFICATE OF REGISTRATION

This Certificate of Registration is hereby issued for the Community trade mark identified below. The corresponding entries have been recorded in the Register of Community Trade Marks.

N° 001270693

SAP

*Eingetragen/Registered, 09/07/2002*

*Der Präsident/The President*

*Wubbo de Boer*



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TRADE MARKS  
AND  
DESIGNS

450 19/08/2002

210 001270693

220 09/08/1999

180 09/08/2009

442 10/12/2001

541

732

SAP Aktiengesellschaft Systeme, Anwendungen, Produkte in der  
Datenverarbeitung  
Neurothstr. 16  
D-69190 Walldorf  
DE

740 LOVELLS  
Bilbao, 1 - 5º Piso  
E-03001 Alicante  
ES

270 DE EN

511 **ES - 9** - Soportes de datos de todo tipo legibles por máquinas provistos de programas; programas informáticos y software de todas clases; soportes de registro magnético, en concreto bandas, discos, placas y tarjetas magnéticas.

**ES - 16** - Material escrito de acompañamiento para software y programas para el tratamiento de datos, en concreto manuales, catálogos, instrucciones de manejo e instrucciones de trabajo; artículos publicitarios, en concreto artículos de escritura.

**ES - 18** - Artículos de cuero, paraguas, sombrillas.

**ES - 25** - Prendas de vestir.

**ES - 28** - Artículos de gimnasia y deporte.

**ES - 41** - Formación relativa a la elaboración, desarrollo, utilización y aplicación de programas

informáticos y software así como el tratamiento electrónico de datos.

**ES - 42** - Elaboración, desarrollo y aplicación de programas y software, en particular sobre ámbitos empresariales, por ejemplo, para contabilidad y control, producción y gestión de materiales, gestión de calidad y conservación, ventas, administración de personal y dirección de proyectos así como para funciones generales de oficina tales como tratamiento de textos, correo electrónico y archivado; implantación, mantenimiento, alquiler, actualización, outsourcing y conservación de programas informáticos y software; asesoramiento relativo a la elaboración, desarrollo, utilización y aplicación de programas informáticos y software; investigación en materia de programas informáticos y software; servicios de Internet, en concreto preparación y suministro de datos e informaciones en Internet relativos al desarrollo, elaboración, programación, ejecución, funcionamiento, producción, difusión, ventas, aplicación, utilización, forma de trabajo, manejo, modificación, ventas, mantenimiento, alquiler, actualización, diseño y outsourcing de programas informáticos y software.

**DA - 9** - Maskinlæsbare databærere af enhver art forsynet med programmer; computerprogrammer og software af enhver art; magnetiske databærere, nemlig magnetbånd, -diske, -plader og -kort.

**DA - 16** - Skriftligt ledsagemateriale til software og databehandlingsprogrammer, nemlig manualer, kataloger, betjeningsvejledninger og arbejdsanvisninger; reklameartikler, nemlig skriveartikler.

**DA - 18** - Lædervarer, paraplyer, parasoller.

**DA - 25** - Beklædningsgenstande.

**DA - 28** - Gymnastik- og sportsartikler.

**DA - 41** - Kurser i design, udvikling, brug og udnyttelse af computerprogrammer og software samt elektronisk databehandling.

**DA - 42** - Fremstilling, udvikling og design af computerprogrammer og software, særlig til funktionsområder inden for virksomheder, f.eks. regnskabsførelse og styring, produktion og materialestyring, kvalitetsstyring og vedligeholdelse, salg, personaleadministration og projektstyring samt almindelige kontorfunktioner som tekstbehandling, elektronisk post og



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τρόπο λειτουργίας, την παραγωγή, τη διάδοση, τη λειτουργία, την εφαρμογή, τη χρήση, τον τρόπο εργασίας, τον χειρισμό, τη τροποποίηση, την πώληση, τη συντήρηση, την εκμίσθωση, τη χρονική αναπροσαρμογή, τον σχεδιασμό και τις εξωτερικές υπηρεσίες προγραμμάτων ηλεκτρονικών υπολογιστών και λογισμικού.

**EN - 9** - Machine-readable data media of all types provided with programs; computer programs and software of all types; magnetic carriers, namely magnetic tapes, - disks, -wafers and -cards.

**EN - 16** - Written accompanying material for software and data-processing programs, namely manuals, catalogues, operating instructions and job instructions; advertising articles, namely writing materials.

**EN - 18** - Leather wares, umbrellas, parasols.

**EN - 25** - Clothing.

**EN - 28** - Gymnastic and sporting articles.

**EN - 41** - Training about programming, design, development, use and employment of computer programs and software and about electronic data processing.

**EN - 42** - Creation, development and design of computer programs and software, particularly for internal function areas such as financial and controlling management, manufacturing and materials management, quality management and plant maintenance, sale and distribution, human resources and project management, general office functions such as word processing, electronic mail and archiving; implementation, leasing, actualisation, outsourcing and maintenance of computer programs and software; consulting and advising about programming, design, development, use and employment of computer programs and software; research in the field of computer-programs and software; Internet-services, namely preparing and offering of data and information in the Internet regarding development, programming, production, performance, sales, distribution, employment, use, operation, handling, modification, maintenance, leasing, actualisation, design and outsourcing of computer programs and software.

**FR - 9** - Supports de données exploitables par une machine en tout genre avec programme; programmes informatiques et logiciels en tout genre; supports

d'enregistrement magnétiques, à savoir bandes, disques et cartes magnétiques.

**FR - 16** - Matériel d'accompagnement écrit pour logiciels et programmes informatiques, à savoir manuels, catalogues, modes d'emploi et indications; articles publicitaires, à savoir articles d'écriture.

**FR - 18** - Maroquinerie, parapluies, parasols.

**FR - 25** - Articles d'habillement.

**FR - 28** - Articles de gymnastique et de sport.

**FR - 41** - Formation relative à la création, le développement, la mise en oeuvre et l'utilisation de programmes informatiques et de logiciels ainsi que le traitement électronique des données.

**FR - 42** - Création, développement et conception de programmes et de logiciels, en particulier pour le domaine des fonctions commerciales, p. ex. pour la comptabilité et le contrôle de gestion la production et la gestion des articles, la gestion de la qualité et l'entretien, la distribution, la gestion du personnel et la gestion de projets ainsi que toutes les fonctions générales de bureau telles que le traitement de textes, le courrier électronique et l'archivage; implémentation, entretien, location, mise à jour et sous-traitance de programmes informatiques et de logiciels; conseils relatifs à la création, le développement, la mise en oeuvre et l'utilisation de programmes informatiques et de logiciels; recherche dans le domaine des programmes informatiques et des logiciels; services liés à Internet, à savoir mise en forme et mise à disposition de données et d'informations sur Internet concernant le développement, la création, la programmation, l'exécution, le fonctionnement, la production, la diffusion, la distribution, l'utilisation, la modification, l'achat, l'entretien, la location, la mise à jour, la conception et la sous-traitance de programmes informatiques et de logiciels.

**IT - 9** - Supporti di ogni tipo per dati, leggibili meccanicamente, dotati di programmi; programmi per computer e software di ogni tipo; supporti di registrazione magnetica, ovvero nastri, dischetti e dischi magnetici nonché schede magnetiche.

**IT - 16** - Materiale scritto complementare relativo a software e a programmi di elaborazione dati, ovvero manuali, cataloghi, istruzioni per l'uso e istruzioni operative; articoli promozionali, ovvero articoli di cartoleria.





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arkivering; implementering af, service på, udlejning, opdatering, outsourcing og vedligeholdelse af computerprogrammer og software; rådgivning i forbindelse med design, udvikling, brug og udnyttelse af computerprogrammer og software; forskning inden for computerprogrammer og software; internettjenester, nemlig behandling og levering af data og informationer på Internettet inden for udvikling, fremstilling, programmering, udførelse, funktionsmåde, produktion, udbredelse, distribution, anvendelse, udnyttelse, funktion, håndtering, modificering, salg, vedligeholdelse, udlejning, opdatering, design og outsourcing af computerprogrammer og software.

**DE - 9** - Mit Programmen versehene maschinenlesbare Datenträger aller Art; Computer-Programme und Software aller Art; Magnetaufzeichnungsträger, nämlich Magnetbänder, -Scheiben, -Platten und -Karten.

**DE - 16** - Schriftliches Begleitmaterial für Software und Datenverarbeitungsprogramme, nämlich Handbücher, Kataloge, Bedienungsanleitungen und Arbeitsanweisungen; Werbeartikel, nämlich Schreibartikel.

**DE - 18** - Lederwaren, Regenschirme, Sonnenschirme.

**DE - 25** - Bekleidungsstücke.

**DE - 28** - Turn- und Sportartikel.

**DE - 41** - Schulung über Erstellung, Entwicklung, Einsatz und Anwendung von Computer-Programmen und Software sowie über elektronische Datenverarbeitung.

**DE - 42** - Erstellung, Entwicklung und Design von Computer-Programmen und Software, insbesondere für betriebliche Funktionsbereiche, z. B. für Rechnungswesen und Controlling, Produktion und Materialwirtschaft, Qualitätsmanagement und Instandhaltung, Vertrieb, Personalwirtschaft und Projektmanagement sowie allgemeine Bürofunktionen wie Textverarbeitung, elektronische Post und Archivierung; Implementierung, Wartung, Vermietung, Aktualisierung, Outsourcing und Pflege von Computer-Programmen und Software; Beratung über Erstellung, Entwicklung, Einsatz und Anwendung von Computer-Programmen und Software; Forschung auf dem Gebiet von Computer-Programmen und Software; Internet-Dienste, nämlich Aufbereiten und Bereitstellen von Daten und Informationen im Internet über Entwicklung, Erstellung, Programmierung, Ausführung, Wirkungsweise, Produktion,

Verbreitung, Vertrieb, Anwendung, Nutzung, Arbeitsweise, Handhabung, Modifizierung, Verkauf, Wartung, Vermietung, Aktualisierung, Design und Outsourcing von Computer-Programmen und Software.

**EL - 9** - Φορείς δεδομένων κάθε είδους, αναγνώσιμα από μηχανήματα, με προγράμματα προγράμματα για ηλεκτρονικούς υπολογιστές και λογισμικό κάθε είδους· μέσα μαγνητικών εγγραφών, συγκεκριμένα μαγνητοταινίες, μαγνητικές δισκέτες, μαγνητικοί δίσκοι και μαγνητικές κάρτες.

**EL - 16** - Γραπτό συνοδευτικό υλικό για λογισμικό και προγράμματα ηλεκτρονικής επεξεργασίας δεδομένων, συγκεκριμένα εγχειρίδια, κατάλογοι, οδηγίες χρήσης και οδηγίες λειτουργίας· διαφημιστικά είδη, συγκεκριμένα είδη γραφείου.

**EL - 18** - Δερμάτινα είδη, ομπρέλες, αλεξήλια.

**EL - 25** - Είδη ρουχισμού.

**EL - 28** - Είδη γυμναστικής και αθλητισμού.

**EL - 41** - Μαθήματα σχετικά με τη δημιουργία, ανάπτυξη, χρήση και εφαρμογή προγραμμάτων ηλεκτρονικών υπολογιστών και λογισμικού καθώς και με την ηλεκτρονική επεξεργασία δεδομένων.

**EL - 42** - Δημιουργία, ανάπτυξη και σχεδιασμός προγραμμάτων και λογισμικού για ηλεκτρονικούς υπολογιστές, ιδίως για εφαρμογή στον επιχειρηματικό τομέα, για παράδειγμα, για λογαριασμούς και για έλεγχο, για παραγωγή και διαχείριση υλικού, για διαχείριση της ποιότητας και συντήρηση, για πωλήσεις, για διαχείριση προσωπικού και έργου, καθώς και για γενικές εργασίες γραφείου, όπως για επεξεργασία κειμένου, ηλεκτρονικό ταχυδρομείο και αρχειοθέτηση· υλοποίηση, συντήρηση, εκμίσθωση, ενημέρωση, εξωτερικές υπηρεσίες και υποστήριξη προγραμμάτων και λογισμικού για ηλεκτρονικούς υπολογιστές· παροχή συμβουλών σχετικά με τη δημιουργία, ανάπτυξη, χρήση και εφαρμογή προγραμμάτων ηλεκτρονικών υπολογιστών και λογισμικού· έρευνα στον τομέα προγραμμάτων ηλεκτρονικών υπολογιστών και λογισμικού· υπηρεσίες Διαδικτύου, συγκεκριμένα διάθεση δεδομένων και πληροφοριών στο Διαδίκτυο για την ανάπτυξη, τη δημιουργία, τον προγραμματισμό, την διεκπεραίωση, τον





HABM - HARMONISIERUNGSAMT FÜR DEN BINNENMARKT	MARKEN, MUSTER UND MODELLE
OHIM - OFFICE FOR HARMONIZATION IN THE INTERNAL MARKET	TRADE MARKS AND DESIGNS

IT - 18 - Pelletterie, ombrelli, ombrelloni.

IT - 25 - Articoli d'abbigliamento.

IT - 28 - Articoli per la ginnastica e lo sport.

IT - 41 - Formazione in materia di creazione, progettazione, impiego ed applicazione di programmi per computer e software nonché in materia di elaborazione elettronica di dati.

IT - 42 - Creazione, progettazione ed elaborazione (ideazione) di programmi per computer e software, in particolare per ambiti di funzioni aziendali, p.es. Per contabilità e controlling, produzione e gestione dei materiali, gestione della qualità e manutenzione, vendita, gestione del personale e direzione di progetti, nonché per funzioni generali di ufficio quali elaborazione di testi, posta elettronica ed archiviazione; implementazione, manutenzione, noleggio, aggiornamento ed outsourcing di programmi per computer e software; consulenza in materia di creazione, progettazione, impiego ed applicazione di programmi per computer e software; ricerca nel campo dei programmi per computer e dei software; servizi via Internet, ovvero analisi e messa a disposizione di dati ed informazioni su Internet riguardanti la progettazione, la creazione, la programmazione, la realizzazione, il funzionamento, la produzione, la diffusione, la distribuzione, l'applicazione, l'utilizzo, le modalità di funzionamento, la gestione, la modificazione, la vendita, la manutenzione, il noleggio, l'aggiornamento, l'elaborazione (ideazione) e l'outsourcing di programmi per computer e software.

NL - 9 - Allerlei soorten machinaal leesbare gegevensdragers met programma's; computerprogramma's en software; magnetische gegevensdragers, te weten magneetbanden, -schijven, -platen en -kaarten.

NL - 16 - Schriftelijk begeleidend materiaal voor software en computerprogramma's, te weten handboeken, catalogussen, gebruiksaanwijzingen en instructies voor het werk; reclameartikelen, te weten kantoorartikelen.

NL - 18 - Lederwaren, paraplu's, parasols.

NL - 25 - Kledingartikelen.

NL - 28 - Gymnastiek- en sportartikelen.

NL - 41 - Scholing over programmering, ontwikkeling, toepassing en gebruik van computerprogramma's en software alsmede over elektronische gegevensverwerking.

NL - 42 - Programmeren, ontwikkelen en ontwerpen van computerprogramma's en software, met name voor bedrijfsmatige functiegebieden, bijv. voor bedrijfsadministratie en controlling, productie en materiaalbeheer, kwaliteitsmanagement en onderhoud, verkoop, personeelsbeleid en projectmanagement, alsmede algemene kantoorwerkzaamheden zoals tekstverwerking, elektronische post en archivering; implementatie, onderhoud, verhuur, updating, outsourcing en verzorging van computerprogramma's en software; advisering inzake programmering, ontwikkeling, toepassing en gebruik van computerprogramma's en software; onderzoek op het gebied van computerprogramma's en software; Internet-diensten, te weten bewerken en ter beschikking stellen van gegevens en informatie op het Internet over ontwikkeling, programmering, uitvoering, functiewijze, productie, verspreiding, omzet, gebruik, benutting, werkwijze, hantering, modificatie, verkoop, onderhoud, verhuur, updating, ontwerp en outsourcing van computerprogramma's en software.

PT - 9 - Todo o tipo de suportes de dados reconhecíveis por máquinas providos de programas; todo o tipo de programas de computador e de software; suportes de registo magnético, nomeadamente fitas magnéticas, disquetes, discos magnéticos e cartões magnéticos.

PT - 16 - Material de apoio escrito para software e programas de processamento de dados, nomeadamente manuais, catálogos, instruções de serviço e instruções de trabalho; artigos publicitários, nomeadamente papalaria.

PT - 18 - Artigos de couro, chapéus-de-chuva, chapéus-de-sol.

PT - 25 - Artigos de vestuário.

PT - 28 - Artigos de ginástica e de desporto.

PT - 41 - Acções de formação em matéria de elaboração, desenvolvimento, aplicação e utilização de programas de computador e software, bem como processamento electrónico de dados.

PT - 42 - Elaboração, desenvolvimento e concepção de programas de computador e software, em



especial destinados a áreas funcionais de empresas, como por exemplo. contabilidade e controlo financeiro, produção e gestão de materiais, gestão e manutenção da qualidade, vendas, gestão de recursos humanos e gestão de projectos, bem como actividades gerais de escritório, tais como processamento de texto, correio electrónico e arquivo; implementação, manutenção, aluguer, actualização, outsourcing e assistência de programas de computador e software; consultadoria a nível da elaboração, desenvolvimento, aplicação e utilização de programas de computador e software; investigação no domínio dos programas de computador e software; serviços relacionados com a Internet, nomeadamente preparação e disponibilização de dados e informações na Internet relativos ao desenvolvimento, elaboração, programação, execução, funcionamento, produção, difusão, comercialização, aplicação, utilização, operação, manuseio, modificação, venda, manutenção, aluguer, actualização, concepção e outsourcing de programas de computador e software.

**FI - 9** - Kaikenlaiset ohjelmia sisältävät ja koneellisesti luettavat tietovälineet; kaikenlaiset tietokoneohjelmat ja -ohjelmistot; magneettiset tietovälineet, nimittäin magneettinauhat, -kiekot, -levyt ja -kortit.

**FI - 16** - Ohjelmistojen ja tietojenkäsittelyohjelmien kirjallinen oheismateriaali, nimittäin käsikirjat, luettelot, käyttöoppaat ja työohjeet; mainostuotteet, nimittäin kirjoitustarvikkeet.

**FI - 18** - Nahkatavarat, sateenvarjat, päivänvarjat.

**FI - 25** - Vaatekappaleet.

**FI - 28** - Voimistelu- ja urheiluvälineet.

**FI - 41** - Tietokoneohjelmien ja ohjelmistojen laatimiseen, kehittämiseen, käyttöön ja soveltamiseen sekä elektroniseen tietojenkäsittelyyn liittyvä koulutus.

**FI - 42** - Tietokoneohjelmien ja ohjelmistojen laatiminen, kehittäminen ja suunnittelu, erityisesti liiketaloudellisille toiminta-aloille, esim. laskentatoimeen ja valvontaan, tuotantoon ja materiaalilouteen, laatujohtamiseen ja ylläpitoon, myyntiin, henkilöstöhallintoon ja projektinhallintaan sekä yleisiin toimistotehtäviin kuten tekstinkäsittelyyn, sähköpostiin ja arkistointiin; tietokoneohjelmien ja ohjelmistojen käyttöönotto, huolto, vuokraus, päivitys, niihin liittyvien

alihankkijoiden käyttö ja huolto; tietokoneohjelmien ja ohjelmistojen laadintaan, kehittämiseen, käyttöön ja soveltamiseen liittyvä neuvonta; tietokoneohjelmia ja ohjelmistoja koskeva tutkimus; Internet-palvelut, nimittäin tiedon ja tietojen kerääminen ja tarjoaminen käyttöön Internetissä tietokoneohjelmien ja ohjelmistojen kehittämisen, laadinnan, ohjelmoinnin, toteuttamisen, toimintatavan, tuotannon, jakelun, myynnin, käytön, hyödyntämisen, työtavan, käsittelyn, muokkauksen, myynnin, huollon, vuokrauksen, päivityksen, suunnittelun ja alihankkijoiden käytön kautta.

**SV - 9** - Maskinläsbara databärare med inspelade program oavsett typ; datorprogram och programvara av alla slag; magnetiska databärare, nämligen magnetband, -skivor, -plattor, och -kort.

**SV - 16** - Medföljande skriftligt material för programvara och databehandlingsprogram, nämligen handböcker, kataloger, bruksanvisningar och arbetsinstruktioner; reklamartiklar, nämligen skrivvaror.

**SV - 18** - Lädervaror, paraplyer, parasoller.

**SV - 25** - Klädesartiklar.

**SV - 28** - Gymnastik- och sportartiklar.

**SV - 41** - Utbildning i framställning, utveckling, tillämpning och användning av datorprogram och programvara samt i elektronisk databehandling.

**SV - 42** - Framställning, utveckling och utformning av datorprogram och programvara, speciellt för företagsfunktionsområdet, t. ex. för fakturering och ekonomisk styrning, produktion och materialförvaltning, kvalitetsstyrning och underhåll, försäljning, personaladministration och projektledning samt allmänna kontorsfunktioner såsom ordbehandling, elektronisk post och arkivering; tillämpning, underhåll, uthyrning, uppdatering, outsourcing och vård av datorprogram och programvara; rådgivning avseende framställning, utveckling, tillämpning och användning av datorprogram och programvara; forskning inom området för datorprogram och programvara; Internettjänster, nämligen utarbetade och tillhandahållande av data och information på Internet avseende utveckling, framställning, programmering, utförande, verkningssätt, produktion, spridning, distribution, användning, utnyttjande, arbetssätt, handhavande, modifiering, försäljning, underhåll, uthyrning, uppdatering, design och outsourcing av datorprogram och programvara.



HABM - HARMONISIERUNGSAMT FÜR DEN BINNENMARKT	MARKEN, MUSTER UND MODELLE
OHIM - OFFICE FOR HARMONIZATION IN THE INTERNAL MARKET	TRADE MARKS AND DESIGNS





<p><b>4 5 0</b></p> <p>Fecha de publicación del registro      Registreringens offentliggørelsesdato      Tag der Veröffentlichung der Eintragung      Ημερομηνία δημοσίευσης της καταχώρησης      Date of publication of the registration      Date de publication de l'enregistrement      Data di pubblicazione della registrazione      Datum van publikatie van de inschrijving      Data de publicação do registo      Rekisteröinnin julkaisemispäivä      Datum för offentliggörandet av registreringen</p>	<p><b>5 4 6</b></p> <p>Reproducción de la marca en caracteres no normalizados      Gengivelse af varemærket ved brug af ikke standardiserede typer      Wiedergabe der Marke ohne Beachtung der üblichen Schreibweise      Αναπαράσταση του σήματος με μη τυποποιημένους χαρακτήρες      Reproduction of trade mark in non-standard script      Reproduction de la marque en écriture non standard      Riproduzione del marchio secondo modalità di scrittura diverse dalle usuali      Afbeelding van het merk indien niet weergegeven in gewoon schrift      Reprodução da marca em escrita não normal      Tavaramerkin kuvaus esitettyinä ei-vakiokirjaimin      Återgivning av märke med speciell grafisk utformning</p>
<p><b>2 1 0</b></p> <p>Número de expediente atribuido a la solicitud      Ansøgningsnummer      Aktenzeichen der Anmeldung      Αριθμός φακέλλου της αίτησης      File number given to the application      Numéro de dossier attribué à la demande      Numero d'ordine del fascicolo relativo alla domanda      Nummer van de aanvraag      Número de processo atribuído ao pedido      Hakemukselle annettu numero      Ansökningsnummer</p>	<p><b>5 5 4</b></p> <p>Marca tridimensional      Tredimensionelt varemærke      Dreidimensionale Marke      Τρισδιάστατο σήμα      Three dimensional trade mark      Marque tridimensionnelle      Marchio tridimensionale      Driedimensionaal merk      Marca tridimensional      Kolmiulotteinen merkki      Tredimensionellt märke</p>
<p><b>2 2 0</b></p> <p>Fecha de presentación de la solicitud      Ansøgningsdato      Anmeldetag      Ημερομηνία κατάθεσης της αίτησης      Filing date of application      Date du dépôt de la demande      Data del deposito della domanda      Datum van de aanvraag      Data de depósito do pedido      Hakemispäivä      Ansökningsdag</p>	<p><b>5 5 6</b></p> <p>Marca sonora      Lydmærke      Hörmärke      Ηχητικό σήμα      Sound mark      Marque sonore      Marchio sonoro      Klankmerk      Marca sonora      Äänimerkki      Ljudmärke</p>
<p><b>1 8 0</b></p> <p>Fecha prevista de la expiración del registro / de la renovación      Forventet udløbsdato for registreringen / fornyelsen      Voraussichtliches Ablaufdatum der Eintragung / Verlängerung      Ηροβλεπόμενη ημερομηνία λήξης της ισχύος της καταχωρησιας/αναέωσης      Expected expiration date of the registration / renewal      Date prévue de l'expiration de l'enregistrement / du renouvellement      Prevista data di scadenza della registrazione / del rinnovo      Verwachte vervaldatum van de inschrijving / vernieuwing      Data prevista de expiração do registo / da renovação      Rekisteröinnin / uudistamisen oletettu päättymispäivä      Förväntat förfallodatum för registrering / förnyelse</p>	<p><b>5 5 7</b></p> <p>Marca olfativa      Duftmærke      Geruchsmärke      Οσφρητικό σήμα      Olfactory mark      Marque olfactive      Marchio olfattivo      Geurmerk      Marca olfativa      Hajumerkki      Luktmærke</p>
<p><b>4 4 2</b></p> <p>Fecha de publicación de la solicitud      Ansøgnings offentliggørelsesdato      Tag der Veröffentlichung der Anmeldung      Ημερομηνία δημοσίευσης της αίτησης      Date of publication of the application      Date de publication de la demande      Data di pubblicazione della domanda      Datum van publikatie van de aanvraag      Data da publicação do pedido      Hakemuksen julkaisemispäivämäärä      Datum för offentliggörandet av ansökan</p>	<p><b>5 5 1</b></p> <p>Marca colectiva      Fællesmærke      Kollektivmarke      Συλλογικό σήμα      Collective mark      Marque collective      Marchio collettivo      Collectief merk      Marca colectiva      Yhteismerkki      Kollektivmærke</p>
<p><b>5 4 1</b></p> <p>Reproducción de la marca en caracteres normalizados      Gengivelse af varemærket, med standardtyper      Wiedergabe der Marke in üblicher Schreibweise      Αναπαράσταση του σήματος με τυποποιημένους χαρακτήρες      Reproduction of trade mark in standard script      Reproduction de la marque en écriture standard      Riproduzione del marchio secondo le usuali modalità di scrittura      Afbeelding van het merk in gewoon schrift      Reprodução da marca em escrita normal      Tavaramerkin kuvaus esitettyinä vakiokirjaimin      Återgivning av märke med standardtext</p>	<p><b>5 7 1</b></p> <p>Descripción de la marca      Beskrivelse af varemærket      Beschreibung der Marke      Περιγραφή του σήματος      Description of the trade mark      Description de la marque      Descrizione del marchio      Beschrijving van het merk      Descrição da marca      Setustus merkistä      Beskrivning av märket</p>



Australian Government

IP Australia

Discovery House, Phillip ACT 2606  
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Facsimile: +61-2 6283 7999  
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Website: [www.ipaustralia.gov.au](http://www.ipaustralia.gov.au)

09/09/2009

Computer Patent Annuities (Australia) Pty Ltd  
PO Box Q263  
QVB Post Shop  
SYDNEY  
NSW 1230

NOTICE OF RENEWAL OF REGISTRATION

RE: Trade Mark no. 815843  
SAP AG

Date registration renewed to 01/12/2019

The registration of your trade mark has been renewed for a further 10 years to the date shown above.

If you have any enquiries, please contact the Customer Support Centre on:  
Phone (02) 6283 2999  
Fax: (02) 6283 7999  
email: [assist@ipaaustralia.gov.au](mailto:assist@ipaaustralia.gov.au)

\*\* This name may contain abbreviations. The owner's full name is contained in the Register of Trade Marks.





Commonwealth  
of Australia

# Certificate of registration of trade mark

No. 815843

Trade Marks Act 1995

I, **FIONA WILLIAMS**, Acting Registrar of Trade Marks, hereby certify -

that the trade mark represented on this certificate has been registered as a Trade Mark, No. 815843 in the Register of Trade Marks for a period of ten years commencing **1 December 1999** and that **SAP Aktiengesellschaft Systeme, Anwendungen, Produkte in der Datenverarbeitung of Neurtstrasse 16, D-69190 Walldorf, GERMANY** has been entered in the Register of Trade Marks as the owner of the trade mark.

The trade mark is registered for the following goods and/or services:

**Machine-readable data media of all types provided with programs; computer programs and software of all types; magnetic data carriers, namely magnetic tapes, disks, wafers and cards; none of the foregoing goods relating to structural analysis computer programs, share assembly computer programs or symbolic assembly computer programs being goods in class 9**

**Written material, namely manuals, catalogues, operating instructions and job instructions in relation to software and data processing programs; none of the foregoing goods relating to structural analysis computer programs, share assembly computer programs or symbolic assembly computer programs being goods in class 16**

**Training about the creation, design, development, use and application of computer programs and software and about electronic data processing; none of the foregoing services relating to structural analysis computer programs, share assembly computer programs or symbolic assembly computer programs being services in class 41**

**Creation, development and design of computer programs and software, including for internal function areas such as financial and controlling management, production and materials management, quality management and plant maintenance, sales and distribution, human resources and project management, general office functions such as word processing, electronic mail and archiving; implementation, servicing, leasing, updating, outsourcing and maintenance of computer programs and software; consulting and advising about programming, design, development, use and application of computer programs and software; research in the field of computer programs and software; information services via a global communications network concerning computer programs and software; none of the foregoing services relating to structural analysis computer programs, share assembly computer programs or symbolic assembly computer programs being services in class 42**

**Convention priority claimed: 3 August 1999 GERMANY 39946355.0.**

THE SCHEDULE

**SAP**



*Given under my hand and the seal of the  
Trade Marks Office on 22 September 2000*

**FIONA WILLIAMS  
ACTING REGISTRAR OF TRADE MARKS**





## CERTIFICATE OF RENEWAL

The International Bureau of the World Intellectual Property Organization (WIPO) certifies that the indications appearing in the present certificate conform to the recording made in the International Register of Marks maintained under the Madrid Agreement and Protocol.

A handwritten signature in black ink, appearing to read 'J. Zahra'.

Judith ZAHRA  
Operations Division  
International Trademarks Registry  
Sector of Trademarks, Industrial Designs  
and Geographical Indications

Geneva, December 17, 2009

**726 890**

*Registration date:* **November 15, 1999**  
*Date of the renewal:* **November 15, 2009**  
*Date next payment due:* **November 15, 2019**

SAP AG  
Dietmar-Hopp-Allee 16  
69190 Walldorf  
(Germany).

*Address for correspondence:* Patentanwälte Drs. Berendt, Leyh & Hering European Patent Attorneys, Innere Wiener Straße 20, 81667 München (Germany).

*Name and address of the representative:* Berendt, Leyh & Hering Patentanwälte, 20, Innere Wiener Strasse, 81667 München (Germany).

**SAP**

*Indication relating to the nature or kind of mark:* standard characters

*List of goods and services:*

- 9 Machine-readable data media of all types provided with programs; computer programs and software of all types; magnetic carriers, namely magnetic tapes, disks, wafers and cards.
- 16 Written material for software and data processing programs, namely manuals, catalogues, operating instructions and working instructions.
- 35 Internet services, namely preparing and offering of data and information in the Internet regarding development, programming, production, performance, sales, distribu-

tion, employment, use, operation, handling, modification, maintenance, leasing, actualization, design and outsourcing of computer programs and software.

- 41 Training in programming, design, development, use and employment of computer programs and software and in electronic data processing.
- 42 Creation, development and design of computer programs and software, particularly for internal function areas such as financial and controlling management, manufacturing and materials management, quality management and plant maintenance, sales and distribution, human resources and project management, general office functions such as word processing, electronic mail and archiving; implementation, rental, actualization, outsourcing and maintenance of computer programs and software; consulting and advising about programming, design, development, use and employment of computer programs and software; research in the field of computer programs and software.

*Basic registration:* Germany, 15.11.1999, 399 46 355.0/09.

*Data relating to priority under the Paris Convention:* Germany, 03.08.1999, 399 46 355.0/09.

*Designations under the Madrid Agreement:* Algeria, Kazakhstan, Liberia, Sudan.

*Designations under the Madrid Protocol:* Iceland, Norway.

*Designations under the Madrid Protocol by virtue of Article 9sexies:* Belarus, Bulgaria, China, Croatia, Czech Republic, Egypt, Hungary, Kenya, Latvia, Liechtenstein, Montenegro, Morocco, Mozambique, Poland, Romania, Russian Federation, Serbia, Sierra Leone, Slovakia, Slovenia, Swaziland, Switzerland, The former Yugoslav Republic of Macedonia, Ukraine.

*Partial refusal:* China.



## CERTIFICATE OF REGISTRATION

The International Bureau of the World Intellectual Property Organization (WIPO) certifies that the indications appearing in the present certificate conform to the recordal made in the International Register of Marks maintained under the Madrid Agreement and Protocol.

A handwritten signature in black ink, appearing to read 'S. Di Palma'.

Salvatore Di Palma  
Deputy Director and Head, Administration Section  
International Registrations Department

Geneva, February 24, 2000

**November 15, 1999**

**726 890**

SAP Aktiengesellschaft Systeme,  
Anwendungen, Produkte in der  
Datenverarbeitung  
16, Neurottstrasse,  
D-69190 Walldorf  
(Germany).

*Name and address of the representative:* Berendt, Leyh & Her-  
ing Patentanwälte, 20, Innere Wiener Strasse, D-81667  
München (Germany).

**SAP**

*Indication relating to the nature or kind of mark:* standard cha-  
racters.

*List of goods and services:*

- 9 Machine-readable data media of all types provided with programs; computer programs and software of all types; magnetic carriers, namely magnetic tapes, disks, wafers and cards.
- 16 Written material for software and data processing programs, namely manuals, catalogues, operating instructions and working instructions.
- 35 Internet services, namely preparing and offering of data and information in the Internet regarding development, programming, production, performance, sales, distribution, employment, use, operation, handling, modification, maintenance, leasing, actualization, design and outsourcing of computer programs and software.

- 41 Training in programming, design, development, use and employment of computer programs and software and in electronic data processing.
- 42 Creation, development and design of computer programs and software, particularly for internal function areas such as financial and controlling management, manufacturing and materials management, quality management and plant maintenance, sales and distribution, human resources and project management, general office functions such as word processing, electronic mail and archiving; implementation, rental, actualization, outsourcing and maintenance of computer programs and software; consulting and advising about programming, design, development, use and employment of computer programs and software; research in the field of computer programs and software.

*Basic registration:* Germany, 15.11.1999, 399 46 355.0/09.

*Data relating to priority under the Paris Convention:* Germa-  
ny, 03.08.1999, 399 46 355.0/09.

*Designations under the Madrid Agreement:* Algeria, Belarus, Bulgaria, China, Croatia, Czech Republic, Egypt, Hungary, Kazakhstan, Kenya, Latvia, Liberia, Liechtenstein, Morocco, Mozambique, Poland, Romania, Russian Federation, Sierra Leone, Slovakia, Slovenia, Sudan, Swaziland, Switzerland, The former Yugoslav Republic of Macedonia, Ukraine, Yugo-  
slavia.

*Designations under the Madrid Protocol:* Iceland, Norway.

*Date of notification:* 24.02.2000

*Language of the international application:* English

**Int. Cls.: 9, 41 and 42**

**Prior U.S. Cls.: 38, 100, 101 and 107**

**Reg. No. 2,538,716**

**United States Patent and Trademark Office**

**Registered Feb. 19, 2002**

**TRADEMARK  
SERVICE MARK  
PRINCIPAL REGISTER**

**SAP**

SAP AKTIENGESELLSCHAFT (FED REP GER-  
MANY CORPORATION)  
MAX-PLANCK-STRASSE 8  
6909 WALLDORF, FED REP GERMANY

FOR: COMPUTER PROGRAMS PRERECORDED  
ON MAGNETIC TAPES OR MAGNETIC PLATES  
FOR USE IN MAINFRAMES, WORK STATIONS,  
MINI COMPUTERS AND COMPUTERS OTHER  
THAN PERSONAL COMPUTERS, AND INSTRU-  
CTIONAL MANUALS SOLD THEREWITH FOR USE  
IN THE FIELD OF FINANCIAL MANAGEMENT, IN  
CLASS 9 (U.S. CL. 38).

FOR: EDUCATIONAL SERVICES; NAMELY,  
PROVIDING TRAINING COURSES IN THE USE  
AND APPLICATION OF COMPUTER PROGRAMS

IN THE FIELD OF FINANCIAL MANAGEMENT, IN  
CLASS 41 (U.S. CL. 107).

FOR: COMPUTER PROGRAMMING, COMPU-  
TER SOFTWARE DESIGN AND CONSULTING  
SERVICES IN THE FIELD OF FINANCIAL MAN-  
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## Specification 13 Exhibit B for .sap



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## **Q18 - Mission/Purpose**

### **1. Q 18 (a): Describe the mission/purpose of your proposed gTLD.**

Headquartered in Walldorf, Germany, SAP is the market leader in enterprise application software. Founded in 1972, SAP (which stands for "Systems, Applications, and Products in Data Processing") has a rich history of innovation and growth as a true industry leader. SAP applications and services enable more than 253,500 customers worldwide to operate profitably, adapt continuously, and grow sustainably. With revenue (IFRS) of €16.9 billion for the year 2013, SAP has more than 66,500 employees and sales and development locations in more than 50 countries worldwide.

SAP is listed on several exchanges, including the Frankfurt stock exchange and NYSE, under the symbol "SAP".

SAP helps companies of all sizes and industries run better. From back office to boardroom, warehouse to storefront, desktop to mobile device, SAP empowers people and organizations to work together more efficiently and use business insight more effectively to stay ahead of the competition. We do this by extending the availability of software across on-premise installations, on-demand deployments, and mobile devices.

We believe that the power of our people, products, and partners unleashes growth and creates significant new value for our customers, SAP, and, ultimately, entire industries and the economy at large.

Our mission is to help companies of all sizes and industries to run better. Our vision is to help the world run better.

#### **1.1 SAP Active Quality Management**

##### **1.1.1 Prestige, Recognition, Acclaim, Respect**

Highly successful implementations don't just happen – they are the result of proactive engagement from customers during implementation. To mitigate risks, organizations are using the most optimal resources, establishing a strong governance structure, and applying a solid methodology. As a result, companies can become ambitious in achieving high business value in a short period of time and at a low total cost of ownership (TCO).

##### **1.1.2 SAP Commitment to Quality**

- At SAP, quality and best practice are at the heart of everything we do. Our software development teams employ recognized practices to ensure

the highest quality of design, development testing, and roll out. SAP Education and SAP Consulting services adhere to strict quality standards based on industry best practices. Our ASAP implementation methodology also incorporates clearly defined quality gates and various SAP quality assurance consulting services can decrease risks, reduce TCO, shorten implementation time, and increase business value.

- By learning from each implementation and through customer and partner feedback, SAP continues to improve quality by working more closely with our stakeholders.
- SAP partner programs, through certification of partners and their consultants, enable customers to make informed decisions when selecting implementation partners. Our partner programs and SAP quality assurance services also offer advice to partners about the best way to control program delivery and increase business value to customers.

### **1.1.3 SAP Quality Principles**

- Based on thousands of implementations, SAP has developed a set of quality principles. They guide us, our certified partners, and our customers by highlighting essential factors that enable successful implementation and integration of SAP software into our customers' organizations.
- Our quality principles also underpin our sales activities, helping to ensure that we provide our customers with the necessary information to make carefully considered decisions about their solution and implementation options. And when issues do arise, we have documented processes and procedures to make sure the issues are resolved quickly.

## **2. Our mission in the operation of the .sap gTLD**

### **2.1 Security, trust, and reputation**

A brand gTLD will help us protect our trademark and our company's reputation. Our customers and Internet users in general will be able to rest assured that a website with our brand's TLD is authentic and secure. This will help strengthen our brand while increasing our customers' and the Internet Community's loyalty and trust.

### **2.2 Control over internet presence**

As the operator of our own registry, we will be able to establish the requirements and policies for all domain name registrants. We can choose to restrict



use of our brand TLD to departments within the company or allow other companies with whom we partner as well as resellers of our products to use our brand gTLD.

### **2.3 New marketing opportunities**

Operating our own brand TLD will provide new opportunities for marketing online. Whenever we launch a new campaign, we can create custom URLs with our brand extension. A brand TLD will allow us to reach new potential customers online, expand our target market, and strengthen relationships with current business partners and build new relationships with potential partners.

### **2.4 Short, memorable domain names and ease of access**

Choosing to operate a gTLD will allow us to create domain names that are short and easy for consumers to remember. With more and more people using their mobile phones to connect to the Internet, accessing content online will be easier. Internet users seeking reliable first-hand information about our products or our company will benefit largely from the possibility to restrict the search space to the contents of .sap domains.

### **2.5 Competitive advantage**

Being one of the first to be applying for a gTLD in this round will allow SAP to be ahead of the competition.

## **Q18b - Mission/Purpose**

### **1. Q 18 (b) How do you expect that your proposed gTLD will benefit registrants, Internet users, and others?**

We expect that our proposed gTLD will benefit Internet users in so far as it will help us protect our trademark and our company's reputation in order to offer Internet users a seal of quality. Our customers and Internet users in general will be able to rest assured that a website with our brand's TLD is authentic and secure. This will help strengthen our brand while increasing our customers' and the Internet Community's loyalty and trust.

Internet users seeking reliable first-hand information about our products or our company will benefit largely from the possibility to restrict the search space to the contents of .sap domains. Companies, reseller or other institution with whom we partner and to whom we want to give domain space under the .sap TLD will benefit from this reputation as well.

### **2. Q 18 (b) i.) What is the goal of your proposed gTLD in terms of areas of speciality, service levels, or reputation?**

The .sap TLD is a single registrant gTLD with its focus on our company, our customers, suppliers, partners, contractors, and especially on our products and services. This implicates a high degree of speciality. The Internet Community can expect to find more accurate, reliable, relevant and up-to-date information on us and our products and services than elsewhere in the domain name space.

The goal of our operation of the .sap gTLD is, among others, to improve the brand communication and to strengthen the customer and partner relationship. As such, it lies in our own interest to achieve service levels that guarantee for a satisfying user experience. The same holds for reputation.

### **3. Q 18 (b) ii.) What do you anticipate your proposed gTLD will add to the current space, in terms of competition, differentiation, or innovation?**

We are planning to enable Internet users to find more specialised and in-depth information on SAP products and services on .sap domains than anywhere else in the Internet.

While for most domains within our brand gTLD the focus will be on the content rather than on innovative Web technologies, some marketing campaigns and project sites will probably stand out with bleeding-edge technologies and concepts.

**4. Q 18 (b) iii.) What goals does your proposed gTLD have in terms of user experience?**

A delightful user experience is likely to improve brand perception in the same way that a bad one is likely to damage it. As such, it is SAP's intention to provide Internet users with the best possible user experience. To achieve that, SAP is planning to implement monitoring and quality assurance measures.

**5. Q 18 (b) iv.) Provide a complete description of the applicant's intended registration policies in support of the goals listed above.**

We are not intending to sell domains to third party. We will be deciding to offer the second level domains based on our business requirements and priorities. Requesters do not have a right to a particular domain.

Additionally, SAP will have its own registration policies to assign second level domains. We will also have policies to maintain content integrity that will not proliferate to domains that are not relevant.

**6. Q 18 (b) v.) Will your proposed gTLD impose any measures for protecting the privacy or confidential information of registrants or users? If so, please describe any such measures. Describe whether and in what ways outreach and communications will help to achieve your projected benefits.**

SAP will monitor and safeguard compliance with all applicable data protection and privacy laws.

As for outreach and communications, SAP will use its marketing and communications channels to socialise the fact that it has obtained this gTLD and its uses, benefits and protections to target audiences.

## **7. Envisioned purpose of the .sap gTLD**

### **7.1 Products:**

#### **7.1.1 Strategy**

- Align SAPs product offerings/offering categories under a unique umbrella
- Apply .sap extension to these categories with high equity to project a cohesive brand and relationship

#### **7.1.2 Illustrative URL - hana.sap**

#### **7.1.3 Audience**

- Existing customers
- Potential customers
- SAP customers
- SAP partners

#### **7.1.4 Sample Content:**

- Product offering's content along with clear messaging defining the relationship between the SAP brand and the product
- Future vision for products within portfolio

## **7.2 Acquisitions**

#### **7.2.1 Strategy**

- Align acquired offers under a single umbrella
- Apply .sap extension to acquisitions with high equity to project a cohesive brand and relationship
- Use additional time to manage details regarding portfolio migration

#### **7.2.2 Illustrative URL - sybase.sap**

#### **7.2.3 Audience:**

- Analysts
- Potential customers



- SAP customers
- SAP partners
- Users of acquired brand

#### **7.2.4 Sample Content:**

- Acquired brand's content along with clear messaging defining the relationship between the SAP brand and acquired offers
- Future vision for products within portfolio

### **7.3 New offer areas**

#### **7.3.1 Strategy**

- When moving to a new offer area outside the current brand portfolio, use as a dedicated area for showcasing product content
- Create a clear connection between the new areas and SAP's existing capabilities

#### **7.3.2 Illustrative URL - mobile.sap**

#### **7.3.3 Audience:**

- Analysts
- Potential customers
- SAP customers

#### **7.3.4 Sample Content:**

- Product information paired with clear messaging defining the relationship between products and other SAP offers
- Thought leadership on SAP's role in that area

### **7.4 Marketing campaigns and brand building**

#### **7.4.1 Strategy**

- A dedicated place for elevating SAP's impact beyond the product level
- Space for a branded platform to celebrate the customer benefits of SAP
- Tied to a high-level brand asset (tagline, campaign)
- Eliminates the need to secure a new URL disconnected from the brand each time the campaign is refreshed

#### **7.4.2 Illustrative URL - runbetter.sap**

##### **7.4.3 Audience:**

- Analysts
- Potential customers
- SAP customers

##### **7.4.4 Sample Content:**

- Customer success stories
- User-submitted content
- Forum for dialogue

### **7.5 Vision and thought leadership**

#### **7.5.1 Strategy**

- Elevate SAP's thought leadership through blogs, editorial content etc.
- Place for thought leaders including but not limited to SAP's co-CEOs to share their future vision for:
  - the business
  - the category
  - the world as it relates to technology.

#### **7.5.2 Illustrative URL - future.sap**

##### **7.5.3 Audience:**

- Analysts/Media
- Potential customers
- SAP customers

##### **7.5.4 Sample Content:**

- Keynote speeches
- Interviews
- White papers
- Weekly briefings

## **7.6 Events**

### **7.6.1 Strategy**

- While the SAPPHIRE NOW experience happens once a year, the experience could be refreshed and revisited year round:
  - Maintains enthusiasm for SAP's industry-leadership position and interest in its offers

### **7.6.2 Illustrative URL - [sapphirenw.sap](https://sapphirenw.sap.com)**

### **7.6.3 Audience:**

- Analysts/Media
- Potential customers
- SAP customers

### **7.6.4 Sample Content:**

- Essential SAPPHIRE NOW content
- Highlights of SAPPHIRE NOW presentations, ongoing thought leadership
- content (tied to product innovation, product releases R&D, etc.)
- Forums for attendee discussions & virtual campuses

## **7.7 Consumer**

### **7.7.1 Strategy**

- Create a distinct-yet-related experience for consumers exploring SAP's app offerings in a non-B2B context

### **7.7.2 Illustrative URL - [poweredby.sap](https://poweredby.sap.com)**

### **7.7.3 Audience:**

- Consumer Audience who may or may not be part of SAP's target for its business products

### **7.7.4 Sample Content:**

- App exploration
- App labs
- Crowd-sourcing ideas

## **7.8 Corporate social responsibility**

### **7.8.1 Strategy**

- Ensure all of SAP's individual community, environment, and charitable works are all collectively communicated to establish SAP's position on corporate social responsibility

### **7.8.2 Illustrative URL - [betterworld.sap](#)**

### **7.8.3 Audience:**

- Investors
- Analysts/media
- Potential customers

### **7.8.4 Sample Content:**

- CSR platform tying together all responsibility efforts:
  - areas of charitable giving
  - community outreach
  - employee development
  - environmental efforts/sustainability

## **7.9 Strategic partners**

### **7.9.1 Strategy**

- Focus all partner relationship channels into a single hub, making it easier to:
  - access brand content
  - access product content
  - help create stronger relationships with SAP customers

### **7.9.2 Illustrative URL - [partners.sap](#)**

### **7.9.3 Audience:**

- Current partners
- Potential partners



#### **7.9.4 Sample Content:**

- Reconfigured partner content:
  - streamline navigation of portals and labs into a cohesive environment

### **7.10 Recruiting**

#### **7.10.1 Strategy**

- Create a compelling destination for those considering a career at SAP, and position SAP as a leading employer

#### **7.10.2 Illustrative URL - [joinus.sap](https://joinus.sap)**

#### **7.10.3 Audience:**

- Recruiters
- Potential hires

#### **7.10.4 Sample Content:**

- Experiential platform for communicating what it's like to work at SAP:
  - videos
  - employee testimonials
  - development opportunities

### **7.11 Country specific sites**

#### **7.11.1 Strategy**

- Create unique presence for geographies/countries where SAP has business presence. This will allow local representatives to tailor content relevant to the target Audience of that particular region.

#### **7.11.2 Illustrative URL - [emea.sap](https://emea.sap)**

#### **7.11.3 Audience:**

- Analysts
- Current customers
- Potential customers
- SAP customers

- SAP partners

#### **7.11.4 Sample Content:**

- Reconfigured country specific content:
  - streamline navigation of country/region specific content into a cohesive experience

### **7.12 Second and third level domain URLs**

- We envision using multi-level domain URLs for all the use cases defined above. This will help us achieve a deep level of association with the target Audience.

#### **7.12.1 Illustrative URL:**

- technical.partners.sap
- what.sap
- i.love.my.sap

## **Q18c - Mission/Purpose**

### **1. Q 18 (c) What operating rules will you adopt to eliminate or minimize social costs (e.g., time or financial resource costs, as well as various types of consumer vulnerabilities)? What other steps will you take to minimize negative consequences/costs imposed upon consumers?**

It is important to note that SAP does not intend to sell domains to a third party at any time. Therefore social costs (e.g., time for financial resource costs, as well as various types of consumer vulnerabilities) will not occur. Neither will there be any negative consequences/costs imposed upon consumers.

### **2. Q 18 (c) i.) How will multiple applications for a particular domain name be resolved, for example, by auction or on a first-come/first-serve basis?**

As mentioned above we are not intending to sell domains to third party. We will be deciding to offer the second level domains based on our business requirements and priorities. Requesters do not have a right to a particular domain. If they are offered a domain it will be without valuable consideration.

### **3. Q 18 (c) ii.) Explain any cost benefits for registrants you intend to implement (e.g., advantageous pricing, introductory discounts, bulk registration discounts).**

Due to the reasons stated above there won't be any costs or cost benefits for registrants (e.g., advantageous pricing, introductory discounts, bulk registration discounts).

### **4. Q 18 (c) iii.) Note that the Registry Agreement requires that registrars be offered the option to obtain initial domain name registrations for periods of one to ten years at the discretion of the registrar, but no greater than ten years. Additionally, the Registry Agreement requires advance written notice of price**

**increases. Do you intend to make contractual commitments to registrants regarding the magnitude of price escalation? If so, please describe your plans.**

As we do not intend to sell domains there will be no contractual commitments to registrants regarding the magnitude of price escalation.



## **Registration Policies**

## **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.

## **Section 2.8 of the Registry Agreement**

(Protection of Legal Rights of Third Parties)

### **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.

As a brand gTLD, registration of second level domains is based on our business requirements and priorities. Only our company and designated third parties (e.g. other companies with whom we partner, specific customers, etc.) will be allowed to register or operate second level domains under .sap domain space and solely with our permission.

We commit ourselves to protect intellectual property, legal rights and trademarks (TMs) under .sap domain space. This includes, but is not limited to, full compliance with all respective specifications, agreements and ICANN policies. In case of complaints put forward by rights holders with regard to domain names registered under .sap, the SAP AG will fully comply with all resolution procedures endorsed or mandated by ICANN. In particular, this includes supporting the Uniform Rapid Suspension (URS) procedures and the Trademark Post-Delegation Dispute Resolution Procedure (Trademark PDDRP) to suspend the domain.