Annual Certification of Compliance to Specification 13

Covered Period: January 1, 2017 – December 31, 2017

Pursuant to Specification 13 of the Registry Agreement for the .AMFAM top-level domain (the "TLD"), the Registry Operator is required to conduct internal reviews and certify annually its continued compliance with the requirements of the .BRAND TLD definition set forth in Specification 13.

Accordingly, as of the date of this certification, Registry Operator certifies, and the results of its internal review confirm, that each of the statements provided in its application for Specification 13 continues to be true and correct (collectively, referred to as the "Statements"), and that it otherwise continues to meet all requirements set forth therein Specification 13.

Registry Operator hereby submits the results of its internal review attached hereto as Appendix A and agrees that ICANN may publicly post this certification and internal review results in Appendix A. Registry Operator must notify ICANN promptly in writing in the event any of the Statements becomes untrue or incorrect.

Registry Operator: AmFam, Inc.

Certified by: Other

Ryan Polster is not an executive officer of AmFam, Inc. AmFam, Inc.'s executive officers are not actively involved with the day-to-day operations of the .AMFAM TLD and are not readily available to submit these Annual Certifications. However, Ryan Polster is authorized by AmFam, Inc. to make decisions and authorizations on behalf of AmFam, Inc. in regards to the .AMFAM TLD. As evidence of this authority, Ryan Polster is the signatory to the Registry Agreement and Specification 13.

Title: Digital Experience Strategy Manager

Name: Ryan Polster

Email: rpolster@amfam.com

Date Submitted: 1/19/18

Appendix A

Results of Registry Operator's Internal Review

AmFam, Inc., the Registry Operator of the .AMFAM TLD, conducted an internal review of the TLD for the year ending December 31, 2017. Registry Operator certifies that the .AMFAM TLD remains in continued compliance with the requirements of the .BRAND TLD definition set forth in Specification 13 and the representations made in the Registry Operator's .BRAND TLD Designation Application.

As of the date of this review, all domain names within the .AMFAM TLD are registered to the Registry Operator, AmFam, Inc.. Only Registry Operator and its qualified Affiliates and Trademark Licensees are allowed to register or control the DNS records associated with domain names at any level in the TLD, pursuant to the TLD Registration Policies submitted in Registry Operator's Specification 13 application. The TLD Registration Policies are included in Appendix B, for reference.

Additionally, the .AMFAM TLD continues to meet the criteria of a .BRAND TLD in that "AMFAM" is identical to a registered trademark valid under applicable law. The trademark record for "AMFAM" is included in Appendix C, for reference. The trademark is owned and used by the Registry Operator in the ordinary course of its business and was issued prior to the filing of Registry Operator's TLD registry application with ICANN. Finally, Registry Operator maintains a valid registration for the term "AMFAM in the Trademark Clearinghouse. The Signed Mark Data file ID number for the "AMFAM" mark is 00000026999148070880475-1.

Registry Operator will continue to conduct internal reviews in order to ensure continued compliance with the requirements of the .BRAND TLD definition set forth in Specification 13 and the representations made in the Registry Operator's .BRAND TLD Designation Application.

Appendix B

TLD Registration Policies

The mission and purpose of the .AMFAM gTLD is to serve as a trusted, hierarchical, and intuitive namespace provided by AmFam, Inc. ("Registry Operator") for use by American Family Mutual Insurance Company ("American Family"), its qualified Affiliates and Trademark Licensees. Registry Operator, a wholly owned subsidiary of American Family, filed the application for the .AMFAM gTLD and will be responsible for operating the .AMFAM gTLD. Only Registry Operator and its qualified Affiliates and Trademark Licensees will be allowed to register second-level domain names in the .AMFAM gTLD. American Family will develop an internal process to determine which second-level domain names will be registered and which Affiliates and Trademark Licensees will be eligible to register or control the DNS associated with domain names in .AMFAM. All registrations will be managed by the Registry Operator in accordance with the process and policies developed by American Family.

For the purposes of this proposed Registration Policy, Registry Operator utilizes the following definitions*:

Affiliate – Affiliate means a person or entity that, directly or indirectly, through one or more intermediaries, or in combination with one or more other persons or entities, controls, is controlled by, or is under common control with, the person or entity specified.

Control – Control (including the terms "controlled by" and "under common control with") means the possession, directly or indirectly, of the power to direct or cause the direction of the management or policies of a person or entity, whether through the ownership of securities, as trustee or executor, by serving as an employee or a member of a board of directors ore equivalent governing body, by contract, by credit management or otherwise.

Trademark Licensee – 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 will review each second-level domain name at the time of registration to

ensure that the name complies with internal policies governing the registration of .AMFAM domain names, including this Registration Policy. Additionally, Registry Operator will conduct ongoing reviews of each second-level domain name at least once per calendar year to ensure compliance with the terms of the .AMFAM Registry Agreement, as well as with ICANN Temporary and Consensus Policies.

Registry Operator reserves the right to amend its registration policy.

*Definitions for "Affiliate" and "Control" are taken from Section 2.9(c) of the Registry Agreement. The definition of "Trademark Licensee" is taken from Section 9.2 of Specification 13 of the Registry Agreement.

Appendix C

Trademark Registration

United States of America
United States Patent and Trademark Office

AMFAM

Reg. No. 3,833,115
Registered Aug. 10, 2010

Int. Cl.: 36

SERVICE MARK

PRINCIPAL REGISTER

AMERICAN FAMILY MUTUAL INSURANCE COMPANY (WISCONSIN CORPORATION)
6000 AMERICAN PARKWAY
MADISON, WI 53783

FOR: INSURANCE ADMINISTRATION; UNDERWRITING MULTIPLE LINES OF INSUR-ANCE, NAMELY, LIFE, HEALTH, AUTOMOBILE, COMMERCIAL, FARM/RANCH, HOMEOWNERS AND PROPERTY INSURANCE, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 12-11-2009; IN COMMERCE 12-11-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-TICULAR FONT, STYLE, SIZE, OR COLOR.

SN 78-968,403, FILED 9-6-2006.

CHRISTINE COOPER, EXAMINING ATTORNEY

David J. Kappos

Director of the United States Patent and Trademark Office