



The Internet Corporation for Assigned Names and Numbers

18 July 2014

TRANSMITTED VIA ELECTRONIC MAIL, FACSIMILE, AND COURIER

Darius Patel
BRANDON GRAY INTERNET SERVICES INC. (dba NameJuice.com) (IANA # 636)
50 Acadia Avenue Suite 302
Markham Ontario L3R 0B3
Canada

Email: dpatel@namejuice.com
Fax Number: +1 905 415 2682

RE: NOTICE OF SUSPENSION OF REGISTRAR'S ABILITY TO CREATE NEW REGISTERED NAMES OR INITIATE INBOUND TRANSFERS OF REGISTERED NAMES

Dear Mr. Patel,

This notice is sent to BRANDON GRAY INTERNET SERVICES INC. (dba "NameJuice.com") ("Brandon Gray") further to its Registrar Accreditation Agreement ("RAA") with the Internet Corporation for Assigned Names and Numbers ("ICANN") dated 12 February 2014 ("RAA").

Pursuant to Section 5.5.6 of the RAA, Brandon Gray has been in fundamental and material breach of its obligations under the RAA at least three (3) times within a twelve (12) month period; on 16 December 2013, 19 March 2014, and 18 July 2014. Brandon Gray's ability to create new Registered Names or initiate inbound transfers of Registered Names is suspended for 90 days pursuant to Section 5.7 of the RAA.

The suspension is effective 12 August 2014 at 00:00 UTC and will conclude on 17 October 2014 at 00:00 UTC, or longer if Brandon Gray has not demonstrated compliance on or before 10 October 2014.

Consistent with Section 5.7 of the RAA, during the suspension period, Brandon Gray must not:

1. Create new Registered Names for any Top Level Domain ("TLD"); or
2. Initiate or accept inbound transfers of Registered Names for any TLD.

Los Angeles
Offices:

12025 Waterfront Drive, Suite 300
Beijing • Brussels •

Los Angeles, CA 90094 USA
Istanbul • Montevideo •

T +1 310 301 5800
Singapore •

F +1 310 823-8649
Washington

<http://icann.org>



To demonstrate compliance, Brandon Gray must timely cure all the breaches identified in the Notice of Breach dated 18 July 2014 and provide the following to ICANN:

1. Confirmation that Brandon Gray and its resellers cease sending marketing materials that are false or deceptive to Registered Name Holders with domains sponsored by registrars other than Brandon Gray during the suspension;
2. Evidence of preventative and corrective actions (including implementation dates) to ensure that Brandon Gray and/or its resellers do not subject Registered Name Holders to any false advertising, deceptive practices, or deceptive notices;
3. Written confirmation that, after the suspension, Registered Name Holders will not be subject to false advertising, deceptive practices, or deceptive notices by Brandon Gray or any of its resellers;
4. Modify Brandon Gray's and/or its resellers' marketing materials to comply with Section 3.12.7 of the RAA and Section 3 of Domain Name Registrants' Rights of the Registrants' Benefits and Responsibilities Specification ("RBRS");
5. Provide ICANN with copies of marketing material that will be sent to registrants by Brandon Gray and/or its reseller(s) for ICANN's review to determine compliance with the RAA, and modify such materials upon ICANN's request, until the materials comply with the RAA; and
6. Evidence of preventative and corrective actions (including implementation dates) to ensure that Brandon Gray's resellers comply with the RAA.

Failure to demonstrate compliance by 10 October 2014 may result in RAA termination and an extension of Brandon Gray's suspension pending final termination.

Notice on Brandon Gray's Website

During the suspension period, Brandon Gray must prominently display the following on its website on all pages where Registrar Services, as defined by the RAA, are offered:

No new registrations or inbound transfers will be accepted from 12 August 2014 through 17 October 2014.

Please be advised that Brandon Gray may be subject to escalated compliance action (including RAA termination) if ICANN receives additional complaints demonstrating that Registered Name Holders



are subject to false advertising, deceptive practices, or deceptive notices by Brandon Gray or any of its resellers after the suspension period ends.

If you have questions or require assistance, please contact Owen Smigelski at owen.smigelski@icann.org.

Sincerely,

A handwritten signature in blue ink, appearing to read "M Serad", is written over a light blue horizontal line.

Maguy Serad
Vice President
Contractual Compliance

Cc: John O. Jeffrey, General Counsel and Secretary