

# Brand Registry Group

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## 1. About the Brand Registry Group

- Around one third of all TLD applications were submitted by brand owners for a string that matches their brand, a product or service.
- We share a common vision:
  - we have unique plans to run registries in furtherance of a business purpose beyond offering registry services to the general public.

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## We are registry operators...

- who are the *owners* of an organisation or brand that forms their applied for TLD
- whose TLD represents an identical pre-existing *trademark*
- whose TLDs are in furtherance of their *pre-TLD* operations business interests
- whose main business area is *outside* the domain name industry
- whose TLD will be *single entity, single user*, and who do not intend at this time to sell second-level domain names to the general public

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## We are not

- BRG currently excludes registries that are single registrant, single user generics

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## 2. Vision and Mission

### Vision

- To create Internet environments built on trust

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## Mission

With respect to the common interests of its members:

- to provide services of advocacy, representation and networking

With respect to ICANN:

- to represent the common interests of its members
- to be recognized as an essential stakeholder by ICANN
- to champion policies that enhance trust for Internet users

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## Mission

With respect to governments and public bodies:

- to represent the common interests of its members
- to be recognized as a key interlocutor
- to explain why Brand Registries aid in enhancing consumer protection and a thriving digital economy.

With respect to Internet users:

- to improve the understanding of the role of Brand Registries within the universe of top-level domain names
- to deliver consumer protection in e-commerce and branded spaces.

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### 3. What makes us different to other registries

- Our values
- What we are asking of ICANN now
- What we will be asking of ICANN
- Who else we will be talking with

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#### a) Values

- Brand registries ethos is trust
- Innovative offers of an existing trusted business that will:
  - enhance the digital economy
  - add to job creation
  - add to wealth creation.

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## **b) Advocacy to, and engagement with, ICANN *prior* to delegation**

- Compliance audits and economic studies and related confidentiality issues
- Transition of the TLD upon termination
- Arbitration
- Limitation of liability
- Indemnification
- Change of control
- Amendment procedure
- Applicable laws
- Registrant protection measures such as the letter of credit, Trademark Clearing House, Uniform Rapid Suspension, Sunrise, IP Claims and UDRP
- Use of registrars
- Public Interest Commitments.

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## **Solution**

- A brand specific template Registry Agreement

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### **c) Advocacy to, and engagement with, ICANN *after* delegation**

- As the voice of Brand Registries
- On ICANN policy developments that will affect its members
- In response to requests for comments on relevant ICANN policy
- On the common implications of the evolving registry models of its members.

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### **d) Advocacy to governments and public bodies**

- To improve the understanding of the Group's objectives on behalf of its members
- Where relevant to solicit support in pursuit of these objectives.

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## 4. Structure

- a non-profit organisation (NPO)
- operating for the benefit of its members
- a board of directors
- receiving fees
- employing staff
- registered in a country welcoming international NPOs

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## Dialogue with ICANN

- Lobbying from outside
- A new Constituency
- A new Stakeholder Group in a new ICANN

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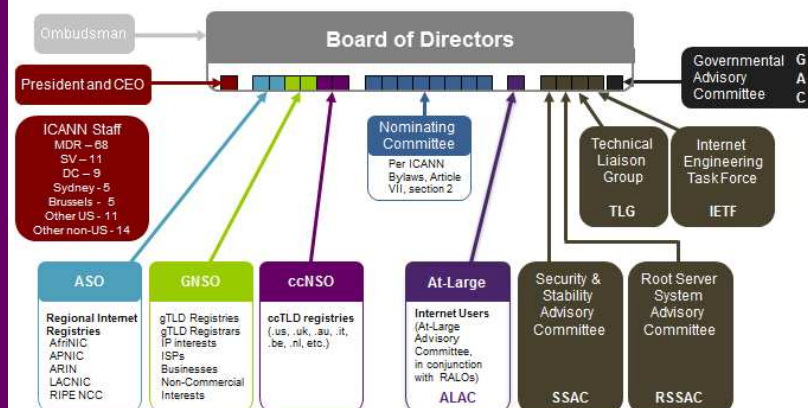
## Lobbying from outside

- Possible
- No ICANN support (financial, services)
- Uncertainty from a new way of doing things

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## A new ICANN Constituency

### ICANN Multi-Stakeholder Model



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## A new ICANN Constituency



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## A new ICANN Constituency

- Within Registries Stakeholder Group
- Possible now

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## 5. Issues

- The Registry Agreement
- The rules of the Registry SG
- The TLD world is changing

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## Issues with the RA

- Registrant protection is not relevant where there are no registrants
- Failure protection is not relevant where there are no victims of failure
- Compliance audits may have privacy issues

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## The rules of the Registry SG

- Registry Stakeholder Group rules allot power to 2<sup>nd</sup>-level registrations.
- The dot com registry model is no longer relevant to one third of all new registries

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## The TLD world is changing

- Post delegation of 1900 new TLDs entire GNSO structure is no longer fit for purpose
- With 1/3 brand TLDs old model challenged
- Learning curve for new back-end registries
- Need for structural change to recognise the new ICANN stakeholders
- Takes time

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## Comments and Questions

Thank you for listening to us ...

... now we want to listen to you

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