



**3M's Comments on the Second Draft
of the New gTLD Draft Applicant Guidebook**

To: ICANN (2gtld-guide@icann.org)

Date: April 10, 2009

Dear Dr. Twomey and Mr. Dengate-Thrush:

3M Company appreciates the opportunity to comment on the latest version of the Draft Applicant Guidebook (DAG). We have followed with growing apprehension the ICANN proposal for new gTLDs and have deep concerns relative to expense, risk to our brands and risk to the consuming public.

3M is a global company that produces thousands of innovative, market-leading products in a broad range of areas, including health care, safety and security, transportation, and office products. It has operations in more than 60 countries, with sales in nearly 200 countries.

With an immense diversity of products, 3M also owns thousands of trademark registrations, among them some of the world's most recognizable and valuable brands, including Post-it®, Scotch®, and Scotch-Brite®, familiar in homes and businesses the world over; Littmann®, internationally known by doctors as the premier brand for stethoscopes; and, of course, the 3M mark itself. In addition, 3M owns thousands of domain names. Many are used in connection with information about 3M products and services, but many others were registered or recovered, at significant ongoing expense, because they otherwise would fall into the hands of those who would use those domain names to confuse or defraud the public .

As a result, 3M has a tremendous interest in developments concerning the stability and integrity of the Internet as a platform for e-commerce.

3M shares the deep concerns about the ICANN proposal for new gTLDs articulated by other businesses and brand owners through organizations such as the National Association of Manufacturers and Mark Monitor. We will not duplicate their thoughtful and detailed comments here, but wish to underscore the following overarching concerns:

- (1) There has been no sound, comprehensive economic study that demonstrates the need for new gTLDs. With the current state of the economy, it is especially important to know whether the benefits of the new gTLDs outweigh the considerable potential costs and risks to brand owners and consumers. The rigorous analysis necessary to answer that threshold question has not been done.

- (2) The costs and risks to brand owners will be compounded if new gTLDs are opened up while the current system is already incapable of providing timely, cost-effective mechanisms for brand protection and dispute resolution.
- (3) If brand owners do not have an effective means of policing and enforcing against infringement, consumers are at greater risk of confusion, fraud, or worse at the hands of those infringers. As a manufacturer of health and safety products, we are particularly concerned about the risk to consumers if new gTLDs are introduced without adequate protection against abuses.

Accordingly, 3M joins the many other individuals, groups, and companies who urge ICANN to delay the launch of the new gTLD program until the issues, concerns, and thoughtful recommendations of these constituents can be adequately addressed.

Sincerely,

