**Public Comment Summary**

The public comment period is closed; the “reply” period is open until 20 Mar. What follow here is a very brief summary of the models for addressing defensive applications at the top level. (Comments regarding second-level protections are not included in this summary.) A better understanding of the comment can be had in the more complete summary attached to this document.

**“DO NOT SELL” LIST:** For top level, any entity could add to the list a name to which that entity has a lawful entitlement to make that name ineligible for delegation into the authoritative root until such time as: all entities with competing legitimate claims agreed that selling the name would not cause confusion or otherwise harm legitimate business interests; and that the benefits of creating a new TLD using the name outweigh the costs. *CRIDO; ANA*

**“DO NOT REGISTER” LIST:** Nationally registeredtrademark owners, Governmental organizations, IGOs, and nonprofits pay small one-time fee to have a one-stop “opt out” from having one’s trademark included across all the gTLDs. Includes names identical to registered trademarks and also names that include additional words along with trademarks. *Verizon, Business Constituency. AT&T*

**“DO NOT SELL” LIST:** of famous brands, globally protected marks, proven victims of cybersquatting. List used to block conflicting applications or to shift burden to applicant to demonstrate legitimate right and interest to use gTLD. *AIPLA*

**“WHITE LIST”:** of unavailable strings because they are identical to a mark on the list. Also use list to analyze applied-for gTLD strings for confusing similarity to marks on the list. Allow time before the application period closes to reach consensus on this proposed solution. *NCTA*

**BLOCKING APPLICATIONS or RIGISTER TO EXCLUDE:** Brand owners file low-cost blocking applications during the current application period or during a post-election period after the full applications are made public. Would not require full development of registry capabilities at this time but would afford the applicant the protections available to other applicants. *AIPLA, GAP*

**REFUND WINDOW:** After publication of applications, gTLD applicants have a short window (7-30 days) to withdraw their application for a $162K - $180K refund. Alternative: allow withdrawal for refund after initial evaluation if there is only one applicant that passes. Alternative: allow partial application with option for completion w/i 6 months or opt out with refund. *Microsoft, Yahoo!, INTA, IPC, IACC, NCTA, AILPA*

**BATCHING ORDER:** IDNs and Community, Geographic, .Brand, Generic. *MARQUES, INTA, Yahoo!*

**LIMITED BETA TEST:** 30 applications: 10 IDN, 10 Geo/Reg’l, 10 Generic. Alternatively, pilot for Cultural / Linguistic / Geographic. *Verizon, AILPA*

**PUT THE ISSUE THROUGH THE BOTTOM-UP PROCESS.** These issues properly belong under the policy umbrella, and introducing new measures would set a bad precedent. Adding new issues or actions is problematic as applications may have already been submitted based on the current Applicant Guidebook. (Gunnarson, Komaitis)