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Organisation internationale de normalisation
International Organization for Standardization
Международная Организация по Стандартизации

**Rob Steele**

Secretary-General

Dr. Stephen D. Crocker
Chair, ICANN Board of Directors

Date 2013-05-13

RE: Blocking "ISO" within gTLDs for the International Sugar Organization - Concerns regarding the Governmental Advisory Committee's (GAC's) Advice for Blocking Intergovernmental Organization (IGO) Acronyms in gTLDs

Dear Dr. Crocker,

In the GAC's letter to you of 22 March 2013, the GAC advises that IGO acronyms should not be registered by third parties, without IGO consent. The GAC's list of IGO acronyms includes "ISO," for the International Sugar Organization.

We have very strong concerns with the GAC proposal, and firmly oppose any such block of the acronym "ISO."

The International Organization for Standardization was established in 1947 and is the largest standards developing organization in the world. We are a federation of over 160 national standards bodies, each solely representing its country. Our aim is to develop and publish International Standards, fostering worldwide dissemination and use of our standards. We have published more than 20,000 standards in almost every area of industry and technology, such as ISO 3166-1 for country codes and other standards used and referred to by ICANN, including in ICANN's Applicant Guidebook for New gTLDs.

Our standards aim to level the playing field for developing countries, facilitate free and fair global trade, and help companies to access new markets. They also help to ensure that products and services are safe, reliable and of good quality.

"ISO" is the short name we have been using for over 65 years. It stands for quality, safety and trust. Our short name is important to us. That is why we have registered "ISO" and our logo bearing the short name as trademarks in more than 150 countries. "ISO" is known around the world in connection with the International Organization for Standardization, and can be considered a well-known trademark.

Since we joined the Generic Names Supporting Organization (GNSO) IGO-INGO PDP Working Group, we have advocated that certain international organizations (both IGOs and international non-governmental organizations (INGOs) with global public missions) need special protection when it comes to battling the increasing potential and impact of cybersquatting. From the start, we have stressed the need for objective, non-discriminating criteria by which special protection may be granted while carefully avoiding unduly restricting rights and legitimate interests.



To implement a block on the term "ISO" (requiring its release be permitted by the International Sugar Organization) disregards the longstanding rights and important mission of the International Organization for Standardization. To be frank, this would be unacceptable.

We note that the ICANN Board in its response of 1 April 2013, raised concerns that such a reservation would block the legitimate use of the terms by third parties and deprive other organizations the opportunity to register terms for which they have valid trademarks. You list "ISO" as such a term.

We agree and appreciate that you share these concerns.

As such, we request that you;

- Reject the GAC's proposal of 22 March 2013, and
- Instead support a balanced approach that allows both INGOs and IGOs to benefit from special protections on the basis of objective and non-discriminatory conditions that meaningfully balance coexisting rights and legitimate uses.

Finally, please be assured that the International Organization for Standardization is prepared to take all necessary steps if its well-known short name is blocked on behalf of another organization.

Yours sincerely,

A handwritten signature in blue ink, appearing to read "Rob Steele". The signature is fluid and cursive, with a prominent initial "R" and "S".

Mr. Rob Steele
Secretary General,
International Organization for Standardization (ISO)

cc:

Mr. Cherine Chalaby
Chair, ICANN Board gTLD Committee

Ms. Heather Dryden
Chair, Governmental Advisory Committee