

16 January 2014

## **ECTA COMMENT TO SUPPORT THE CREATION OF A SPECIFIC TLD CATEGORY, WITH THE .BRAND TLDs**

ECTA is pleased to submit a comment to support the proposed Specification 13 to the Registry agreement between ICANN and the .Brand TLDs registries, that includes the following elements:

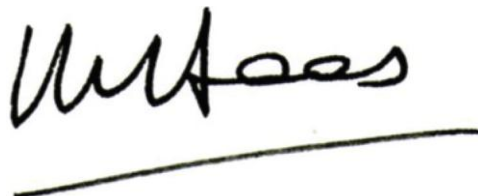
- .Brand TLDs would be explicitly allowed to use a single, trusted registrar,
- .Brand TLDs are recognized as a specific category, under the responsibility of the brand owner's registry,
- In the event they wound up operations, .Brand TLDs would have an option to oppose the re-delegation of their TLD during a two-year "cooling off" period to help avoid consumer confusion or collision risks.

Concerning the definition of a .Brand TLD, Par. 5.1 [i] (a) provides that it is registered with the Trademark Clearing House, what does not seem to be appropriate and could be withdrawn.

ECTA is fully behind the creation of .Brand TLDs, that should contribute to increase security and visibility on the internet for brand owners as well as for their licensees and also for their clients and for the internet users.



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