

Ciudad de México, a 31 de Agosto de 2016

**COMMENTS OF THE MEXICAN ADMINISTRATION TO THE RELEASE OF COUNTRY AND
TERRITORY NAMES WITHIN THE .SOFTBANK, .ART AND .CARAVAN TLDS**

Regarding the public comments period to the release of country and territory names within the .softbank, .art and .caravan TLDs, Mexico considers that the protection of country and territory names should be preserved.

The proposed amendments mention that *“the target would be those markets where the Registry Operator is engaged in commercial and otherwise activities”*. The use of country or territory names implies that the Registry Operators are making a geographical delimitation, which is the purpose of the geographic names: to give an identity to a specific population, language, and market. Therefore, Mexico considers that if any brand has the interest in the geographic differentiation of its market, the course of action should be to use a registry within the ccTLD of the target market.

