

## **INTA Internet Committee Comments on the .MADRID Application for an Approved Launch Program**

**November 2, 2014**

INTA notes that the Comunidad de Madrid, the Registry Operator for the .MADRID TLD, has submitted an application for an Approved Launch Program (ALP) pursuant to section 4.5.2 of the Trademark Clearinghouse (TMCH) Right Protection Mechanism Requirements (RPM Requirements). This ALP consists in particular of a proposed Public Administrators Program and a Parallel Sunrise Program, both of which would be in addition to the proposed Pioneer Name Program, which appears to be a Qualified Launch Program (QLP) under the QLP Addendum to the RPM Requirements.

As stated by the applicant, the .MADRID ALP appears to be very similar to the ALP application submitted with respect to the .PARIS Registry, on which INTA previously commented.<sup>1</sup> In its comments, INTA expressed concern that the proposed .PARIS ALP might undermine the existing right protection mechanisms and, therefore, risked contributing to intellectual property infringement and/or consumer confusion. To the extent that the two programs are identical, therefore, INTA considers that the comments submitted in respect of the .PARIS ALP may apply equally to the .MADRID ALP. However, we note that it appears there may be some differences between the two programs. Consequently, INTA intends to comment more fully during the Reply period, after having reviewed the proposed .MADRID ALP further.

### **About INTA and the Internet Committee**

INTA is a 136 year-old global not for profit association with more than 5,700 member organizations from over 190 countries. One of INTA's goals is the promotion and protection of trademarks as a primary means for consumers to make informed choices regarding the products and services they purchase. During the last decade, INTA has also been the leading voice of trademark owners within the Internet community, serving as a founding member of the Intellectual Property Constituency of the Internet Corporation for Assigned Names and Numbers (ICANN).

INTA's Internet Committee is a group of over 200 trademark owners and professionals from around the world charged with evaluating treaties, laws, regulations and procedures relating to domain name assignment, use of trademarks on the Internet, and unfair competition on the Internet, whose mission is to advance the balanced protection of trademarks on the Internet.

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<sup>1</sup> See <http://forum.icann.org/lists/comments-paris-alp-application-12jun14/pdfNzdgbC76iZ.pdf> .