Introduction

MarkMonitor welcomes the opportunity to comment on the Proposed Review Mechanism to Address Perceived Inconsistent Expert Determinations on String Confusion Objections (SCOs)[1]. As the global leader in online brand and consumer protection, MarkMonitor applauds decisions that mitigate confusion and deception within the expanded Internet namespace.

Comments

In any future gTLD application rounds, MarkMonitor supports a widely applicable and reliable String Confusion Objection appeals mechanism. Consumer protection experts both within the ICANN community as well as external to the ICANN community should develop objective criteria by which to judge string similarity in future rounds.

MarkMonitor looks forward to utilizing the new gTLD program RPM review (slated to begin in 2015) to address this and other issues.

About MarkMonitor

MarkMonitor, the world leader in enterprise brand protection and a Thomson Reuters Intellectual Property & Science business, uses a SaaS delivery model to provide advanced technology and expertise that protects the revenues and reputations of the world's leading brands. In the digital world, brands face new risks due to the web's anonymity, global reach and shifting consumption patterns for digital content, goods and services. Customers choose MarkMonitor for its unique combination of industry-leading expertise, advanced technology and extensive industry relationships to preserve their marketing investments, revenues and customer trust. Learn more at www.markmonitor.com.

Respectfully Submitted,

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[1] Proposed Review Mechanism to Address Perceived Inconsistent Expert Determinations on String Confusion Objections: Framework Principles, February 11, 2014, at http://www.icann.org/en/news/public-comment/sco-framework-principles-11feb14-en.htm.