



Akram Atallah
President Global Domains Division
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By email: akram.atallah@icann.org

17 September 2014

Dear Akram,

Progress with .brand applicants and future co-operation

We are both aware of the time it took to negotiate Spec 13 to the Registry Agreement (RA) in order to fix a number of issues that were simply irrelevant to .brand registries. We would like to thank you and your staff for the effort taken to make this happen.

Since concluding the Spec 13 negotiations and implementation discussions at ICANN50, we are pleased to note that the uptake for Spec 13 by .brand registries has accelerated. In the BRG we believe that this enthusiasm for Spec 13 was to be expected. It is also our belief that it demonstrates that the efforts in time and drafting by both your staff and the BRG, were worthwhile.

The future

Noting the above, we encourage ICANN to reach out to the BRG for issues which may affect .brand registries generally. While the BRG is currently an active participant in two ICANN groups looking at either change to the Registry Agreement or improvements in the future application process, there remain many issues where the BRG may be able to cooperate with ICANN staff to resolve issues and to assist ICANN and .brand registries.

Our objective has been and will continue to be to speak as the voice of .brands in order to lend the same efficiency and synergy that we hope we created through Spec 13.

Country Names and Codes and EBERO

Of prominent interest to the BRG's membership are the release of two character codes and country names along with special issues for .brands in the EBERO processes and timeframes. We look forward to working with GDD in the future to resolve these and other issues as they arrive. We believe that the cooperation between the BRG and ICANN during Spec 13, especially in the final days, serves as a great template for future efforts.

Once again, many thanks for the help of the GDD and your staff. We look forward to meeting again at ICANN51 in Los Angeles.

Yours sincerely,

Martin Sutton
President

The Brand Registry Group (BRG) is an independent membership organisation of owners of a top-level domain name that matches their existing brand. The turnover of the respective groups behind these domain names is some \$970 billion. The BRG is registered by Royal Decree as an international not-for-profit under Belgian law. It represents members' common interests and offers services paid for from fees.