



BRG comments to ICANN52 Singapore open forum

My name is Martin Sutton and I am the chair of the Brand Registry Group.

You will be aware that BRG members have been engaged on the issue of the release of country names and two-character codes as these are key to efficient navigation and the customization of web presence to the benefit of our customers and consumers.

We were then especially disappointed that ICANN's recent reaction to a letter from the GAC chair on this subject which called primarily for improved information for GAC members, eroded business certainty.

Certainty of process is vital for all of us.

We were encouraged to hear this re-stated in public by Board members this week. We were also encouraged to hear from Board members that they will look to develop practical solutions for the future to deal with different types of communication from the GAC – such solutions would bring clarity and benefit all parties: GAC, Board, staff, Registries and ultimately users.

We will be writing to you in greater detail on this and hope that we will shortly see an implementation of these practical solutions to ensure certainty for all parties.

In the meantime, the Registry Agreement does provide for the release of the two-character codes with ICANN's approval where there are measures to avoid confusion with the corresponding country codes. In the case of a Brand Registry, by the very nature of how it will be used in conjunction with that Brand, there is no realistic possibility of confusion with the country codes. We urge ICANN therefore to approve the release of these two-character codes for Brand Registries with the minimum of delay.

About Us

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 \$1290 billion. The BRG is registered by Royal Decree as an international not-for-profit under Belgian law. The group represents the common interests of members and offers selected services paid for from fees.