

# Statement to ICANN Beijing public forum – April 2013



"This is a statement on behalf of the Brand Registry Group –in formation.

## ***A little background***

Around one third of all TLD applications were submitted by brand owners for a string that matches their brand, a product or service. These applicants share a common vision: they have unique plans to run registries in furtherance of a business purpose beyond offering registry services to the general public.

They also have a unique set of needs as future Registries including:

- a specific type of Registry agreement
- specific Registrar agreements
- specific relevance to registrant protection measures.

A group of these applicant registries have established the Brand Registry Group – *in formation*.

## ***Some developments***

Over the last few months the founding supporters of the Group (listed on our website at [www.brandregistrygroup.org](http://www.brandregistrygroup.org)) have been reaching out to other brand registries with a view to establishing the Group more formally. This will now happen.

It is envisaged that the Group will be an independent membership organisation. It will be a not-for-profit established under national law and it will seek to represent the members' common interests.

## ***Two comments on who we are not and who we are***

It is not envisaged at this time that the Group will represent registries that are single registrant, single user generic type.

It is envisaged that the BRG will represent future top-level domain registry operators that can currently be characterised by five criteria. That is registries:

- who are the *owners* of an organisation or brand that forms their applied for TLD
- whose TLD represents an identical pre-existing *trademark*
- whose TLDs are in furtherance of their *pre-TLD* operations business interests
- whose main business area is *outside* the domain name industry
- whose TLD will be *single entity, single user*, and who do not intend at this time to sell second-level domain names to the general public."