

## Statement to ICANN49 Singapore Public Forum March 2014

The Brand Registry Group is a trade association that represents .brand registry interests. Its membership is made up of people and companies that are both new to this process and have been involved in this process for some time in other capacities. We bring this up for an important reason. ICANN is changing.

Change comes from many different places and effects many different relationships: whether it is a relationship between the US government through the IANA contract or relationships between members of this community. We are changing. But isn't that the beauty of the Internet and this space: we are not constricted by old business models and relationships from making these changes while retaining an inclusive and open environment.

The BRG and other representatives of .brand registries have spent the past year negotiating with ICANN and various stakeholder groups to create a ".brand" registry agreement. What struck us through this process was the ability for several groups to find a middle ground and, in the end, work around roadblocks that were thrown in our way. We worked as a community despite our differing opinions. That is supposed to be how this works; but we think that over the past several years, this can sometimes get lost through entrenched positions.

As we all move forward in this process, we will strive to remember that we are all in this together. That it is time for all stakeholder groups, staff, government, and others to put aside those old entrenched animosities and look at how we, despite our differences, can make this a stronger, open, safe and secure Internet for the future.

Many have said the world is watching and this is true. Unless we all swallow our pride and work together, both ICANN officers and stakeholders, bottom up and with honesty, we will fail at this endeavour. Let's show the world what we can do.

Reply:

Cherine Chalaby, ICANN Board:

"Thank you, Martin, and just to say that we really look forward to seeing how the dot brands will transform the Internet domain space in the coming months and years, and we welcome their contribution to the new TLD and ICANN community. Thank you".