

## Briefing No.13: an invitation to join the trade association of brand registries

### ***Background***

In ICANN's recent top-level domain name application round, there were a total of 1930 applications: one third of these applications were submitted by brand owners for a string that matched their brand. These applicants share a unique set of needs including:

- a .brand Registry Agreement that is fit for purpose
- understanding by governments and ICANN that .brands are different
- dialogue with their peers on transition from .com to .brand.

There is a need for the voice of .brands to be heard in ways that are not represented in ICANN today. That voice is the Brand Registry Group.

### ***Who qualifies as a member of the Brand Registry Group?***

We have two types of membership. Full members are applicant or delegated domain name registries who are the owners of a brand that forms at least one applied for top-level domain name, and where that name represents a pre-existing trademark. And we offer Transitional membership at a reduced fee to those who intend to apply in the future. Members may be represented by a proxy of their choosing.

### ***What sort of group is the BRG?***

The BRG is a trade association of over 35 organisations and growing. The annual turnover of the respective groups behind their TLDs is some \$1300 billion. We are established as an international not-for-profit under Belgian law. The BRG charges annual (January – December) member fees per organisation. This allows us to pay for permanent staff to undertake the key representative, administrative and policy roles required. Members can participate directly or may appoint a proxy. Our strength lies in our numbers.

### ***Members***

Adobe, Alibaba, Amazon, BBC, BBVA, Booking.com, Caravan, Deloitte, Ferrero, Fox, GMO Internet, Grainger, Gucci, Hitachi, Honda, HSBC, Intellectual Reserve, KPMG International, LEGO, Marriott, Microsoft, Monash, Neustar, Philips, Richemont, SAS, SCA, Seiko Epson, Shell, Sky, Smart Communications, Sony, Teva, Toshiba, Virgin Enterprises, WoltersKluwer, Yahoo!

### ***What does the BRG seek to do?***

Our ambition outlined in the BRG's 2014-2017 strategic plan is that:

- there should be a streamlined unique application pathway for .brands with a custom registry agreement;
- the BRG should be seen as an essential stakeholder by ICANN and a key interlocutor by governments;
- the BRG should directly influence future ICANN policy;
- the BRG should be seen as the natural home for .brand-type registries.

## ***What services does the group offer its members?***

Advocacy, Networking and Best practice. The table below shows some of these in detail and indicates which services uniquely benefit BRG members.

### **1. Advocacy to ICANN**

<b>Objective</b>	<b>Implementation</b>	<b>Unique to members?</b>
Customise the registry agreement	Spec 13 March 2014	How and what we seek to customise is unique
Spec 13 compliance	BRG template	Yes
Customise the registry agreement further	Ongoing with RySG ad GNSO groups	How and what we seek to customise is unique
Fast-track permission to use two-character codes	Done	No
Fast-track permission to use country names	BRG template Ongoing	Yes
Improve the future application process	Ongoing with RySG ad GNSO groups	BRG transitional members can tell us what they want
Create a separate stream for future .brand applications	ICANN46-54 Ongoing	No
Dialogue with third parties	Ongoing	Yes
Meet ICANN staff and Board members	ICANN46-54 Ongoing	Yes
Define participatory relationship with ICANN	Advocate within ICANN	Yes
Streamline the selection of technical service providers	Advocate within GNSO, ICANN Board	No

### **2. Advocacy to governments**

Maintain a positive relationship with GAC	ICANN46-54 Ongoing	Yes
---	-----------------------	-----

### **3. Networking opportunities**

Create networking opportunities for members	ICANN46-54 Ongoing	Yes
Hold regular conference calls	Monthly	Yes

### **4. Best practice and aspects of operating a .brand registry**

Voluntary standards for navigation in .brands	Done 2014	Yes
Registry finance best practice	Ongoing	Yes
How to Guides	5 to date	Yes
Workshops and webinars on operational aspects such as: - the business case - internal governance - technical aspects of launch - integration - security	Valideus 2013,2014 Authentic Web 2014 Wolf Domains 2015 BRG w/s ICANN54 2015 Ongoing	Yes

If you are interested in joining please e-mail the BRG Director General Philip Sheppard: [info@brandregistrygroup.org](mailto:info@brandregistrygroup.org)