

Brand Registry Group

ICANN 48 Buenos Aires

NTAG

20 November 2013

Agenda

1. BRG state of play
2. Future relationships
3. A .brand customised Registry Agreement
4. Country code fast track

1. BRG state of play

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

Who we are

- The Brand Registry Group (BRG) is an independent membership organisation of owners of a top-level domain name that matches their existing brand. The annual turnover of the respective groups behind these domain names is some \$873 billion. The BRG is registered by Royal Decree as an international not-for-profit under Belgian law. It represents members' common interests and offers a set of services paid for from fees.

Members to date

- Amazon, BBC, BBVA, Booking.com, Ferrero, Fox, Gucci, HSBC, KPMG International, LEGO, Microsoft, PeopleBrowsr, Philips, Reckitt Benckiser, Richemont, SCA, Seiko Epson, Shell, Sky, Virgin Enterprises, Yahoo!

2. Future relationship with RySG

- Evolution working group
- Interest Group?
- Constituency?
- Interim option for direct group membership?

Future relationship with other new registry groupings

- .geo registries
- Domain Name Association – desire to cooperate and avoid duplication
- NTAG

3. A .brand customised Registry Agreement

- Seeking an addendum not a new contract
- Trying to reduce irrelevancy i.e.
 - no need for registrant protection where there are no registrants
 - no need for failure protection, where they are no victims of failure

4. Fast track country code process

- Letter to GAC
- Notification to ICANN

Comments and Questions

Thank you.

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