GAC WG Protection of Geographic Names

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Objectives of the GAC WG on protection of geographic names in new gTLDs:

- Lower uncertainty for the applicant, for countries, regions and communities.
- Prevent / Avoid misuse of names which are relevant for communities, regions, countries, etc.
- Lower the conflicts once the results of new round of new GTLDs will be announced.
- Give background information which can be useful to ICANN in the definition of the next round of new gTLDs rules.
“Public interest”: What does it mean?
Relevance for the community

- Meaning of the geo-name or community-name for the citizens and communities.
- Economic value for citizens, companies and the community, including existing trademarks at the national level.
- Economic value for brand owners that are the same as the geo names or community names.
- Historic value for citizens and communities of geo names and community names.

Working Document produced by WG in ICANN website:
https://goo.gl/EXh9Qx
To be developed for future rounds of new gTLDs:

For the applicant:

– Previous research and investigation about different meanings of the applied for string, considering also the notion of protection of a name even if it is being translated to another language.

– In the case of any doubts, encourage the applicant to establish contact, previous to the application, with the relevant authorities of the country – city – region – subregion - community or whichever corresponds.
Success stories or conflicts?

2 - Best practices for ICANN

- Enhance outreach efforts to all countries and regions of the world previous to the next new gTLD round.
- Establish a clear process for governments to raise their concerns when their territories—cities or other relevant names—are used in the next new gTLD round.
- Establish clear steps/way forward for both the applicants and government in reaching consensus in relation with the applied gTLD.
- Establish rules about what’s next if there is no consensus reached between both parties.
New proposal: Repository of Terms with Geographic Significance

• To be maintained by ICANN.
• Governments, public authorities add relevant lists and/or terms to the repository.
• Effective public consultation requirement: opportunity to raise any concerns about any such strings.
• Contact obligation: In case of a match or a confusingly similar name, applicant would be obliged to contact the relevant government, public authority, etc.
• No objection requirement: Applicant would be required to obtain a non-objection statement.
• Dispute resolution in cases that a non-objection is not obtained.
• Documentation obligation.
Interested in our work? Want to review documents produced?

- Participate in the WG and GAC plenary sessions in Copenhaguen:
  - Sunday March 12 - 8 hs and 17 hs

- Review all the documents produced by the WG:
  - About Public Interest
  - Protection of GEO names Background document (was open to public comments)
  - Comments to the Background document
  - Presentations

Do not find them in the ICANN Website? Send an email to:

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Many thanks!! Muchas gracias!!