Trademark Protection

26 June 2009

Trademark Issues

- IRT formed at direction of the Board to recommend solutions to Trademark issues in new gTLD implementation

- The IRT developed Preliminary and Final Reports recommending seven specific solutions

- The reports were published for public comment and are now presented for community discussion with the goal of…

- Discussion regarding the effectiveness and 'implementability' of the suggested solutions (for inclusion into the new gTLD process)

Consultations and Communications

- We are in the middle of a process

- Complete scheduled consultations in different regions, encourage participation

- Get a sense of support of the recommendations and suggestions for improving them

- Ask IRT members and community experts for potential changes to the recommendations given the results of the consultations

- Staff to come back to the board at the end of consultations, options for strategy going forward, and straw man model for public comment

Approach to Recommendations

- For each recommendation:
  - Gauge support and potential amendment based upon community consultations
  - Review potential changes with former IRT members and other community experts
  - Perform cost/benefit analysis and devise implementation plan as required
  - Determine policy implications for each of the recommendations

- Write report for community comment: suggesting changes to the Guidebook for discussion