

Subject: Business Constituency comment on Release of Country and Territory Names in .BMW and .MINI TLDs

Date: Friday, January 23, 2015 at 11:36:24 AM Eastern Standard Time

From: Steve DelBianco

To: comments-bmw-mini-amendment-11dec14@icann.org

The Business Constituency (“BC”) appreciates the opportunity to provide comments to the proposed amendments to the .BMW and .MINI registry agreements submitted through the Registry Services Evaluation Policy (“RSEP”) on 13-Nov-2014 and posted for public comment on 11-Dec-2014 at <https://www.icann.org/public-comments/bmw-mini-amendment-2014-12-11-en>.

In its RSEP request, Registry Operator Bayerische Motoren Werke Aktiengesellschaft seeks the release of all country and territory names, as defined in Section 4 of Specification 5 of the Registry Agreement, at all levels of the .BMW and .MINI TLDs. The BC fully supports this request.

The BC believes that the use of country and territory names will allow such .BRAND registries to segment their TLDs in a way that is meaningful to Internet users around the globe. Geographic segmentation will bring greater efficacy to .BRAND TLDs, ultimately benefitting businesses and consumers by helping the registry operator target content to audiences in specific geographic regions, using linguistically appropriate domain names and content.

In addition, we firmly believe that the release of country and territory names for .BRAND TLDs will enhance security and trust in online commerce by permitting businesses to exercise more control over the security and stability of their customized web sites.

For all these reasons, the BC fully supports this proposal and urges ICANN to amend the registry agreements for the .BMW and .MINI TLDs accordingly.

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This comment was drafted by J. Scott Evans and Andy Abrams and was approved in accord with our charter.

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