

Subject: Business Constituency (BC) comment on proposed Modification of Domains Protected Marks List service (DPML)

Date: Monday, September 24, 2018 at 9:24:56 AM Eastern Daylight Time

From: Steve DelBianco

To: comments-dpml-modification-15aug18@icann.org

CC: BC List

The Business Constituency (BC) appreciates the clarity that this modification will bring to the operation of the Domains Protected Marks List (DPML) service.

Rights holders rely on cost-effective and rapid measures to protect their trade marks against abusive registrations and the resultant consumer confusion and deception that such registrations can cause.

All end-users of the DNS deserve to be certain that the string they type into their browser will resolve to the site that they intend to access. the DPML service assists rights holders in trying to ensure that this is indeed the case, helping to maintain a clean online environment for all.

--

This comment was drafted by Marie Pattullo and Vivek Goyal.
It was approved in accord with our Charter.

--

Steve DelBianco
Vice Chair for Policy Coordination
ICANN Business Constituency