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CADNA's Paris Forum: Brand Owners Working Together to Curb Domain Name Abuses and Improve the Internet

WASHINGTON, July 2 -- This past week, the 3rd Coalition Against Domain Name Abuse (CADNA) international domain abuse forum was held in Paris to coincide with one of the most contested ICANN meetings in years. Brands from around the world gathered at the CADNA forum with academic and business leaders to discuss the future of the domain name space and what can be done to improve the landscape for consumers and brand owners alike.

CADNA's forum aimed to give brand owners the chance to share their collective knowledge, discuss matters related to online brand enforcement, and better understand the developments underway in ICANN. Attendees heard expert advice on the changing domain name landscape from WIPO, IP Twins, a law professor from the EDHEC Business School, CADNA representatives from Rlichemont, HSBC, Bacardi, and FairWinds Partners.

CADNA's forum was timely given the widely publicized decision by the ICANN Board to open up the domain name space to as many as 300 new gTLDs in 2009. Despite opposition by many leading brand owners at the ICANN meeting, the Board moved forward with this drastic domain name policy that will impact brand owners and consumers alike.

There was some positive news for brand owners at the meeting, however. The ICANN Board delayed making a decision on proposed voting and restructuring changes to the Generic Names Supporting Organization (GNSO) council that would reduce the voice of business in this policymaking body from 33% to 21%. The concerted efforts of many individuals and companies both inside and outside of ICANN sent a clear message to the Board that the community will not sit idly by as the Board considers moving forward with this proposal.

The ICANN Board has asked for more work to be done at the council level before they make a final decision at the end of August. During this period, it is critical for brand owners to voice their concerns and work to prevent the disenfranchisement of important constituencies whose inclusion is necessary for effective and balanced policy making.

As always, CADNA remains dedicated to being a source of information and an agency of action that will assist brand owners in making the Internet safer and more stable.

The Coalition Against Domain Name Abuse (CADNA) is a 501(c)(6) non-profit organization dedicated to ending the systemic domain name abuses that plague the Internet today. Its members include the following global corporations: American International Group, Inc.; Bacardi & Company Limited; Compagnie Financière Rlichemont SA; Dell Inc.; DIRECTV, Inc.; Eli Lilly and Company; Hilton Hotels Corporation; HSBC Holdings plc; Marriott International, Inc.; Verizon Communications Inc.; and Wyndham Worldwide Corporation. For more information, please visit www.cadna.org.

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