

Josh Bourne, President

September 30, 2010

Phil Lodico, Vice President

Mr. Peter Dengate Thrush  
Chairman of the Board  
ICANN

American International Group, Inc.

Bacardi & Company Limited

Cc: Rod Beckstrom  
President and CEO  
ICANN

Carlson/Carlson Hotels Worldwide/Carlson  
Restaurants Worldwide

Dell Inc.

Mr. Thrush,

DIRECTV, Inc.

As a coalition of major brand owners, CADNA urges ICANN to provide a full public response to the GAC's concerns and recommendations as outlined in the GAC's September 23 letter Re: GAC Comments on new gTLDs and DAGv4.

Eli Lilly and Company

Goldman, Sachs & Co.

As the GAC's letter states, "consultations by individual GAC members with business stakeholders underline how [substantial and often prohibitive defensive registration cost of new TLDs] remains a fundamental downside to the expansion of the gTLD space, far outweighing any perception of opportunities for innovation and customer-orientated benefits from the creation of corporate brand TLDs."

Harrah's Entertainment, Inc

Hewlett-Packard Company

Hilton Hotels Corporation

HSBC Holdings plc.

The GAC goes on to suggest that "more concerted attention needs to be paid by ICANN to mitigate the costs to brand owners of new gTLDs arising from the need to acquire defensive registrations."

InterContinental Hotels Group

Marriott International, Inc.

CADNA acknowledges ICANN's plans to publish descriptions of a "substantive evaluation" process for trademarks in the next Draft Applicant Guidebook (DAGv5), and the coalition looks forward to seeing how the GAC's concerns are addressed in this and any additional language. CADNA is particularly eager to see ICANN's response to the GAC's call for an analysis of the economic and market impacts of the TLD launch, particularly with regard to the planned launch's effects on competition, innovation and trademark protection.

Morgan Stanley

New York Life Insurance Company

NIKE, Inc.

Verizon Communications Inc.

Wells Fargo & Company

Wyndham Worldwide Corporation

Sincerely yours,



Josh Bourne  
President, CADNA