

13 June 2019

Ambassador Achilles Zaluar
Director, Department for Technological Promotion
Ministry of Foreign Affairs, Brazil

RE: New gTLD Application for .AMAZON

Dear Ambassador Achilles Zaluar,

Thank you for your recent communications regarding the Amazon corporation's applications for .AMAZON and related internationalized domain names (.AMAZON applications). Your letters of [21 February](#), [23 April](#) and [7 May 2019](#) have been posted to the [ICANN Correspondence page](#).

In your letters, you address concerns related to the Amazon corporation's proposed Public Interest Commitments (PICs) as well as the timeline provided by the ICANN Board for the Amazon Cooperation Treaty Organization (ACTO) to reach a mutually acceptable solution with the Amazon corporation. I am writing on behalf of the Board to inform you that, in a Board meeting held on 15 May 2019, the Board passed [resolutions](#) related to the .AMAZON applications in which the Board directed me as ICANN President and CEO to continue processing the .AMAZON applications. Your letters were taken into account in the Board's consideration of these resolutions.

The full resolutions state:

Resolved (2019.05.15.13), the Board finds the Amazon corporation proposal of 17 April 2019 acceptable, and therefore directs the ICANN org President and CEO, or his designee(s), to continue processing of the .AMAZON applications according to the policies and procedures of the New gTLD Program. This includes the publication of the Public Interest Commitments (PICs), as proposed by the Amazon corporation, for a 30-day public comment period, as per the established procedures of the New gTLD program.

Resolved (2019.05.15.14), the Board thanks ACTO, the ACTO member states, and the Amazon corporation for their time and efforts in attempting to reach a mutually acceptable solution on this matter.

Resolved (2019.05.15.15), the Board thanks the ICANN org President and CEO, along with his team within the ICANN organization, for their facilitation efforts.

ACTO Secretary General, Ambassador Alexandra Moreira Lopez, was informed of these resolutions in a [17 May 2019 letter](#).

The Board took this action in accordance with Board resolutions [2019.03.10.01-.07](#) and in recognition of all input received relating to the .AMAZON applications. In the [rationale](#) for its resolution, the Board states:

The Board recognizes the need to balance concerns of all those involved, and to act fairly and transparently at all times. Indeed, the Board has considered the concerns raised regarding the .AMAZON applications at every stage of their processing through the New gTLD Program.

However, the Board is also cognizant of the time that has lapsed since the .AMAZON applications were submitted in 2012, and since the Amazon corporation prevailed in its Independent Review Process (IRP) against ICANN in July 2017. Since that time, the ICANN Board and org have engaged with the Governmental Advisory Committee (GAC), ACTO, and the Amazon corporation in pursuit of a mutually acceptable solution, as evidenced by the numerous meetings, proposals, and letters received on the topic of the .AMAZON applications over the past few years. The Board believed that its March 2019 resolution allowing a further, short period of time—following over a year of facilitation by the ICANN org Preseident and CEO—before the Board made a final decision about whether to move toward delegation of the .AMAZON applications was appropriate and in line with requests by ACTO member states for additional time. The Board considered that this additional time could lead to a mutually acceptable solution regarding those applications.

As of today, two months from the Board’s March 2019 resolution, ACTO and the Amazon corporation have been unable to come to a mutually acceptable solution or agree on an extension of time for continued discussions. In light of this, the Board is now moving forward with the next steps laid out in Board resolution 2019.03.10.05 and is directing ICANN org to continue processing the .AMAZON applications toward delegation.

As per resolution 2019.05.15.13, ICANN org will now proceed with processing of the .AMAZON applications. ICANN org has notified the Amazon corporation to formally submit their Public Interest Commitments (PICs) to us for review, through an [application change request](#), per the rules and procedures of the ICANN New gTLD Program. Once the PICs are submitted to us, we will process, review and post them on each of the .AMAZON applications’ webpages on the [New gTLD Microsite](#) for a 30-day comment period. Any comments that you may wish to submit can be provided via the [Application Comment forum](#) at that time. While ICANN org cannot at this time definitively confirm when the PICs will be posted for comment, we estimate that the comment period could start as soon as early July 2019.

I would like to personally thank you for your efforts in trying to reach a mutually acceptable solution and for your continued participation in the ICANN multistakeholder model. ICANN org remains available to you to answer any questions regarding this resolution.

Sincerely,



Göran Marby
President and Chief Executive Officer
Internet Corporation for Assigned Names and Numbers (ICANN)