



The Internet Corporation for Assigned Names and Numbers

2 May 2012

Dr. Marie-Paule Kieny
Assistant Director-General
Innovation, Information, Evidence and Research
World Health Organization
20, Avenue Appia
CH-1211 Geneva 27
Switzerland

Dear Dr. Marie-Paule Kieny:

Thank you for your letter dated 11 April 2012 urging ICANN to postpone the assignment of .HEALTH (in any language) as unrestricted top-level domain name under the New gTLD Program. We appreciate your interest in the New gTLD Program and your taking time to write to us.

The New gTLD Program is intended to open up the top level of the Internet's namespace to foster diversity, encourage competition, and enhance the utility of the Domain Name System. While the New gTLD Program does not contemplate the postponement of the delegation of certain new gTLDs, it does provide avenues to raise objections and other safeguards. Parties with standing have the option to have their objections considered before a panel of qualified experts. There are four types of formal objections to new gTLDs that are available to parties with standing: (1) String Confusion Objection; (2) Legal Rights Objection; (3) Limited Public Interest Objection; and (4) Community Objection. These are described in detail in Module 3 of the Applicant Guidebook at <<http://newgtlds.icann.org/en/applicants/agb>>. For example, the Community Objection seeks to prevent the misappropriation of community names. The Legal Rights Objection seeks to prevent trademark abuses. Inter-Governmental Organizations (IGOs) are afforded protection similar to those provided to trademark holders. A formal objection initiates a dispute resolution proceeding that is conducted in accordance with a published set of rules and using an established set of standards.

The New gTLD Program also provides a forum for members of ICANN's Governmental Advisory Committee to provide advice and voice concerns regarding names that might be objectionable or sensitive. The Governmental Advisory Committee's key role is to provide advice to ICANN on issues of public policy, and especially where there may be an interaction between ICANN's activities or policies and national laws or international agreements. The New gTLD Program includes two processes, the Governmental Advisory Committee "Early Warning" and "Advice" processes. These processes were intended to address concerns and protect interests such as the ones raised in your letter. The Early Warning process allows members of the Governmental Advisory Committee to provide a notice to an applicant that an applied-for TLD might be

Los Angeles
Offices:

4676 Admiralty Way, Suite 330
Brussels

Marina del Rey, CA 90292-6601
Silicon Valley

USA
Sydney T +1 310 301 5800

F +1 310 823 8649
Washington

<http://icann.org>

sensitive or controversial, and provides incentives for the applicant to withdraw the sensitive application. The Advice process allows the Governmental Advisory Committee to provide advice to the ICANN Board that a certain application should be rejected. These processes are described in Modules 1 and 3 of the Applicant Guidebook. The World Health Organization can work with governments to avail itself of these particular protections.

If after reviewing these procedures you have additional questions, please do not hesitate to send them in reply to this email. The World Health Organization may also wish to consider raising directly with any potential applicant(s) for .HEALTH (in any language) any issues/concerns with regards to the commercial use of such TLD(s). And, as mentioned above, the World Health Organization can participate in the objection processes, or raise its concern(s) with the Governmental Advisory Committee.

For more information on the formal objection and dispute resolution process for new gTLDs, please refer to the ICANN new gTLDs website at <<http://newgtlds.icann.org>>. The Applicant Guidebook can be found at <<http://newgtlds.icann.org/en/applicants/agb>> and information about ICANN's Governmental Advisory Committee is at <<https://gacweb.icann.org/display/gacweb/Governmental+Advisory+Committee>>.

Sincerely yours,



Kurt J. Pritz
Senior Vice President, Stakeholder Relations
Internet Corporation for Assigned Names and Numbers

cc: Rod Beckstrom

cc: Steve Crocker