CONSEJO REGULADOR

ICANN New gTLD program committee  
ICANN Board Members  
ICANN’s Governmental Advisory Committee  
Country representatives of the ICANN’s Governmental Advisory Committee

Jerez, April 3, 2014

POSITION OF CONSEJO REGULADOR OF THE “JEREZ-XÉRÈS-SHERRY” DENOMINATION OF ORIGIN, REGARDING THE .WINE AND .VIN NEW GTLD APPLICATIONS

Dear Sirs,

Our organization officially represents the grape growers and wine producers based in the región of “Jerez-Xérès-Sherry”. In addition, our region is a proud signatory of the Joint Declaration to Protect Wine Place & Origin (available at www.protectplace.com).

This Declaration to Protect Wine Place & Origin is an alliance of quality wine growing regions from across the globe that seek to increase the protection of wine labels and the integrity of wine place names, which are fundamental tools for consumers to identify the special wines of great winegrowing regions. All wine regions that have signed the Declaration are committed to educating consumers about the importance of location and ensuring that wine growing place names are protected and easily identifiable is central to this effort.

1. THE CONSEJO REGULADOR’S CONCERNS

On 22 March 2014, the ICANN New gTLD Program Committee ("NGPC") directed that the applications for .WINE and .VIN should proceed through the normal evaluation process.

On 27 March 2014, the ICANN’s Governmental Advisory Committee ("GAC") noted at least one process violation and procedural error with respect to the Board’s decision, including in relation to ByLaws Article XI-A, Section 1 subsection 6 which states:

“6. Opportunity to Comment. The Governmental Advisory Committee, in addition to the Supporting Organizations and other Advisory Committees, shall have an
opportunity to comment upon any external advice received prior to any decision by
the Board."

The GAC therefore advised that the Board reconsidered the matter more fully
before delegating the .WINE and .VIN strings.

In addition, the GAC indicated that the concerned GAC members believe the
applicants and interested parties should be encouraged to continue their
negotiations with a view to reach an agreement on the matter.

In this context, we are writing to you to express our concern with regard to how
the new .WINE and .VIN gTLDs may negatively impact our organisation’s
ability to protect against fraudulent use of Wine related Geographical Indications
("GI’s) and the wine regions we represent. When it comes to wine, location
matters. Whether we use the AVA system or the GI system, our wine growing
places are unique and these terms are understood by consumers to denote the
origin and the quality of products produced in a special geographical area. In
Europe, GIs are generally defined as being "indications which identify a good as
originating in the territory of a Member, or a region or locality in that territory,
where a given quality, reputation or other characteristic of the good is essentially
attributable to its geographical origin". GIs therefore guarantee that a product is
from a certain region, and of a certain nature and quality. In the United States,
AVA’s perform a similar role in identifying for consumers where their wines
come from.

Allowing the applications for .WINE and .VIN to proceed through the normal
evaluation process without additional safeguards would seriously undermine
the protection consumers worldwide expect and is granted to GIs by the TRIPS
and Lisbon Agreements as well as by the relevant EU regulations. The
protection of GIs, AVAs and wine growing region names also serves the public
interest because of the particular risks of fraudulent misuse of these terms which
the Signatories regularly witness. Internet users could indeed be deceived into
believing that they are buying a genuine product with specific qualities and
characteristics, when they are in fact getting an imitation.

2. THE NECESSARY MEASURES TO BE TAKEN

We note that, to date, none of the .WINE and .VIN applicants has unequivocally
included in its application appropriate safeguards for the protection of GIs,
AVAs or wine growing place names.

We therefore respectfully call for ICANN and the GAC to either:

(a) Grant adequate protection to all wine growing regions including GIs. It
is indeed absolutely necessary for the Signatories to ensure that, if the
extensions are delegated, there are additional safeguards around the
.WINE and .VIN domain names with protection for GIs and all wine
growing place names at the second level.

or
(b) Withdraw the .WINE and .VIN extensions.

Alternatively, we would, a minima, respectfully call for ICANN and the GAC to grant more time to the applicants and interested parties in order to reach proper agreement before issuing a final decision on the delegation of the .WINE and .VIN strings.

We look forward to hearing from you.

Yours sincerely

César Saldaña