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## **SIIA Calls to ICANN Guidebook Vote a Challenge to Trademark and Copyright Owners**

**Washington, D.C. (June 20, 2011)** - The Board of Directors of ICANN today approved a proposal to add hundreds and possibly thousands of new generic top level domains (gTLDs) to the Internet. The proposal has been years in the making, and the 400-page Draft Applicant Guidebook that describes it has undergone seven major revisions. The Software and Information Industry Association (SIIA) believes that the decision to approve the Guidebook represents a significant threat to copyright owners.

Scott Bain, SIIA's Chief Litigation Counsel and participant in ICANN, said "This new gTLD program, as currently formulated, represents a significant challenge to trademark and copyright owners. While SIIA favored a targeted approach to address specific gTLD needs, such as non-latin script gTLDs, ICANN's approved program is extremely broad. Intellectual property owners will need to familiarize themselves quickly with the Rights Protection Mechanisms in the gTLD Applicant Guidebook, and expend even more resources and time in enforcing their rights against cybersquatters and infringers."

### **About SIIA**

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to more than 500 leading software and information companies. For further information, visit [www.siiia.net](http://www.siiia.net).

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