
From: Louise Sandberg <louise.sandberg@businessfinance.com.au>
Sent: Tuesday, 27 February 2018 2:25 PM
To: auDA Policy Review
Subject: Policy Review Panel Feedback

Dear Sir/Madam,

I am responding to your request for feedback to the Registrant Policy Issues Paper - January 2018.

Based on my own views and those of a considerable number of private business owners I have discussed the matter with, I feel strongly that preference should be given to existing .com.au domain owners for the registration and allocation of .au names.

Brand owners have typically invested considerable time and resources into the purchase and/or development of their individual brands. By allowing a 3rd party the ability to secure a domain name that largely mirrors that which is already in existence, you are essentially transferring an intellectual property benefit from the party that has invested the time and resources to a party that has not.

Under Australian trade mark laws it would be rather difficult to facilitate this type of activity, without it being deemed confusing or deceptive conduct, so I find it surprising that the auDA Board would consider accommodating such policy. A new party should not be able to leverage off the efforts of others without compensation, or at the very least without the logical brand owner being prioritised.

I would therefore greatly appreciate if the panel would take this feedback into consideration.

Regards,

Louise Sandberg
Founder
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