

GAC Early Warning – Submittal Amazon-BR-PE-58086

Application ID:	1-1315-58086
Entity/Applicant Name:	Amazon EU S.à r.l.
String:	AMAZON
Early Warning Issue Date:	20 November 2012

Early Warning Description – This will be posted publicly:

GAC Member(s) to indicate a description of the Early Warning being filed

On behalf of the **Governments of Brazil and Peru**, we would like to express our concern regarding the application for the generic top-level domain (gTLD) “.AMAZON” by the private company "Amazon EU S.à.r.l.", a subsidiary of “Amazon.com Inc.”

Reason/Rationale for the Warning – This will be posted publicly:

GAC Member(s) to indicate the reason and rationale for the Early Warning being filed.

The Amazon region constitutes an important part of the territory of Bolivia, Brazil, Colombia, Ecuador, Guyana, Peru, Suriname and Venezuela, due to its extensive biodiversity and incalculable natural resources. Granting exclusive rights to this specific gTLD to a private company would prevent the use of this domain for purposes of public interest related to the protection, promotion and awareness raising on issues related to the Amazon biome. It would also hinder the possibility of use of this domain to congregate web pages related to the population inhabiting that geographical region.

In addition, this gTLD string requested by "Amazon EU S.à.r.l." matches part of the name, in English, of the “Amazon Cooperation Treaty Organization”, an international organization which coordinates initiatives in the framework of the Amazon Cooperation Treaty, signed in July 1978 by Bolivia, Brazil, Colombia, Ecuador, Guyana, Peru, Suriname and Venezuela, and expedites the execution of its decisions through its Permanent Secretariat.

It should also be noted that the application for the “.AMAZON” gTLD has not received support from the governments of the countries in which the Amazon region is located. **Therefore, the Governments of Brazil and Peru (GAC Members), with full endorsement of Bolivia, Ecuador and Guyana (Amazonic non-GAC members) and also of the Government of Argentina**, would like to request that the “.AMAZON”

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gTLD application be included in the GAC early warning process.

Possible Remediation steps for Applicant – This will be posted publicly:

GAC Member(s) to identify possible remediation steps to be taken by the applicant

- The applicant should withdraw their application based on the information provided above

Further Notes from GAC Member(s) (Optional) – This will be posted publicly:

Further Notes from Peru

The Amazon region is also universally recognized by the rich biodiversity of the Amazon River. Born in Peru, the Amazon river is the largest in the world and before flowing into the Atlantic Ocean runs a distance of 5890 km, of which 2969 km runs in the Peruvian territory. In recognition of its importance, the Amazon has been declared one of the “Seven Wonders of Nature”, as can be seen on the following URL: <http://nature.n7w.com/?lang=es>

Regarding the “Amazon Cooperation Treaty Organization”, it should be noted that its main purpose is to promote the harmonious development of the Amazon while incorporating the countries’ Amazonian territories to their respective national economies, an essential condition for reconciling economic growth with environmental preservation.

The peruvian Amazon region comprises 61% of the total territory of Peru. The Amazon territory’s importance for Peru is reflected in the various international cooperation programs such as PNUMA, in the lively Peru's participation in international environmental forums, and the permanent measures of the government of Peru in favor of sustainable development in the region Amazon trough 36 natural protected areas and all the development programs with social inclusion of its population.

Also, in Peru one of our Regions has the Amazon name. For more information you can visit the following web page: <http://www.regionamazonas.gob.pe/sede/>

Further Note from Brazil

The principle of protection of geographic names that refer to regions that encompass peoples, communities, historic heritages and traditional social networks whose public interest could be affected by the assignment, to private entities, of gTLDs that directly refer to those spaces, is hereby registered with reference to the denomination in English of the Amazon region, but should not be limited to it. Rather, it shall be, in name of the public interest, applied by Brazil to possible future or existing applications in other languages, including IDN applications.

INFORMATION FOR APPLICANTS

About GAC Early Warning

The GAC Early Warning is a notice only. It is not a formal objection, nor does it directly lead to a process that can result in rejection of the application. However, a GAC Early Warning should be taken seriously as it raises the likelihood that the application could be the subject of GAC Advice on New gTLDs or of a formal objection at a later stage in the process. Refer to section 1.1.2.4 of the Applicant Guidebook (<http://newgtlds.icann.org/en/applicants/agb>) for more information on GAC Early Warning.

Instructions if you receive the Early Warning

ICANN strongly encourages you work with relevant parties as soon as possible to address the concerns voiced in the GAC Early Warning.

Asking questions about your GAC Early Warning

If you have questions or need clarification about your GAC Early Warning, please contact gacearlywarning@gac.icann.org. As highlighted above, ICANN strongly encourages you to contact gacearlywarning@gac.icann.org as soon as practicable regarding the issues identified in the Early Warning.

Continuing with your application

If you choose to continue with the application, then the “Applicant’s Response” section below should be completed. In this section, you should notify the GAC of intended actions, including the expected completion date. This completed form should then be sent to gacearlywarning@gac.icann.org. If your remediation steps involve submitting requests for changes to your application, see the change request process at <http://newgtlds.icann.org/en/applicants/customer-service/change-requests>.

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In the absence of a response, ICANN will continue to process the application as submitted.

Withdrawing your application

If you choose to withdraw your application within the 21-day window to be eligible for a refund of 80% of the evaluation fee (USD 148,000), please follow the withdrawal process published at <http://newgtlds.icann.org/en/applicants/customer-service/withdrawal-refund>. Note that an application can still be withdrawn after the 21-day time period; however, the available refund amount is reduced. See section 1.5 of the Applicant Guidebook.

For questions please contact: gacearlywarning@gac.icann.org

Applicant Response: