



LEADERSHIP AND  
MARKETING EXCELLENCE

20 October 2014

Mr. Thomas Schneider  
ICANN Government Advisory Committee Chair  
Thomas.Schneider@bakom.admin.ch

Mr. Peter Nettlefold  
ICANN CCWG on Country and Territory Names Chair  
peter.nettlefold@communications.gov.au

**RE: Comments on The Protection of Geographic Names in the New gTLD Process  
Proposal (Ms. Olga Cavalli), deadline 31 October 2014**

Dear Sirs:

On behalf of the Association of National Advertisers (ANA), whose almost 600 members and over 10,000 brands represent virtually every category and service sector and collectively spend over \$250 billion in marketing and advertising annually, we respectfully request that the deadline for responding to the above proposal be extended for all interested parties beyond 31 October 2014 until 31 December 2014. This proposal raises significant issues for our membership, the broad range of the international business sector and for the Internet community at large. An extension of time is necessary for all parties to carefully study the proposal, consult with their constituencies and provide appropriate and helpful feedback.

Thank you for your consideration. Please confirm receipt of this request and advise us if you have any questions or require any further information.

Sincerely,

A handwritten signature in black ink, appearing to read 'Dan Jaffe', is enclosed in a thin black rectangular border.

Dan Jaffe  
Group EVP, Government Relations

cc: GAC Comments Page (future-geo-doc-comments@gac.icann.org)  
GAC Secretariat (gacsec@icann.org)