



The Internet Corporation for Assigned Names and Numbers

25 October 2013

Mr. Wang Jingyu
Deputy Director
China Unicom

Dear Mr. Deputy Director Wang Jingyu:

Thank you for your letter dated 9 April 2013, regarding the string similarity of the applied-for TLDs .UNICOM and .UNICORN. We respectfully acknowledge your assertion that the applied-for TLDs .UNICOM and .UNICORN are unlikely to create confusion due to their operational differences. We appreciate that you took the time to write to us, and we have posted your letter to the New gTLD correspondence page at <http://newgtlds.icann.org/en/program-status/correspondence/wang-to-crocker-et-al-09apr13-en.pdf>.

The basis for the String Similarity review was determined by the ICANN community through years of bottom-up discussion. You can follow these discussions by viewing the summary and analysis of comments of previous versions of the Applicant Guidebook at (<http://newgtlds.icann.org/en/about/historical-documentation>). Through these discussions, the community determined that the scope of the String Similarity review during Initial Evaluation should only consider visual similarity, a relatively narrow and well-defined scope that has limited the total number of contention sets (outside of exact match). Other types of similarity are addressed through the Objections process, which considers all types of similarity, including visual similarity, aural similarity, and similarity of meaning.

We acknowledge your desire for these two applications to proceed independently, and note your concern that “the visual similarity test in this case does not accurately measure the likelihood of user confusion, given that it does not reflect string meaning, overall public impression, the distinctive nature of the products and services offered by the applicants, or the different markets being served by the applicants.” However, we must adhere to the policies that were agreed upon by the community embodied in the Applicant Guidebook and honor the results of the String Similarity review.

Thank you for your communication and your participation in the New gTLD Program. For updates about the Program, please visit the New gTLD Program’s microsite at newgtld.icann.org. If you have any questions, please contact the New gTLD Customer Service Center at newgtld@icann.org.

Sincerely,

Christine A. Willett
Vice President, gTLD Operations

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