

Dear Suzanne,

Thank you for your email. Please accept this email as my submission.

YES - auDA should require a connection between domain names and business names, and Registered Trademarks and recognised products (eg Arnotts should be allowed to register items such as TimTams as recognised products)

HAVE AN AUCTION - auDA should balance the interests of existing and new domain name registrants if more than one entity wants the same shorter domain name

DO NOT allow sub-leasing of domain names, it should be prohibited

We are one of the many small business in Australia that wants to grow to a big business, and as mos tof our marketing and client acquisition is via internet it follows that Domainnames are vitally critical in signposting the business.

Domainnames are a critical National Resource that needs to be kept away from those who would try to profit from it by stockpiling names, sitting on names, holding names they have no intention whatsoever to actually use in their 'actual' business, which is actually the on-selling of these domainnames to legitimate businesses.

If these people can sell a domainname that they have been 'holding' for a cost of a few dollars, for few years, to a company for many thousands of \$, it is my contention that those \$ should actually go towards auDA or some other regulators of useful body that is actually providing a service. I have no problem whatsoever for domainnames to be FAR more expensive, and for auDA or an Australian service provider to get the \$, if it means that legitimate businesses can get their name, get their trademark, or get the names that they want, but cannot get because of the extortion of those that hold their domainnames.

It is the single most difficult part of my business, for ten years we have struggled with testing and finding good names we cannot buy, or having to use less than optimal names because the names we want to buy, name after name after name are being stored by those who are skimmin gthe system. I have realised that it seems that the regulator is not preventing .com.au names from going to people with no intention whatsoever to use the names. So obviously the regulator needs more teeth, more funding and needs to get stronger in fighting the mess that stops good businesses form getting their own names to be able to use them on the internet.

regards

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