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From: Luke Scott [mailto:l.scott@mortgageadvice.com.au]  
Sent: Tuesday, 20 February 2018 10:26 PM  
To: Reg - Info <info@auda.org.au>  
Subject: disappointed to here about .au

Hi,

As a small business owner trying to create a brand in the online space I find the news of this release to be disappointing.

Seeing dot com was used to represent commercial use. now you want to bring shorter version in, which I don't mind in principle. But not offering the domain to myself first could be very damaging to my business and create confusion about which business is which.

If you choose a lottery system then what is stop me from applying for cba.au or anz.au and then extorting money. Or perhaps a malcomturnbull.au or any other high profile person you care to think of. I will just put my name in the mix for all the ASX listed companies along with anyone else that thinks of this strategy. It is not efficient

We have a situation where businesses are not allowed to have the same name to stop confusion via ASIC. By not offering these dot au extensions to the business with that registered business name then only problems can only arise.

This change smells of a cash grab on your front as it will be another set of extensions that businesses will have to buy in order to protect their business interests.

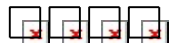
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