



International Trademark Association
Representing Trademark Owners Since 1878

Alan C. Drewsen
Executive Director

July 24, 2009

Mr. Rod Beckstrom
Chief Executive Officer and President
Internet Corporation for Assigned Names and Numbers
International Square
1875 I Street, NW, Suite 501
Washington, DC 20006

Dear Mr. Beckstrom:

I am the Executive Director of the International Trademark Association (INTA), a 131-year-old not-for-profit membership association of more than 5,500 trademark owners and professional firms from more than 190 countries. INTA is dedicated to the support and advancement of trademarks and related intellectual property as elements of fair and effective national and international commerce.

On behalf of the entire membership of the INTA, I wish to congratulate you on becoming the Chief Executive Officer and President of the Internet Corporation for Assigned Names and Numbers (ICANN). We wish you success as you lead ICANN's important mission of coordinating the Internet's unique identifiers and ensuring the stable and secure operation of the Internet's domain name system.

Since the Internet was first opened for commercial use, INTA has been active in the deliberations concerning the introduction of generic top-level domains (gTLDs) to the Internet. INTA has supported ICANN in its work as the private-sector led coordinating body of the domain name system and is a founding member of the Generic Names Supporting Organization's (GNSO) Intellectual Property Constituency (IPC). We have worked over the years to advance sound policies that address the legitimate needs and concerns of commercial Internet users and the public.

It is in this spirit of cooperation and constructive contribution that INTA approaches the current debate over ICANN's planned introduction of an unlimited number of new gTLDs to the domain name system. INTA believes that the critical issue for brand owners, consumers and other Internet users is to ensure that the introduction of any new gTLDs is responsible, deliberate and justified. Therefore, we agree with the stated intention of the ICANN Board to resolve what ICANN has identified as the overarching issues of trademark protection, the potential for malicious conduct, Internet security and stability, and top-level domain demand and economic impact before any additional gTLDs are introduced to the Internet.

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However, the ICANN Board's initiative to form the Implementation Recommendation Team (IRT) and to undertake other steps in 2009 to deal with these overarching issues, while a positive response to the many comments critical of the proposed rollout of new gTLDs, should have preceded, and not followed, the decision to move forward. In that way, ICANN would have had the empirical data to support its decision and a full appreciation of its consequences.

In fact, the IRT, on an extremely tight deadline, came up with some very useful recommendations in the final IRT Report, but whether those recommendations are sufficient and cost-effective, particularly given ICANN's intention to introduce an unlimited number of gTLDs, has not been demonstrated. Clearly, significant work remains before ICANN's new gTLD program addresses the array of complicated challenges and obstacles for protecting trademarks and preventing consumer confusion and fraud in a drastically expanded gTLD space.

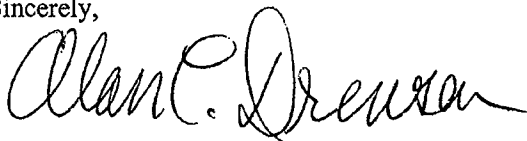
Trademark owners around the world, who are already overwhelmed in dealing with trademark infringement in the current gTLD and ccTLD domain name space, will face much greater burdens and costs in protecting their trademarks across an exponentially larger number of new gTLDs. Since ICANN's current DNS management mechanisms, including those designed specifically to deal with abusive domain name registrations, have proven inadequate for protecting trademarks in the twenty-one gTLDs currently in place, INTA believes that new mechanisms must be developed and tested and existing mechanisms improved before new gTLDs are introduced, and that in any case, the introduction of new gTLDs should be measured and not unlimited.

Moreover, without mechanisms that are proven to be effective, a dramatic expansion of gTLDs guarantees that those who currently perpetrate and profit from widespread consumer fraud in the domain name system will seize this opportunity to further expand their schemes to the detriment of brand owners and consumers.

In support of this view of the harm that will be caused by the new gTLD initiative as presently structured and on the timetable in place, the Board of Directors of INTA passed a resolution, a copy of which is enclosed, opposing the introduction of an unlimited number of new gTLDs and the introduction of any new gTLDs until the four overarching issues are resolved.

You have taken this important new position with ICANN at a critical time for the Internet, and, not bound by some of the flawed decision-making of the past, you have an opportunity to exercise new leadership. INTA is committed to working with you, your staff and the ICANN Board on these important issues.

Sincerely,

A handwritten signature in black ink that reads "Alan C. Dreux". The signature is written in a cursive, flowing style.

Enclosure