



August 12, 2013

Mr. Cherine Chalaby
Chair of the new gTLD Program Committee (NGPC)

Dear Mr. Chalaby:

We send this correspondence for consideration for your upcoming meeting on August 13, 2013. This communication is in follow-up to our July 11, 2013, correspondence (located at <http://newgtlds.icann.org/en/program-status/correspondence>) to which we have received no response. That letter requested:

1. That .REALTOR be removed from the Category 1 Professional Services list; and
2. That the application for .REALTOR be unfrozen.

The July 11 correspondence provided detailed rationale for approving these requests and we urge the Committee to act favorably on these requests. To summarize, the term REALTOR® is a distinctive mark that identifies a member of the National Association of REALTORS® (NAR). REALTOR® is not a generic term and cannot be used to generally describe real estate professionals. For example, the words “real estate agent”, “broker”, or “estate agent” are not interchangeable with the term REALTOR®. As set forth in the TLD application and PICs, NAR will continue to enforce proper use of its famous brand, REALTOR®, online as it has been doing offline for nearly 100 years. For these reasons, we believe that inclusion of the term in Category 1 Professional Services may have been in error and that there is no reasonable purpose for the ICANN Board to hold up or “freeze” the advancement of .REALTOR to delegation.

The .REALTOR application has no objections or contention and, in addition, the applicant supports the GAC advice, including the language contained in the Registry Agreement. We further note that since the NGPC’s July 2, 2013, resolution to freeze strings in a one-size-fits-all manner, ICANN staff has been authorized to make unilateral changes to the Registry Agreement based on GAC Advice. We respectfully request that you utilize that authority here, and remove .REALTOR from the Category 1 Professional Services list and unfreeze the .REALTOR application.

We respectfully request the opportunity to have dialogue with you and members of your committee by teleconference to discuss these important matters.

Sincerely,

/Ken Burlington/
Ken Burlington
Vice President
National Association of REALTORS®

/Thomas J. Embrescia/
Thomas J. Embrescia
Chairman
Real Estate Domains, LLC



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