

April 10, 2012

Mr. Kurt Pritz
Senior Vice-President, Stakeholder Relations
Internet Corporation for Assigned Names and Numbers ("ICANN")
4676 Admiralty Way, Suite 330
Marina del Ray, CA 90292-6601

RE: Request for Exemption/Protection - Goodwill Industries International, Inc.

Dear Mr. Pritz:

I write on behalf of Goodwill Industries International, Inc. ("Goodwill") to request exemption and/or cost-effective protection for our humanitarian organization in the new gTLD Program.

Founded in 1902, our mission is to enhance the dignity and quality of life of individuals, families and communities by eliminating barriers to opportunity and helping people in need reach their fullest potential through the power of work.

Goodwill® is composed of 165 independent, community-based Goodwill agencies in the United States and Canada with 14 affiliates in 13 other countries. Collectively, Goodwill's enterprise of local agencies provides employment training, job placement services and other community services, such as financial education and youth mentoring. In 2011, more than 4.2 million people were served by Goodwill members, including extraordinary growth of 235% of e-learning services, and more than 189,000 people were placed into employment.

Goodwill is an innovative social enterprise and as such, has expanded our presence on the internet and increased our mobile accessibility to meet the needs of our shoppers, donors, and program participants. Goodwill is also rapidly increasing our online fundraising capacity, experiencing 7.1 million visitors to our public website (www.goodwill.org). As Goodwill continues to see growth in these areas, protecting our brand and reputation on the internet is more important than ever.

In these tough economic times, when faced with decreased charitable donations and increased demands for humanitarian services, Goodwill must continue to use funds to provide critical services to our communities. Already Goodwill must contend with a multitude of domain name infringers, causing confusion to the public. Diverting funds in order to become a new registry or filing costly legal rights objection complaints to safeguard our trademarks under the gTLD

program will result in diminished services to those people around the world in dire need of our services. Therefore, on behalf of its member organizations in the United States and around the globe, Goodwill requests cost effective protection for our distinctive GOODWILL and GOODWILL INDUSTRIES trademarks in the new gTLD Program.

Specifically, we ask that ICANN:

1. Designate the <.GOODWILL> and <.GOODWILLINDUSTRIES> strings as ineligible for delegation in the first new gTLD application round;
2. Fund filing fee waivers for legal rights objections filed by international humanitarian nonprofit organizations, such as Goodwill; and
3. Initiate immediate policy development toward implementation of a Globally Protected Marks List for humanitarian organizations for the second level for all new gTLDs.

We thank you for your consideration and welcome the opportunity to discuss each of these requests with you in greater detail as soon as possible.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim Gibbons", written in a cursive style.

Jim Gibbons
President and CEO