



The Internet Corporation for Assigned Names and Numbers

27 October 2010

Heather Steinmeyer President, International Trademark Association (INTA)
Alan Drewson, Executive Director
International Trademark Association
655 Third Avenue, 10th Floor
New York, NY 10017-5617

Dear Heather and Alan:

Thank you for your letters offering the expertise of your membership to inform the economic analysis being undertaken regarding the introduction of new gTLDs. We welcome your support. As you know, ICANN has sought the contributions of those representing Intellectual Property interest in developing many key segments of the new gTLD program, among them: the incorporation of several specific rights protection mechanisms and measures to mitigate possible instances of malicious conduct. That collaboration has proved beneficial and the new gTLD program reflects those contributions clearly.

I am told that the economists, Greg Rosston, Michael Katz and Theresa Sullivan have been informed of your offer. They plan to take the liberty of reaching out to your staff member Claudio DiGangi to coordinate INTA participation. Please let me know if you wish to pursue another avenue of participation in addition to this one. Separately, ICANN had provided a list of potential independent resources to inform the study, some of whom I believe are INTA members.

As you know, the economists are working on the second phase of their work and plan to publish in the relevantly near future. Therefore, I hope you can encourage responsive engagement by those in the INTA community that you select to participate. I want you to know that the economists with whom ICANN has engaged are just beginning their outreach, so that INTA's participation is timely; but also realize there is a sense of urgency to the matter.

I am sure you will see some activity resulting from these planned actions in the next few days. In the mean time, please contact me by phone or email on any related issues. Thank you again for your offer; we look forward to INTA's work on this.

Yours sincerely,



Peter Dengate-Thrush

Chairman of the Board of Directors
INTERNET CORPORATION FOR ASSIGNED NAMES AND NUMBERS