

November 13, 2015

ICANN:

I am writing to introduce myself and submit my application for the position of Volunteer Team Member of ICANN's new Competition, Consumer Trust and Consumer Choice Review Team, as announced by ICANN. I wish to represent the Intellectual Property Constituency, although my employer, Expedia, Inc., is also affiliated with the Business Constituency through its membership in Net Choice. I have served on the Internet Committee of the International Trademark Association (INTA) since 2010 and have been actively engaged in ICANN activities through the IPC and working groups since 2012.

I also believe I could provide useful expertise to the Review Team in the areas of domain name and intellectual property registration and protection, and online business' experience regarding competition, consumer choice and consumer trust in the DNS post-expansion.

In support of this application, pursuant to the Call for Volunteers, I am submitting this letter of motivation, and attach the following:

- 1) My resume
- 2) A copy of my Statement of Interests and Affirmation regarding Conflicts of Interest Policy

As reflected in my Resume, I have extensive experience advising and assisting clients to register and protect their trademarks on the Internet and to understand and register domain names – including some of the earliest commercializations of trademarks as domain names. Prior to joining Expedia in 2014, I spent 27 years as an associate and Partner in two Chicago intellectual property boutique law firms. As outside counsel, I have practiced in the areas of intellectual property law, Internet law, and arts and entertainment.

I have been involved in the discussion and development of Rights Protection Mechanisms for Intellectual Property (IP), and the introduction of new Top Level Domain names, and have counseled and assisted clients in this area since as early as 1995. Since that time I have counseled and assisted a wide range of clients (from Fortune 500 companies to individual artists and small companies) in clearing and registering trademarks and domain names, challenging third party misuse and infringement of their trademarks and copyrighted works online, and formulating online presence strategies and programs. I have also spoken and conducted training and CLE programs for attorneys and business people regarding the protection of IP rights of all types on the Internet – from select level domain name registration to New gTLD applications to the Google Search litigation. Before joining Expedia, I was also co-director of DePaul School of Law's Technology and Intellectual Property Legal Clinic and participated in national law clinic meetings.

As Global Director, Intellectual Property for Expedia, Inc., I support all of our various brands' online presence and marketing activities. This includes trademark and domain name clearance, enforcement of online IP rights, and development of business strategies and programs. As one of the largest online travel agencies, and one of the earliest developers of online marketing and consumer services, Expedia depends on the efficient, trustworthy operation of the Internet and the domain name system. Changes and developments that could affect the ability of internet users to find, use and trust the various online

travel and information resources are of great concern to us. Evaluation of the effects of the New gTLD program is therefore of great importance to our business and our ability to understand and engage in the developing domain name space.

As mentioned above, I have been active in ICANN's activities through my INTA committee work (as part of which I have participated in and led the production of more than 10 Public Comments). In 2012 I attended my first ICANN meeting in Costa Rica, and volunteered as a member of the Consumer Trust, Consumer Choice and Competition working group that developed a core set of metrics for use in measuring the effects of the New gTLD program. As a member of this seminal working group and of the IAG CCT working group that further developed these metrics and directed the research efforts necessary to produce the desired metrics, I have developed an understanding the rationale for and the various means for analyzing the information necessary to inform the AOC CCT Review Team being formed. I also gained insight into understanding the limitations of and means for ensuring the objectivity of the utilization of this empirical information.

Most recently, I served as Vice Chair of the Policy and Implementation Non-PDP Working Group. I helped direct the development of the definitions and policies that group produced to guide its work and future ICANN policy and implementation development, and participated in the group's development of alternate procedures for addressing some of the complex issues and questions faced by the GNSO and ICANN.

I believe these experiences in ICANN working groups, my familiarity with ICANN's New gTLD program, and my understanding of the challenges and concerns individuals and companies face in establishing and protecting their online businesses make me a good candidate to serve on this Review Team.

If the Board or GAC wish to consider me for inclusion as an expert in the IP and/or online business experience areas, I would be glad to provide a list of references.

With thanks for the opportunity,

Michael R. Graham