



October 27, 2015

Letter of Motivation

Re: AoC Competition, Consumer Trust and Consumer Choice Review Team

Dear Selectors and Reviewers,

Please accept this letter, and associated materials, in response to the call for volunteers for the Competition, Consumer Trust and Consumer Choice Review Team, as described in section 9.3 of the Affirmation of Commitments.

The recent introduction and expansion of new gTLDs was one of the largest projects undertaken by ICANN since its inception in 1998. In accordance with ICANN's bylaws, one of the primary goals of the new gTLD program was to promote "competition in the registration of domain names where practicable and beneficial in the public interest."

Promoting competition in the gTLD namespace and the introduction of gTLDs have been my key areas of focus for the past fifteen years and I have participated actively in each of the new gTLD rounds to date. As shown in my resume, I worked at Neustar for close to 15 years in the Registry Services organization both on the legal and policy side. Through that work, I participated in the application, administration and operation of the .BIZ top-level domain in 2000, as well as the application and implementation processed for the back-end operation of .travel and .tel selected in the 2005 round of new gTLDs.

With respect to the latest round of new gTLDs, I have been very active serving on numerous GNSO subcommittees since 2005, including those that initially established the program. In addition, I served as the exclusive registry stakeholder group member on the Implementation Review Team (IRT) to recommend Rights Protection Mechanisms for the new gTLD Program to the ICANN Board as well as the GNSO's STI Group to devise implementation mechanisms for those Rights Protection mechanisms. Further, I also helped lead a small group to ensure that the Trademark Clearinghouse was implemented in a centralized (vs. decentralized) manner. I also worked on a number of other issues including the Registry/Registrar vertical integration working group in 2009 and 2010, and co-chaired the first working group on the protection of IOC and Red Cross names at the top level. Most recently I served as one of the co-chairs of the new gTLD Discussion Group on new gTLD Subsequent Rounds working on drawing up a list of issues for the GNSO to consider in a policy development process.

I have unique insights into the new gTLD program that I would like to bring to the AoC Review Team having an Intellectual Property legal background, but also ample experience working directly at a Registry, a back-end registry services provider, and more recently at a Registrar and Registry Services consulting firm. While at Neustar (2001-early 2015) I was able to head up the Registry Services business team responsible for the launch of .nyc, but also serving as the back end operator for 350+ generic and brand top-level domain applications. In that capacity, I was responsible for soliciting both gTLDs and brand TLDs and was able to lead the team into signing up TLD applications of any back-end registry operator. In addition, I was the business and relationship lead for the .nyc TLD which launched a little over one year ago. Finally, at Neustar I, along with Rodney Joffe, was responsible for leading the first





ever registry-level program aimed at minimizing abusive domain name registrations combatting phishing, pharming, malware and bot nets. Neustar has had the most aggressive and successful anti-abuse programs since 2007.

At Com Laude/Valideus, I have also seen a number of other perspectives of the new gTLD program both from a corporate registrar/brand protection perspective as well as a company that provides consultative services to a number of brand TLDs (through Specification 13) and to restricted and unrestricted TLDs. With over 40% of the new gTLD applicants emanating from brands whose primary business is not the domain business, my work with Com Laude and Valideus, which is mostly focused upon these new entrants to the ICANN eco-system, provides me with new insights around the value of a trusted address and what innovation in registry services can mean. In addition to working with the brands, Valideus works with many of the current front and back-end registry providers to provide domain name validation services for .london, .wales, .cymru, .brussels, .tickets and .law to name a few.

Valideus is fully committed to the Multistakeholder Model and to the principles behind the Affirmation of Commitments. I look forward to providing the AoC team with unique policy, business and operational insights into the review of the new gTLD Program.

Thank you very much for your consideration.

Sincerely,

Jeffrey J. Neuman
Senior Vice President
Valideus USA

