

ICANN
12025 Waterfront Drive, Suite 300
Los Angeles, CA 90094-2536
Attn: CCT-RT Applications

November 13, 2015

Re: Letter of Motivation for CCT-RT

I am writing to apply for the CCT Review Team, representing the GNSO as a member of the Commercial Stakeholder Group and its Intellectual Property Constituency. I believe that I have a great deal of relevant experience, detailed below, that would aid the CCT-RT in its work. In order to aid in your review, I have used the criteria set forth in the call for applications to provide my background and experience. I have also included the required resume and SOI, as well as my ICANN SOI.

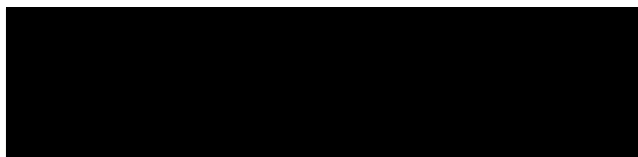
- Knowledge of ICANN and its working practices and culture, including the New gTLD Program:
 - I have been involved with ICANN since 2007 as a member of the Intellectual Property Constituency. I have served on numerous Working Groups and other teams, including several involving the development of the New gTLD Program. I have attended several ICANN meetings and other related meetings. I currently serve as the IPC President. Through the IPC and the INTA Internet Committee (2004-08, 2009-13, 2016-), I have worked on over 30 public comment responses and closely followed ICANN matters for over 10 years.
- Familiarity with the multistakeholder model and procedures:
 - See above. I would note in particular service on the GNSO Policy & Implementation Working Group and the GNSO SCI as particularly relevant. I have also become increasingly familiar with the multistakeholder model in other contexts, such as ISOC, NetMundial and IGF, although I have not had in-person experience with the latter two.
- Expertise in consumer protection matters:
 - I have practiced law in the area of trademarks and unfair competition since 1986. Trademark law has a very strong consumer protection component: in addition, I have been involved in a number of Unfair and Deceptive Acts and Practices (UDAP) matters. I also interned with the New York City Department of Consumer Affairs while in high school.
- Understanding of the New gTLD rights application processes and protection mechanisms:
 - I am very familiar with all of the above.
- Expertise in or knowledge of mitigating DNS and potential security threats:
 - I have counseled numerous clients on avoiding security breaches and I have responded to a number of security breaches for clients. I have a good working knowledge of DNS.
- Experience in evaluating competition and market forces in the gTLD space or in other industries:
 - I have over 15 years of experience in antitrust and competition law. I have performed a great number of market and competition analyses in a wide variety of industries, and I

have worked closely with economists skilled in this particular field. Contexts include mergers and acquisitions (which provides particular experience in defining and analyzing relevant markets), price discrimination, non-price anticompetitive behavior, monopolization, trade association practices, etc. I believe that my antitrust/competition law experience and perspective would be of particular use and interest to the CCT. I believe that the combination with my experience with ICANN and as an IP and technology lawyer is quite unusual, if not unique.

- Expertise in quantitative analysis and information systems:
 - Quantitative analysis and surveys are a mainstay of both the trademark and antitrust fields. In addition, I was a Sociology/Psychology major and took two statistics courses as well as several other courses with strong statistical components. As a technology transactions lawyer, I pride myself on a strong knowledge of information systems and keep up with the area on a daily basis – both Internet related and other technologies
- Expertise in or knowledge of intellectual property rights protection:
 - As a lawyer practicing in the area of trademarks, copyrights and unfair competition for almost 30 years, I have a great deal of expertise and knowledge in IP Rights protection
- Knowledge of competition, consumer choice and consumer trust in the domain name or other marketplaces:
 - As a member and now President of the IPC, we follow issues of competition, consumer choice and consumer trust in the domain name marketplace very closely. As regards, experience in other marketplace, see above for a discussion of antitrust/competition law experience.
- Capacity to draw fact-based conclusions and feasible and useful recommendations.
 - Both in my professional career and as a constant participant in ICANN working groups, these are absolutely critical skills. I am trained to (and have decades of experience in matters where I) engage in careful factual due diligence, probing analysis, the application of numerous factors and viewpoints, and the development of practical and pragmatic recommendations, which I then help clients implement and maintain.

In addition to the above, I believe that I am a strong team player and a passionate believer in the multistakeholder model as practiced at ICANN. As a lawyer in the technology field, I am a constant learner, both because I need to be and because I want to be. I pride myself on not being parochial in my views and seek to work with those across the spectrum to improve ICANN and its processes. As such, I seek to guide myself and those I work with by the bottom-up, consensus-driven multistakeholder process.

Thank you for considering this application. Please do not hesitate to contact me if you have any questions.



Gregory S. Shatan

Enclosures