

September 8, 2010

Mr. Peter Dengate Thrush  
Chairman of the Board of Director  
Mr. Rod Beckstrom  
President and CEO  
Internet Corporation for Assigned Names and Numbers  
4676 Admiralty Way, Suite 330  
Marina del Rey, CA 90292-6601  
United States of America

Dear Mr. Dengate Thrush and Mr. Beckstrom,

As you know, the International Trademark Association (INTA) supports ICANN's identification of trademark protection and an analysis of economic impact as two of the overarching issues that must be resolved before any new gTLDs are introduced. The resolution of these overarching issues is central to the objective of ensuring consumers are adequately protected and registrants and internet users are not disparately impacted by the introduction of new gTLDs.

We applaud the recommendation set forth in ICANN's recently commissioned economic report, "An Economic Framework for the Analysis of the Expansion of Generic Top-Level Domain Names," to conduct a study to assess the harms associated with intellectual property abuse and related forms of consumer fraud in the domain name system, including how the current gTLDs have affected intellectual property and consumers since their introduction. Indeed trademark owners believe that such a study is not only a sensible recommendation, but an essential prerequisite before any rollout of new gTLDs.

INTA would like to extend an offer to assist ICANN with the preparation and completion of such a study. As a global trademark organization with members in virtually every country in the world, we are uniquely positioned to assist ICANN to ensure the study's results are truly representative of trademark owners around the world, big and small. We hope that ICANN will take advantage of this opportunity on this very important issue and we look forward to the benefit of your reply at your earliest convenience as to how INTA could best assist ICANN in such a study.

Sincerely,



Heather Steinmeyer  
President, International Trademark Association (INTA)

## **About INTA**

The International Trademark Association (INTA) is a 131-year-old global organization with over 5,600 members in over 190 countries. It is the largest organization in the world dedicated solely to the interests of trademark owners. The membership of INTA, which crosses all industry lines and sectors, values the essential role that trademarks play in promoting effective commerce, protecting the interests of consumers, and encouraging free and fair competition.