



International Trademark Association
Representing Trademark Owners Since 1878

Alan C. Drewsen
Executive Director

October 12, 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

Dear Mr. Dengate Thrush and Mr. Beckstrom:

This follows the letter dated September 8, 2010, from Heather Steinmeyer, the 2010 President of the International Trademark Association (INTA) to ICANN, which extended an offer to assist with an economic study to address one of the overarching issues identified by ICANN to be undertaken prior to the launch of any new gTLD program.

As a private-sector association consisting of thousands of trademark-related businesses and organizations from over 190 countries, INTA has a significant interest in ensuring that the Internet's addressing system functions in a safe, stable, and reliable way for Internet users and intellectual property owners from all corners of the world.

It was with keen interest that we reviewed the outcome of the ICANN Board's recent retreat meeting in Trondheim, Norway, where the Board adopted a series of resolutions on new gTLD – related issues. Of particular interest, it appears that the Board did not take action with respect to the economic study. Consistent with our letter dated September 8, 2010, we are writing to you again to reiterate our interest and availability in assisting ICANN on this important issue.

We look forward to hearing from you.

Sincerely,

A handwritten signature in black ink, reading "Alan C. Drewsen". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.