



August 10, 2011

Mr. Rod Beckstrom
President
Internet Corporation for Assigned Names and Numbers
4676 Admiralty Way, Suite 330
Marina del Rey, CA 90202-6601

Dear Mr. Beckstrom:

Thank you for your letter of August 9, 2011.

It is obvious that we are in disagreement with one another and wide apart in our views. You may rest assured that we considered your arguments and the materials you've cited. Nonetheless, for brand owners, the conclusion remains the same. Adding new TLDs carries with it very serious harm for brands, not just economically but also in the protection of hard-fought brand equity that cannot be retrieved once lost. Nor do the processes embedded in the Program resolve those concerns.

The brand community cannot reasonably be expected to accept such irreparable harm. Without distinctive brands, the Internet would not be what it is today. Advertiser spending has been the primary catalyst to digital growth and diverting dollars that could be invested in consumer communications, brand equity, and innovation to non-productive trademark policing is counterproductive.

If the ANA and its members are missing the justification for the Program, we are prepared to listen. It continues to be the ANA's hope that we can resolve our differences through a dialog where we both have an open mind. The question is whether ICANN is prepared to sit down with the brand community and resolve those concerns rather than proceeding with the Program in spite of them.

Hoping your invitation in your August 9 letter is open to this meaningful discussion, we welcome that opportunity and will contact you.

Very truly yours,

Robert D. Liodice
President and Chief Executive Officer
Association of National Advertisers