

**From:** Rich Milgram [mailto:RichM@beyond.com]  
**Sent:** Wednesday, June 23, 2010 5:55 PM  
**To:** tom@goto.jobs  
**Cc:** icann@icann.org  
**Subject:** .Jobs Domains and Policy

June 23, 2010

Tom Embrescia  
(tom@goto.jobs)  
Chairman & CEO  
Employ Media LLC  
3029 Prospect Avenue  
Cleveland, OH 44115

Sent via FedEx and email

Dear Mr. Embrescia,

It has come to our attention that the .JOBS Policy Development Process (PDP) Council recently passed a motion to approve EmployMedia's proposed amendment to allow use of the .JOBS top-level domain with non-company names. On June 15, 2010, ICANN notified EmployMedia that, based on the information provided, ICANN had not identified any significant competition or security and stability issues and that EmployMedia's proposed amendment to the .JOBS Registry Agreement (signed May 5, 2005) was published for public comment on June 15, 2010.

Beyond.com is the world's largest network of niche career communities, providing access to thousands of top-tier industry and local web sites through its network of over 15,000 registered domain names. As a business with a significant presence on the Internet, we are interested in the outcome of EmployMedia's proposal. As such, we need to obtain additional information from EmployMedia in order to submit informed comments to ICANN should we choose to do so.

We are contacting you to specifically request information concerning the RFP process outlined in EmployMedia's proposal to ICANN dated June 9, 2010. For example, we need to understand if all of the new .JOBS domain names will be available for purchase through the RFP process. If not, we need to understand which general categories of domain names will be reserved for EmployMedia and for what purpose.

We are aware of the domain beta test for non-company name .JOBS domains conducted with Direct Employers Association. Please provide us the information regarding the process that Direct Employers went through to obtain approval for the beta test so that we may do the same should we choose to do so. Also, we need to understand the relationship between EmployMedia and Direct Employers Association, including the terms of the partnership agreement (or any planned agreement) between the parties and information concerning any common ownership and control between the parties, and/or

their shareholders and members. As a related matter, we need to know if other third parties will be granted the right to conduct their own beta testing and if EmployMedia will be engaging others on a non-exclusive basis to provide products/services that are the same as those provided by Direct Employers Association should the proposal be approved by ICANN.

Given that comments on the proposed amendment will be considered by ICANN until July 15, 2010, please respond by providing the information requested in this letter no later than July 5, 2010.

Thank you in advance for your response.

Sincerely,

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Richard P. Milgram  
Founder and Chief Executive Officer  
Beyond.com

Cc: Internet Corporation For Assigned Names and Numbers (email, icann@icann.org)

RPM:mr