



September 23, 2013

Internet Corporation for Assigned Names and Numbers  
Marina del Rey, CA, USA  
4676 Admiralty Way, Suite 330  
Marina del Rey, CA 90292-6601  
USA

**RE: Application by the Canadian Real Estate Association (CREA) for .MLS Top Level Domain Name**

We are writing this letter in support of the Community application submitted by CREA for the .MLS Top Level Domain (TLD) on behalf of our 260 REALTOR® members and their 40 brokerage offices; all of whom are members of CREA, and are licensees of CREA's MLS® trademark.

CREA has owned the MLS® trademark for more than 50 years. It is an extremely valuable asset of organized real estate and is widely recognized by the public. The Grande Prairie & Area Association of REALTORS® is licensed to display the MLS® trademark in association with the operation of its MLS® System.

It is this MLS® trademark that signifies to the consumer the quality, accuracy and completeness of the listing content on our MLS® System. Similarly, it is the MLS® trademark that distinguishes our REALTOR® members as the exclusive providers of MLS® services.

It is critical for the protection of our MLS® trademark and for the ongoing ability of our members to differentiate themselves in terms of their access to MLS® Systems that CREA exclusively obtain the .MLS TLD. The letters comprising the MLS® trademark are integral to the brand organized real estate established and built on for better than a half century. They must remain central to our identification both online and off.

We vigorously support the community application of CREA.

Thank you,

A handwritten signature in black ink, appearing to read "K. Bilodeau", is written over a light blue rectangular background.

Karen L. Bilodeau, CAE  
Executive Officer  
Grande Prairie & Area Association of REALTORS®