



October 01, 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 the .MLS
Top Level Domain Name*

Ladies and Gentlemen:

The Mississauga Real Estate Board (MREB) is in support of the community application by the Canadian Real Estate Association (CREA) for the MLS Top Level Domain (TLD).

As a Member of CREA, MREB represents approximately 1,500 individual Brokers and Salespersons in the Real Estate Industry (REALTORS®), all of whom are also Members of CREA and all of whom are licensees of CREA's MLS® trademark.

CREA has owned the MLS® trademark for over half a century and it is considered an extremely valuable asset of organized real estate. The Mississauga Real Estate Board is licensed to display the MLS® trademark in association with the operation of its MLS® System. It is the MLS® trademark that signifies, to the consumer, the quality, accuracy and completeness of the listing content on the MLS® System. Similarly, it is the MLS® trademark that identifies REALTOR® Members as exclusive providers of MLS® services.

We believe it is critical for the protection of the MLS® trademark, that CREA obtain the MLS TLD. We therefore write to strongly support the community application of CREA; for by so doing, the Board will enable MREB Members to distinguish themselves through their access to CREA's MLS® Systems.

Sincerely,

MISSISSAUGA REAL ESTATE BOARD

Jerry England,
President

cc: MREB Board of Directors

The Mississauga Real Estate Board
3450 Ridgeway Drive, Unit #1
Mississauga, ON L5L 0A2
www.mreb.ca