Merck Serono
Living science, transforming lives

MERCK

ICANN
Suite 330, 4676 Admiralty Way
Marina del Rey, CA 90292

Att.: New gTLD Evaluation Process

Dear Sir or Madam,

This letter is being submitted in support of Merck KGaA's application for the proposed ".merck" TLD space, which we strongly endorse. As a member of the Merck corporate community, and an industry leader in the pharmaceutical business, we believe that Merck KGaA is best suited to manage this new space on behalf, and for the benefit of, the Merck community at large.

Merck KGaA, founded in 1668, is the oldest pharmaceutical company in the world, and has throughout its long history remained committed to high standards of quality assurance, consumer education and customer awareness. We believe this is important, too, and are proud to be part of the Merck family. Our organization was founded in June 2009 and joined the Merck group in June, 3rd, 2009. We specialize in pharmaceutical business, and together with the other members of the Merck Group worldwide, we bring healthcare and laboratory solutions to individuals and companies across the globe.

This is what makes the Merck corporate community, and its international identity, so special. Unlike many companies, which operate as distinct units with separate names in a variety of countries, changing identity and brand as they cross geographic borders, the Merck Group has a unitary vision. It was during the late 1990s when Merck KGaA realized that its corporate network was more than a series of separate organizations that functioned independently. It was, in fact, a sum greater than its parts. And this is when the idea of a sole, unitary brand was conceived. In 1996, to signify this change in corporate identity, Merck adopted a single trademark to identify all of its global brands, and began reaching out to its customers in a holistic fashion.

Merck Promotion sarl

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Capital social: 1 000 TND
Registre de commerce n° B01141212009
Code TVA n° 1114367/S/A M 000
Code en douane 841454P

Merck Serono is a division of Merck.

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Since that time, the network of Merck subsidiaries and affiliates has strengthened tremendously. The public has come to think of Merck as one organization, regardless of its individual constituents, and looks to the community as a whole when it has questions and seeks answers.

The next step is to secure an Internet space where we, the members of Merck, can communicate safely and provide our customers with information they can rely on. And, logically, Merck KGaA will take the helm in this initiative. We have every confidence in Merck KGaA's ability to design, manage and upkeep the ".merck" Internet space, and put our faith in their leadership. We know that our customers and affiliates will look for us in this TLD, and we feel secure in Merck KGaA's management of our new internet identity.

Sincerely,

Position : Managing Director, Merck North West Africa Group.
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