



nabp

## National Association of Boards of Pharmacy

1600 Feehanville Drive • Mount Prospect, IL 60056-6014  
Tel: 847/391-4406 • Fax: 847/391-4502  
Web Site: [www.nabp.net](http://www.nabp.net)

November 21, 2012

Steve Crocker  
Chair, Board of Directors  
Internet Corporation for Assigned Names and Numbers  
12025 Waterfront Drive, Suite 300  
Los Angeles, CA 90094-2536

Heather Dryden  
Chair, Governmental Advisory Committee  
Internet Corporation for Assigned Names and Numbers  
12025 Waterfront Drive, Suite 300  
Los Angeles, CA 90094-2536

Dear Mr Crocker, Ms Dryden, and members of the ICANN Board of Directors and Government Advisory Committee:

We, the National Association of Boards of Pharmacy<sup>®</sup> (NABP<sup>®</sup>), write to inform you of our application for the .PHARMACY generic Top-Level Domain (gTLD) and our underlying objective in this initiative to protect the public health.

NABP is the independent, international, and impartial Association that supports its member boards of pharmacy in protecting the public health. Founded in 1904, NABP represents the state boards of pharmacy in all 50 United States, the District of Columbia, Guam, Puerto Rico, the Virgin Islands, Australia, eight Canadian Provinces, and New Zealand.

NABP has applied for .PHARMACY as a community-based application representing legitimate online pharmacies and prescription drug-related organizations worldwide. By filing this application, NABP, with the support of a global coalition of stakeholders, seeks to ensure that the .PHARMACY gTLD is kept out of the hands of a third party that, for commercial reasons, may turn a blind eye toward illegal and/or counterfeit activity within the gTLD. NABP will ensure that only legitimate Web site operators that adhere to pharmacy laws in the jurisdictions in which they are based and to which they sell medicine will be able to register domain names in .PHARMACY. At a time when the vast majority of Web sites selling prescription drugs online are doing so illegally – many of them selling unapproved, substandard, and counterfeit medicine

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– NABP is seeking to establish the .PHARMACY space as a secure and trustworthy destination where consumers can be sure the medications they buy online are authentic and safe.

NABP, with its coalition of stakeholders, will launch a public awareness campaign leveraging its AWA<sub>R</sub>x<sub>E</sub><sup>®</sup> Consumer Protection Program to educate consumers about the dangers of buying medicine from unknown sources over the Internet and to help build their trust in .PHARMACY sites.

As stated, NABP has applied as a representative of the global pharmacy community, which includes independent community pharmacies, chain drug stores, Internet pharmacies, schools and colleges of pharmacy, patient advocacy groups, pharmaceutical manufacturers, and wholesale distributors of prescription medications. Among the coalition of stakeholders behind this initiative are the Alliance for Safe Online Pharmacies, Eli Lilly and Company, European Alliance for Access to Safe Medicines, Gilead Sciences, Inc, International Pharmaceutical Federation, Janssen Pharmaceuticals, Inc, Merck/MSD, National Association of Pharmacy Regulatory Authorities, and the state boards of pharmacy. These endorsements were among 19 letters of support from stakeholders including Boehringer Ingelheim, Ipsen Pharma, Novo Nordisk, and Sanofi, among others, submitted along with NABP's application.

NABP is in the process of composing a policy advisory committee of community leaders, industry experts, and other relevant stakeholders that will be responsible for making recommendations to NABP about best practices within the .PHARMACY gTLD. NABP looks forward to engaging with other members of the pharmacy community to ensure a secure and successful launch of the .PHARMACY gTLD. Please do not hesitate to contact us with any inquiries either by phone at 847/391-4400 or by e-mail at [exec-office@nabp.net](mailto:exec-office@nabp.net).

Sincerely,

NATIONAL ASSOCIATION OF  
BOARDS OF PHARMACY



Carmen A. Catizone, MS, RPh, DPh  
Executive Director/Secretary