



RABBI DON YOEL LEVY
KASHRUS ADMINISTRATOR

RABBI BERNARD LEVY
1965-1987

August 13, 2013

VIA EMAIL (fadi.chehade@icann.org)
AND FEDERAL EXPRESS

Mr. Fadi Chehadé
Chief Executive Officer
Internet Corporation for Assigned Names and Numbers
12025 East Waterfront Drive
Los Angeles, CA 90094

Re: Community Involvement and Support for the .KOSHER gTLD Application

Dear Mr. Chehadé:

I write on behalf OK Kosher Certification ("OK"), one of the world's oldest and largest international kosher certification organizations.

Adapted from the Hebrew word meaning "fit" or "proper," "kosher" refers to food that meets the dietary requirements of Jewish Law. OK is recognized and highly regarded as a global leader within the kosher food certification industry. OK currently provides certification services in over ninety countries on six continents, and its services are supported by more than 350 of the world's leading kosher experts.

OK's subsidiary Kosher Marketing Assets LLC ("KMA") has applied to the Internet Corporation for Assigned Names and Numbers ("ICANN") to operate the new generic top-level domain ("gTLD") .KOSHER for the benefit of the entire kosher industry, including consumers, producers, vendors and certifiers of kosher food. The purpose of .KOSHER is to be a primary source of information regarding kosher laws, products, and services on the Internet. The gTLD is intended to supplement the wealth of existing kosher information sources, and promote appreciation and observance of kosher laws.

The Union of Orthodox Jewish Congregations of America (the "OU"), together with a handful of other commercial competitors to OK, seeks to unfairly block progression of the .KOSHER gTLD by spreading false and misleading information about KMA's application and ICANN's evaluation process. We write to inform you of complete background details with respect to KMA, OK, and the community involvement and support for the .KOSHER gTLD.

In a letter sent to you on June 28, 2013, OK's competitors mischaracterize the .KOSHER application and demand "equal treatment" of .KOSHER with Asia Green IT System's .HALAL gTLD application, namely ICANN's denial of both applications.

Asia Green's .HALAL and .ISLAM applications were opposed by some members of ICANN's Governmental Advisory Committee ("GAC") for "lack [of] community involvement and support."



Revealingly, the GAC did not oppose the proposed .KOSHER gTLD. In contrast with Asia Green's applications, the .KOSHER application includes the direct involvement of OK, and is supported by nearly fifty kosher certification organizations, certifying rabbis, and other essential kosher industry players from over twenty countries worldwide. Community support comes from diverse community members in the United States, Israel, Canada, Colombia, Japan, Mexico, Singapore, Germany, Belgium, Russia, Ukraine, North Cyprus, Thailand, Ecuador, South Africa, Czech Republic, Albania, Korea, Argentina, Australia, and the United Kingdom.

Contrary to the letter's assertions, KMA does not propose a closed TLD. In no way will the proposed TLD allow for "exclusive control" of the "kosher" term by a single entity. As you know, a successful application provides KMA the ability to offer second-level domain name registrations under the TLD to third parties. With recent guidance from the ICANN Board New gTLD Program Committee, KMA firmly intends to operate .KOSHER in an open manner with appropriate eligibility requirements, and administer the gTLD in a fair and transparent way.

KMA's application states that domains will be available to entities and individuals who meet eligibility of being "personally visited, inspected, and are known to be using the domain to promote Kosher Certification." KMA is also pleased to dispel any ambiguity in the .KOSHER new gTLD application in that its original intent was to sublicense domain names to certified second-level registrants and develop close affiliations with other kosher certifying organizations.

OK and KMA's efforts will benefit all industry players, including the OU. As the registry operator of .KOSHER, KMA will promote kosher certification by including those who certify, manufacture, and sell kosher food. The repeated claim that KMA's application will be "closed" or "exclusive" is particularly baffling, as the OK offered, and the OU and its associates rejected, on multiple occasions to become full and equal partners in registry operations. It is KMA's intent that the gTLD will be inclusive of kosher certification organizations, promote industry competition, and encourage demand for kosher products generally.

On behalf of OK Kosher Certification, I thank you for your kind attention to this matter. Should you wish to learn more about KMA, OK, or the community involvement and support for the .KOSHER gTLD, please do not hesitate to contact me, as I would be happy to speak with you at your convenience.

Sincerely,

Rabbi Don Yoel Levy

cc: Dr. Stephen D. Crocker, Chairman of the Board (steve.crocker@icann.org)
Mr. Cherine Chalaby, Chair, Board New gTLD Committee (cherine.chalaby@icann.org)
Mr. Cyrus K. Namazi, Vice President, DNS Industry Engagement (cyrus.namazi@icann.org)
Mr. Tarek Kamel, Sr. Advisor to President (tarek.kamel@icann.org)