

**Laureen Kapin**  
**Counsel for International Consumer Protection**  
**U.S. Federal Trade Commission**

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Dear Messrs. Chehadé and Schneider:

I am eager to serve on the Competition, Consumer Trust and Consumer Choice Review Team. As counsel for International Consumer Protection at the United States Federal Trade Commission (FTC), I protect the public against fraudulent and deceptive trade practices within the U.S. and around the world. Applying my nearly 15 years of consumer protection experience, I advocate to protect the public as part of the U.S. delegation to ICANN's Governmental Advisory Committee (GAC). My proven track record of leading complex enforcement matters; listening and engaging with my colleagues; and coordinating with individuals across the FTC, Federal government, and around the world, demonstrates that I have the knowledge, experience and skills to excel as part of this team. I want to apply my leadership and organizational skills to help the review team achieve its goal to promote competition, consumer trust and consumer choice. Accordingly, I am seeking to serve on the review team as a representative of the GAC's Public Safety Working Group.

A few specific matters demonstrate my abilities to coordinate complicated matters, tackle sensitive issues, and build bridges among colleagues with varied viewpoints. For nearly three years, I have worked closely with international public safety colleagues to advocate for safeguards that protect the public from confusion or deception in connection with the new generic top-level domains (gTLDs). We come from different agencies with diverse priorities. In order to succeed, I have listened, negotiated, persuaded, and when necessary, conceded, in order to achieve consensus on proposed positions. This work required thoughtful interaction with not only my U.S. and foreign partners, but also with ICANN staff and various constituencies within the multi-stakeholder community. Recent GAC advice on consumer protection safeguards reflects our joint efforts.

Recognizing the need for a dedicated group within the GAC to provide guidance on consumer protection and law enforcement issues, I helped spearhead the creation of the recently formed Public Safety Working Group. In just a few months, we have recruited new members and worked together to develop views on a variety of matters related to the new gTLD program, including comments promoting WHOIS accuracy and calling for more transparency and accountability regarding privacy and proxy services. We have also reached out to ICANN staff and many stakeholders in the ICANN community to introduce ourselves and our work. This outreach has led to meaningful exchanges on challenging issues, such as the need to balance investigative, privacy, and business interests.

My work within the FTC also demonstrates my deep experience with consumer protection matters. As a lawyer, my success in persuading the court depends on my ability to apply the facts and law to complex, cases. I have investigated and tried a variety of cases involving deceptive practices, ranging from the sale of phony weight loss cures, to misleading offers of computer financing to financially distressed consumers. I work side by side with economists and experts on competition law who I freely consult with when the need arises.

Vulnerable consumers were also the focus of my recent work to provide resources to help refugees and immigrants spot, avoid, and report scams. The FTC selected me to participate in a yearlong leadership development program. This program culminated in a project we created and implemented to benefit underserved communities. I worked with FTC colleagues and a local organization that helps refugees thrive, the International Rescue Committee, to develop an easy-to-understand handbook that identifies common signs of scams, and helps the public avoid and report these harmful practices. We arranged for the materials to be translated into seven different languages (including Amharic, Arabic, Dari, French, Somali, and Spanish) so that they are accessible to non-English speakers. These materials are available for free and for bulk-order on the FTC's website: [http://www.consumer.ftc.gov/blog/scam-spotting-help-recent-refugees?utm\\_source=govdelivery](http://www.consumer.ftc.gov/blog/scam-spotting-help-recent-refugees?utm_source=govdelivery).

Communication is critical to the success of any organization. To that end, I recently created a survey to assess staff satisfaction in several key areas, including work assignments; professional development; and work-life balance. The survey raised sensitive issues. Hence, it was crucial for us to explore these topics together in a safe and constructive manner. In presenting the survey results, I guided our discussion to analyze what we do well and why, and where we need to move forward. I continue to work with management, attorneys, and support staff, to identify priority areas and develop concrete and feasible suggestions. My managers consistently commend my teamwork and diplomacy during my annual reviews.

My experience as a litigator, team leader, and advocate, combines substantive knowledge with a seasoned ability to accomplish goals and build bridges across organizations. Just as important, I bring my enthusiasm and sensitivity to my many roles and would relish applying my skills to the Competition, Consumer Trust and Consumer Choice Review Team.

Sincerely,



Laureen Kapin