

Statement of Interests and Affirmation regarding Conflicts of Interest Policy

By Yoshitaka MURAKAMI for participation in the ICANN Competition, Consumer Trust and Consumer Choice Review Team (CCT-RT)

1. Current vocation, employer and position:

Employer: Brights Consulting Inc.

Position: Senior Consultant

2. Type of work performed in 1 above and declaration of relationships with entities holding a Financial (or declarable) Interest in ICANN:

Brights Consulting Inc is an Accredited ICANN Registrar, TMCH Agent and an intellectual property firm mainly for trademarks and domain names. My work covers a large area in regards to domain names such as the following.

- New gTLD Application and Evaluation Procedure Support
- New gTLD Operation Support
- New gTLD Brand Strategy
- Brand Consultation for Second Level Domain Name Applications
- Domain Name Dispute Resolution
- Domain Name Seminar Organizer

As a Senior Consultant, I have assisted many of Japan's largest corporations with worldwide domain name strategy from the perspective of marketing and protecting their intellectual property. I provide problem solving consultation and brand consultation by managing a skilled team operating domain name registrations, domain name management, and support for domain name dispute resolution such as UDRP.

Since the announcement of the new gTLD Program, I have been an active project leader of a cross-functional project team focused on new gTLDs. This team is focused on providing Brand applicants with support for new gTLD Program application and evaluation procedures, operations, and strategy for running their Brand TLD.

As an active member in ICANN, I usually participate in ICANN meetings and other domain name-related conferences. Also, Brights Consulting Inc. has organized numerous domain name/new gTLD seminars for our clients and other new gTLD applicants in Japan. I have been an active organizer and speaker at these seminars and have appeared as a guest speaker on frequent occasions for ICANN related seminars in Japan.

Other than the above, I am involved in some domain name-related volunteer work that I regularly attend such as Internet Governance Conference Japan (IGCJ), IGF-Japan and also I am a member of the Japanese Generation Panel (JGP). With JGP, I have experienced working with representatives of JPNIC, JPRS, Information-technology Promotion Agency, Japan (IPA), and some experts of the language and the internet.

3. Identify any financial ownership or senior management/leadership interest in registries, registrars or other firms that are interested parties in ICANN policy or any entity with which ICANN has a transaction, contract, or other arrangement:

No other ownership or interest is noted.

4. Were you, or a company you work for:

• **An applicant for a new gTLD?**

Brights Consulting is not an applicant of a new gTLD, however we did provide Brand TLD application support and still work as a front-end for the registries. We represent in total of 23 Brand TLDs from Japan and Korea.

• **Providing advice to any new gTLD applicants?**

Please refer to above.

• **Otherwise involved in an application submitted for the New gTLD Program, such as providing service in support of an applicant or having a financial interest in an applicant?**

Please refer to above.

If your answer is yes to any of the above, please identify the interest you have in the application submitted for the new gTLD Program.

As previously stated in the description of the type of work I handle, I and my colleagues from Brights Consulting always see domain names as a substantial form of intellectual property. It is our belief that corporations and enterprises have an inherent right to their intellectual properties. New gTLDs or Brand TLDs are a very important right and asset of these enterprises. Brights Consulting and I have always had interest in the new gTLD program and still do for the second round. There are enterprises who are well-known, can afford the application fee yet they did not make it in the first round. However, they plan to apply in the second round.

5. Identify any type of commercial interest in ICANN policy development outcomes. Do you represent other parties in any PDP or other ICANN related processes?

I do not represent any parties in PDP or ICANN's other official working groups. However, Brights Consulting is involved in Brand Registry Group as a proxy on behalf of some of the Brand TLD applicants and was a positively participating member behind the work to create the Specification 13 of the ICANN Registry Agreement (RA).

