



SIMPLYTEETH

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IN SUPPORT OF THE EOI PLAN

Dear ICANN,

In response to your request for feedback on the EOI process:-

I believe that EOI's should be mandatory and have significant cost, as long as that cost is offset when an application is made. Refunds should only be given in exceptional circumstances.

My reasoning for the above is to ensure that the ICANN community can see what true demand there is for new top level domains. If EOI's are not mandatory or are cheap, I fear that others will attempt to game the system and distort the information.

The consultation period of four months sounds very long – is there no way to shorten it? We need new top level domains now!

In order for the process to continue efficiently, I believe that as much information as possible should be disclosed regarding EOI applicants and their strings.

Yours faithfully,

**Dr. Cecil David Chweidan BDS (Rand) BA
Founder
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