

Echoing the comments of previous commenters, I'd like to commend ICANN for coming up with a solution to certain issues with the new gTLD process that involves effective compromise between the interests of all stakeholders, while generating valuable information which will inform the process of developing a final guidebook.

Of course, requiring a substantial financial commitment in order to file an EOI is critical to ensure the effectiveness of the process. Otherwise, what is to keep applicants from filing hundreds, if not thousands, of EOIs?

Filing of an EOI also must be mandatory to file a formal application at a later date. Otherwise, who will file EOIs?

We are tantalizingly close to expanding the domain name system in an innovative and exciting new manner. I believe that ICANN's new EOI program will help make this change a reality.

Sincerely,

Michael Mendelson