



May 26, 2010

Via Certified Mail 7008 2810 0000 5989 7693

Henry A. Hart, Jr.
General Counsel
Society for Human Resource Management (SHRM)
1800 Duke Street
Alexandria, VA 22314

Dear Mr. Hart,

I am the Chief Operating Officer for Internet Employment Linkage, Inc. d/b/a HigherEdJobs ("HigherEdJobs"). HigherEdJobs owns the rights to the HIGHEREDJOBS trade name and service mark, including the following United States trademark registrations and applications for registration ("HIGHEREDJOBS Family of Marks"): HIGHEREDJOBS.COM, Registration No. 2,688,003, registered February 18, 2003; HIGHEREDJOBS.COM (stylized), Registration No. 2,781,127, registered November 11, 2003; HIGHEREDJOBS (stylized), US. App. Ser. No. 77/950,871, filed March 4, 2010; and HIGHEREDJOBS, US. App. Ser. No. 77/950,843, filed March 4, 2010.

HigherEdJobs is the leading source for jobs and career information in academia. During 2009, more than 2,600 colleges and universities posted over 55,000 faculty, administrative and executive job postings to the company's website. HigherEdJobs is visited over two million times each month by 700,000 unique visitors.

Our company has diligently reviewed the policies and procedures of the .jobs domain name since its issuance several years ago. Based on the initial application, we have been comfortable that our trademark rights were going to be respected. Recently, we are concerned with how your new policy may affect the legal rights of our company's intellectual property portfolio. To us, the new policy would contradict what SHRM represented to ICANN in part C the application (e.g. "The .jobs sTLD will comply with all applicable trademark and anti-cybersquatting legislation.") to petition for the sTLD (see <http://www.icann.org/en/tlds/stld-apps-19mar04/jobs.htm>).

Our comment involves the rights of trademark owners. Will SHRM/Employ Media/Direct Employers Association respect the legal rights of trademark holders in the issuance of domain names under its new initiative at <http://www.universe.jobs/?> This is a significant policy question that will have wide-reaching impact across industries. For example, if the domain highered.jobs were to be given out it would infringe HigherEdJobs' family of trademarks and, more importantly, would do HigherEdJobs immediate and irreparable harm.

We look forward to understanding your organization's position.

Very truly yours,

A handwritten signature in blue ink, appearing to read "Andrew W. Hibbel".

Andrew W. Hibbel
Chief Operating Officer

c: .jobs Public Comment Page at <http://shrm.wufoo.com/forms/jobs-public-comment-page/>
John Jeffrey, General Counsel, ICANN
Peter Weddle, Executive Director, International Association of Employment Websites
R. David Donoghue, Esq., Holland & Knight