



## **Commercial Connect, LLC.**

1418 South Third Street  
Louisville, Kentucky 40208  
(502) 636-3091 – (502) 634-1484  
<http://www.dotShop.com>

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March 13, 2015

**New GLTD Panel and Economist Intelligence Unit  
c/o ICANN  
12025 Waterfront Drive, Suite 300  
Los Angeles, CA 90094-2536**

Re: Additional Letters of Support and Listing of Supporters

Dear ICANN & Economist Intelligence Union Reviewers:

Attached please find our comments to the CPE Application 1-1830-1672 for .shop.

We will also submit via email to [newgtlds@icann.org](mailto:newgtlds@icann.org).

Please confirm receipt and transmit to the CPE provider for consideration.

Thank you for your time, attention and consideration on our Community Review.

Sincerely,

Jeffrey Smith

JSS:dwr

March 11, 2015

New GLTD Panel and Economist Intelligence Unit  
c/o ICANN  
12025 Waterfront Drive, Suite 300  
Los Angeles, CA 90094-2536

Dear ICANN CPE Panel:

As the largest eCommerce trade association, I am writing to support Commercial Connect LLC's community application for dotShop (.shop). As eCommerce World Retailers, a recognized global ecommerce organization, we fully support this community application. Many constituents tell me that their businesses and corporations depend on the stability and growth of online activities in today's economy. We also recognize that Commercial Connect LLC focuses on the sector supporting one out of every four jobs in the US--the retail sector. The company has built its mission statement to support secure ecommerce policies and privacy for shoppers and we recognize that this is a vital consideration in the advent of mobile payments. I believe the proposed Top Level Domain (TLD) of ".shop" under Commercial Connect has set up standards for a registry that will offer a better online shopping experience.

The U.S. Online Retail Forecast, 2011 to 2016, by Forrester, indicates that much of the growth in US ecommerce sales comes from online retailers improving their websites and services. And smartphones and tablets are helping boost ecommerce sales. According to the report, smartphones and tablets leads consumers to spend more time online and spend more money making purchases.

In light of the growth of the Internet, and an eye on stability, we offer our support of Commercial Connect, LLC. and its application and encourage the delegation of dotShop near-term.

eCommerce World Retailers is an eCommerce trade association that advances global eCommerce, assists and educates its professionals through vendor-neutral education and advocacy. eCWR represents more than 4,000 members world-wide. Combined, these leaders drive innovation and fuel job growth and the international economy. Servicing and supporting them means advancing information technology itself. We recognize that the once linear go-to-market stream of vendor, distributor, channel firm and customer is now a tangled web of multiple channels, varied delivery and hosting mechanisms and new faces.

I appreciate your consideration of the Commercial Connect, LLC's application and eCommerce World Retailers fully supports Commercial Connect in this delegation process for .shop.

Sincerely,



**Ashley Beecroft**

Chairman

**eCommerce World Retailers**

3500 E Broadway Ste 2

West Memphis, AR. 72301

[ABeecroft@ecwr.net](mailto:ABeecroft@ecwr.net)

<http://www.ecwr.net>

Joseph Grove, Group Editor

NetWorld Alliance, 13100 Eastpoint Park Boulevard, Louisville, KY 40223

Dear ICANN

As Group Editor of NetWorld Alliance portals which cover and support ecommerce and other retailers, I am writing this letter of support of Commercial Connect's application to receive the delegation of dotShop. We believe that the new gTLD (Top Level Domain) of dotShop may be able contribute to the organization and fair competition of retailers and online companies across the world. We believe that Commercial Connect LLC's history and resources make the company the best choice for this delegation.

About NetWorld Alliance

NetWorld Alliance is a leading business-to-business media communications company that provides news and information on a variety of industries. Founded in 2000, NetWorld Alliance web information portals are used throughout the world and cover the self-service, digital signage, mobile, retail, food service and church industries via media, associations and events.

NetWorld Alliance media and events include: Mobile Payments Today, ATMmarketplace.com, DigitalSignageToday.com, FastCasual.com, Fast Casual Executive Summit, KioskMarketplace.com, Pizza Executive Summit, PizzaMarketplace.com, QSRweb.com, RetailCustomerExperience.com, Retail Customer Experience Executive Summit, and SelfServiceWorld.com.

Sincerely,

A handwritten signature in black ink, appearing to read 'J. Grove', written over a printed name.

Joseph Grove

Group Editor, NetWorld Alliance