

IAG Statement of Interest (SOI) Form

- 1) Name: Matt Serlin
- 2) Date: November 29, 2011
- 3) Current employer(s): MarkMonitor, Inc.
- 4) Current position(s): Senior Director, Domain Management
- 5) Please identify the type(s) of work performed: I am responsible for product management, operations and client services for MarkMonitor and represent the company on the GNSO Registrars Constituency.
- 6) Please list any financial relationship beyond de minimis stock ownership you may have with any company that to your knowledge has a financial relationship or contract with ICANN, or is submitting a response to the Request for Information for service providers for the Trademark Clearinghouse:

None
- 7) Do you believe you are participating in the IAG as a representative of any individual or entity, whether paid or unpaid? If the answer is "Yes," please provide the name of the represented individual or entity:

I am representing MarkMonitor and its client base.
- 8) Please identify any other relevant arrangements, interests, or benefits as requested in the following two questions:
 - a) Do you have any type of material interest in IAG processes and outcomes? If the answer is "yes," please describe.

As an ICANN accredited registrar, MarkMonitor has a vested interest in the work of this group as it will directly affect our business operations as well as our clients.
 - b) Are there any arrangements/agreements between you and any other group, constituency or person(s) regarding your participation as an IAG member? If the answer is "yes," please describe the arrangements/agreements and the name of the group, constituency, or person(s).

No

9) Please identify any additional ICANN-related Working Groups or other chartered teams in which you are participating:

I am currently participating in the IRTP-Part C working group

10) Additional Information (optional):