Ex. 11

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Attorney for Plaintiff
PETROLIAM NASIONAL BERHAD (PETRONAS)

UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
OAKLAND DIVISION

PETROLIAM NASIONAL BERHAD (PETRONAS), Plaintiff, vs. GODADDY.COM, INC., Defendant.	CASE NO: 09-CV-5939 PJH Notice Hearing Date: December 7, 2011 Noticed Hearing Time: 9:00 a.m.

DECLARATION OF EXPERT WITNESS TINA DAM IN SUPPORT OF PLAINTIFF'S MOTION FOR PARTIAL SUMMARY JUDGMENT ON GODADDY'S LIABILITY FOR CONTRIBUTORY CYBERSQUATTING (COUNT II OF FIRST AMENDED COMPLAINT)

I, Tina Dam, declare as follows:

1. I have been retained as an expert by the Plaintiff in this case, Petrolaim Nasional Berhad (PETRONAS).

2. I make this declaration on personal knowledge and, if called as a witness, I could and would testify competently as to its contents.

3. Attached hereto as Exhibit A is a true and correct copy of my expert report in this case which I prepared and which I signed on October 3, 2011. My expert report contains a true and correct statement of my opinions rendered in this matter and the bases for those opinions as well as an identification of information I considered in forming them (including by citation to such material throughout the report).

I declare under penalty of perjury that the foregoing is true and correct.

Executed on November 1, 2011

Tina Dam

Ex. A

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UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
OAKLAND DIVISION

PETROLIAM NASIONAL BERHAD (PETRONAS), Plaintiff, vs. GODADDY.COM, INC., Defendant.	CASE NO: 09-CV-5939 PJH **DISCLOSURE OF EXPERT WITNESS TINA DAM**

TO ALL PARTIES AND TO THEIR ATTORNEYS OF RECORD:

PLEASE TAKE NOTICE that pursuant to Fed. R. Civ. P. 26(a)(2)(A), Plaintiff Petroliam Nasional Berhad (Petronas) discloses Tina Dam. This disclosure is accompanied by the report attached hereto as Exhibit 1, which contains material designated as "confidential" under the protective order in this case.

Dated: October 3, 2011 LAW OFFICES OF PERRY R. CLARK

By: /s/ Perry R. Clark .
Perry R. Clark

Attorney for Plaintiff
PETROLIAM NASIONAL BERHAD
(PETRONAS)

CERTIFICATE OF SERVICE

On October 3, 2011, I served this **DISCLOSURE OF EXPERT WITNESS TINA DAM** by First Class Mail and electronic mail on:

John L. Slafsky, Esq.

David Lansky, Esq.

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Dated: October 3, 2011 By: /s/ Perry Clark
Perry Clark

Ex. 1

Expert Witness Report
Of
Tina Dam

I. Introduction

I have been retained as an expert with respect to the domain name system, including domain name registration, the roles of domain name registrars, registrants, and registries, domain name resolution, and URL redirection.

I am submitting this report in order to provide a statement of the opinions I have rendered and the bases for those opinions as well as an identification of information I considered in forming them, which I have done by citation to such material throughout this report.

I am being compensated at my normal consulting rate of $500 per hour. A copy of my resume listing my education and work experience is attached as Exhibit A.

II. Overview

One of the fundamental aspects of the internet is the ability of hundreds of millions computers to locate and exchange information with one another over a flexible and reliable network. The domain name system (DNS) provides the elemental foundation that makes this possible.

The DNS operates using IP addresses, which are numeric identifiers, such as "192.0.43.7," for every computer connected to the internet, and which allow communications between them much like telephone numbers allow communication between telephones (although technically not the same). A critical function of the DNS is to allow a computer to determine the IP address of another computer connected to the internet in order to establish a connection and begin exchanging information.

Another important aspect of the DNS is the association of numeric IP addresses with strings of letters forming "domain names," which is easier for humans to remember.

An example of a domain name is "generalmotors.com." Here "generalmotors" is the second-level domain registered by the registrant under the top-level domain of .COM. The TLD .COM is administered by the registry Verisign.

By making what can be considered a directory functionality mapping domain names to IP addresses available to virtually any computer with a web browser (such as Internet Explorer) and a connection to the internet, the DNS provides a critical enabling capability for the internet.

Two separate and distinct processes are central to the operation of the DNS: domain name registration and domain name resolution. These processes are discussed in detail below.

III. Domain Name Registration

In order to register a domain name, a Registrant must use the registration services of an ICANN accredited registrar. [1] The registrars will also be authorized to provide registration services under the various TLDs for the respective registries.[2]

Domain names are used typically for web-addresses and email-addresses.

A would-be registrant begins the registration process by submitting a registration request to a domain name registrar, such as GoDaddy. Usually the potential registrant submits his or her request via the registrar's website by the following steps:

1) Typing in the domain name to be registered, after which the registrar will check the availability of that specific domain name.

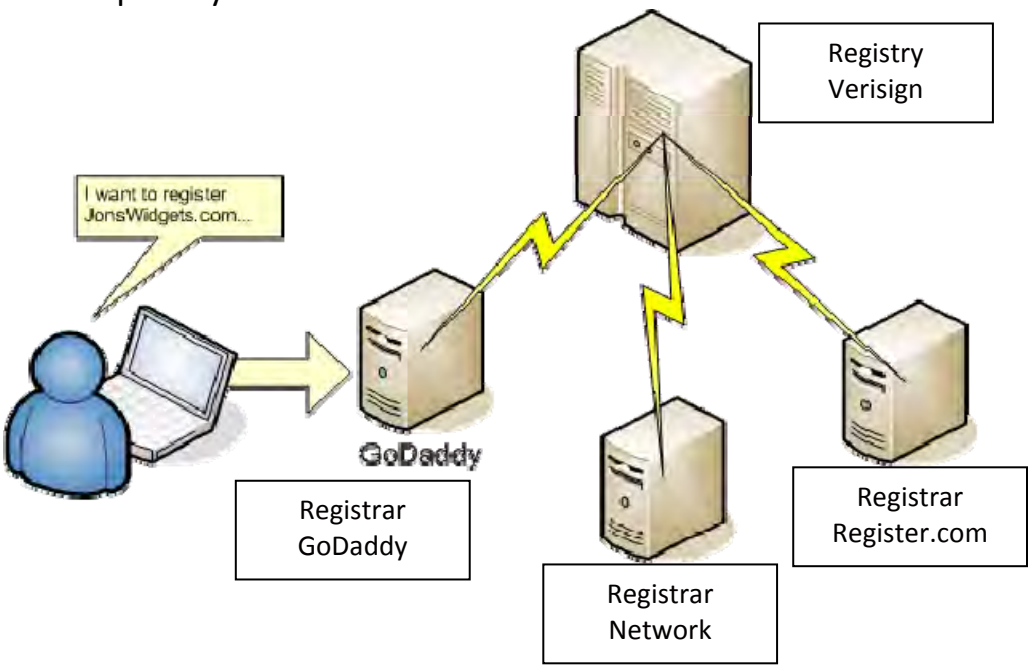
2) If the domain name is available, the registrant will add it to a shopping cart on the website, and proceed to check out.

3) At check-out the registrant fill out required information, typically this is: the registrant's administrative and technical contact name and contact information; and the registrant enters and authorizes charge on his/her credit card information to cover the registrar's registration fees.

[1] Functional, conceptual, and implementation aspects of domain name registration are set forth in certain documents or agreements that are within the purview of ICANN or registrars such as GoDaddy, including those collected in Ex. F.

[2] Many of the concepts and facilities of the internet and domain name system are set forth in documents generated by the Internet Engineering Task Force, in particular RFCs 5730, 3375, 3632,2832, 1034, 1035, and 2616. (Ex. H).

4) The registrant can also during check-out typically select services related to the domain name registration, such as hosting, email management, and privacy services.



In order to determine whether the requested domain name is available for registration, the registrar's system checks (i) the associated registry's database of registered domain names and (ii) the reserved list of names that are blocked for registration. If the requested domain name is available for registration, and the registrant has entered the contact and payment information as mentioned above, the registrar then submits a command to the appropriate domain name registry typically using a protocol called EPP.[3] The content of this command commonly includes: the domain name being registered, the ip-addresses and names of the primary and secondary nameservers designated for the domain name, identity of the registrar, and expiration date of the registration.[4] There are a number of different domain name registries for the various "top-level domains," such as ".com," ".net," etc. The registry for ".net" domain names is Verisign, Inc. The registrar collects the registration fee for the registration before or simultaneously to submitting the registration request to the registry.

[3] Ex. H.
[4] Two Domain Name Servers are used for redundancy.

Following the successful registration, the registrant may make modifications to the provided information and nameservers. In some cases there are grace-periods in effect which means that the registrant must wait for a certain time period before he/she can make such changes.

The registry and registrar maintain a publicly accessible database, called the whois database that contains information from the domain name registration records of all registered domain names. The Verisign whois entry for "petronastower.net" is below (Ex. G at GD-000674):

WHOIS Underlying Registry Data:

Whois Server Version 2.0

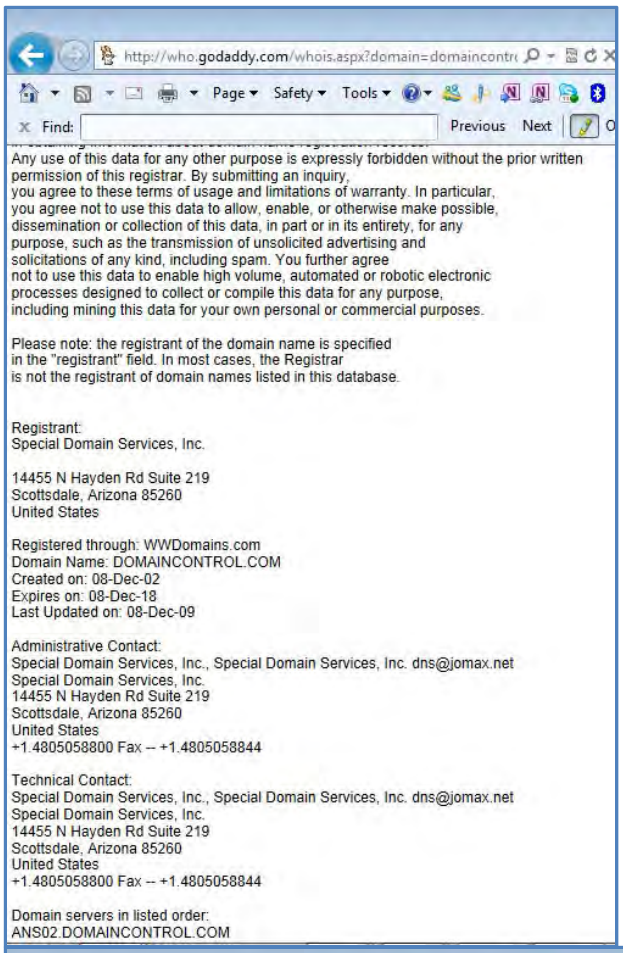
Domain names in the .com and .net domains can now be registered
with many different competing registrars. Go to http://www.internic.net
for detailed information.

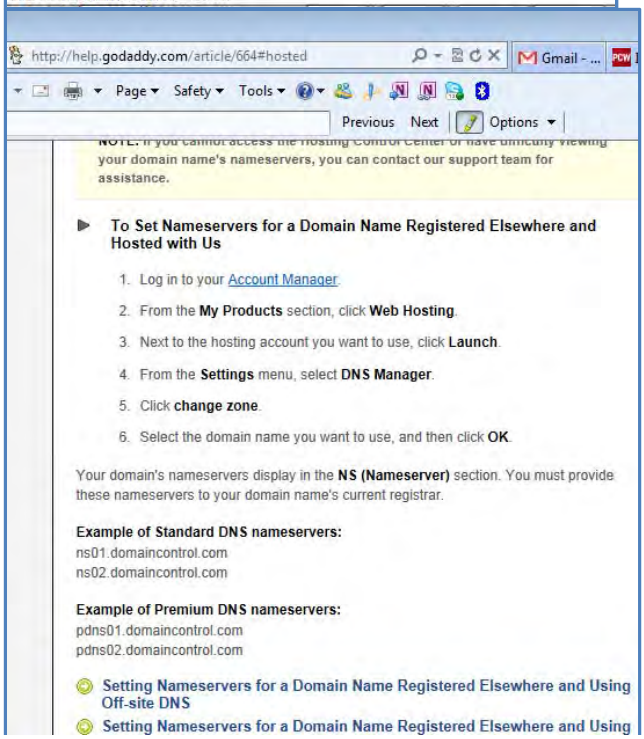
Domain Name: PETRONASTOWER.NET
Registrar: GODADDY.COM, INC.
Whois Server: whois.godaddy.com
Referral URL: http://registrar.godaddy.com
Name Server: NS39.DOMAINCONTROL.COM
Name Server: NS40.DOMAINCONTROL.COM
Status: clientDeleteProhibited
Status: clientRenewProhibited
Status: clientTransferProhibited
Status: clientUpdateProhibited
Updated Date: 02-may-2009
Creation Date: 08-may-2003
Expiration Date: 08-may-2010

>>> Last update of whois database: Fri, 18 Dec 2009 18:13:04 UTC <<<

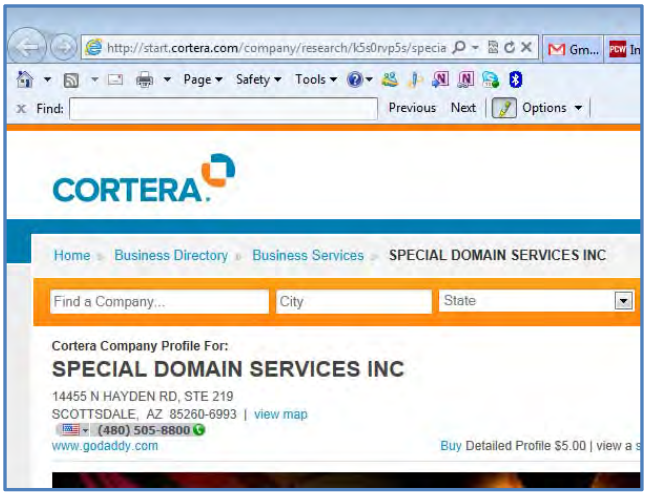
Often, the name servers designated for a domain name when it is first registered are owned and operated by the domain name registrar. This is the case for "petrontower.net" and, as shown in the above example, the designated Domain Name Servers "NS39.DOMAINCONTROL.COM" and "NS40.DOMAINCONTROL.COM" are owned and operated by The Go Daddy Group. This can be verified by checking the Whois information for domaincontrol.com, and on the godaddy website, and below information demonstrating that domaincontrol.com is used for hosting domain names at Godaddy. (Ex. B).

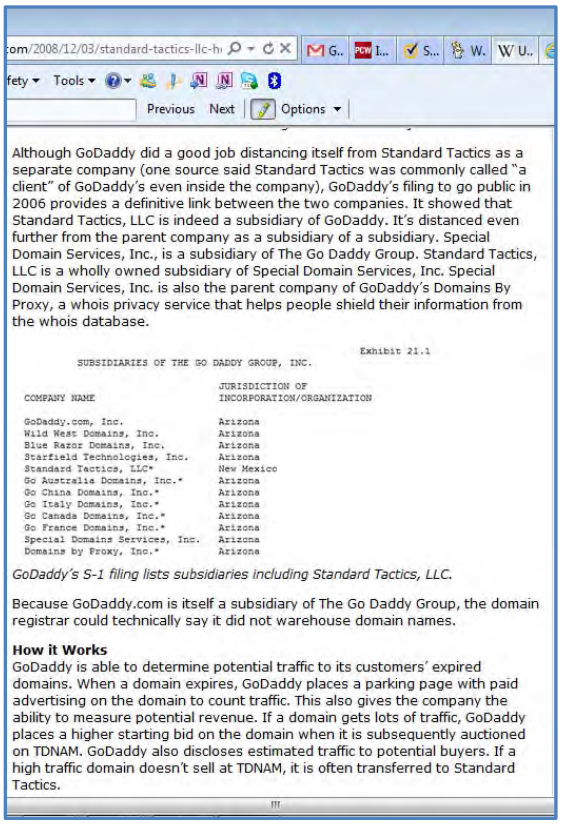
The Whois information for domaincontrol.com shows the registrant is Special Domain Services Inc. , and the Godaddy website shows that domaincontrol is used as nameservers for Godaddy hosting customers.


http://who.godaddy.com/whois.aspx?domain=domaincontr
Page
Safety
Tools
Find:
Previous
Next
Any use of this data for any other purpose is expressly forbidden without the prior written permission of this registrar. By submitting an inquiry, you agree to these terms of usage and limitations of warranty. In particular, you agree not to use this data to allow, enable, or otherwise make possible, dissemination or collection of this data, in part or in its entirety, for any purpose, such as the transmission of unsolicited advertising and solicitations of any kind, including spam. You further agree not to use this data to enable high volume, automated or robotic electronic processes designed to collect or compile this data for any purpose, including mining this data for your own personal or commercial purposes.
Please note: the registrant of the domain name is specified in the "registrant" field. In most cases, the Registrar is not the registrant of domain names listed in this database.
Registrant:
Special Domain Services, Inc.
14455 N Hayden Rd Suite 219
Scottsdale, Arizona 85260
United States
Registered through: WWDomains.com
Domain Name: DOMAINCONTROL.COM
Created on: 08-Dec-02
Expires on: 08-Dec-18
Last Updated on: 08-Dec-09
Administrative Contact:
Special Domain Services, Inc., Special Domain Services, Inc. dns@jomax.net
Special Domain Services, Inc.
14455 N Hayden Rd Suite 219
Scottsdale, Arizona 85260
United States
+1.4805058800 Fax -- +1.4805058844
Technical Contact:
Special Domain Services, Inc., Special Domain Services, Inc. dns@jomax.net
Special Domain Services, Inc.
14455 N Hayden Rd Suite 219
Scottsdale, Arizona 85260
United States
+1.4805058800 Fax -- +1.4805058844
Domain servers in listed order:
ANS02.DOMAINCONTROL.COM


http://help.godaddy.com/article/664#hosted
Gmail - ...
Page
Safety
Tools
Previous
Next
Options
your domain name's nameservers, you can contact our support team for assistance.
To Set Nameservers for a Domain Name Registered Elsewhere and Hosted with Us
1. Log in to your Account Manager.
2. From the My Products section, click Web Hosting.
3. Next to the hosting account you want to use, click Launch.
4. From the Settings menu, select DNS Manager.
5. Click change zone.
6. Select the domain name you want to use, and then click OK.
Your domain's nameservers display in the NS (Nameserver) section. You must provide these nameservers to your domain name's current registrar.
Example of Standard DNS nameservers:
ns01.domaincontrol.com
ns02.domaincontrol.com
Example of Premium DNS nameservers:
pdns01.domaincontrol.com
pdns02.domaincontrol.com
Setting Nameservers for a Domain Name Registered Elsewhere and Using Off-site DNS
Setting Nameservers for a Domain Name Registered Elsewhere and Using

Special Domain Services address includes www.godaddy.com, and searching information online shows that Special Domain Services is a Godaddy subsidiary.





Although GoDaddy did a good job distancing itself from Standard Tactics as a separate company (one source said Standard Tactics was commonly called "a client" of GoDaddy's even inside the company), GoDaddy's filing to go public in 2006 provides a definitive link between the two companies. It showed that Standard Tactics, LLC is indeed a subsidiary of GoDaddy. It's distanced even further from the parent company as a subsidiary of a subsidiary. Special Domain Services, Inc., is a subsidiary of The Go Daddy Group. Standard Tactics, LLC is a wholly owned subsidiary of Special Domain Services, Inc. Special Domain Services, Inc. is also the parent company of GoDaddy's Domains By Proxy, a whois privacy service that helps people shield their information from the whois database.

Exhibit 21.1

SUBSIDIARIES OF THE GO DADDY GROUP, INC.

COMPANY NAME	JURISDICTION OF INCORPORATION/ORGANIZATION
GoDaddy.com, Inc.	Arizona
Wild West Domains, Inc.	Arizona
Blue Razor Domains, Inc.	Arizona
Starfield Technologies, Inc.	Arizona
Standard Tactics, LLC*	New Mexico
Go Australia Domains, Inc.*	Arizona
Go China Domains, Inc.*	Arizona
Go Italy Domains, Inc.*	Arizona
Go Canada Domains, Inc.*	Arizona
Go France Domains, Inc.*	Arizona
Special Domains Services, Inc.	Arizona
Domains by Proxy, Inc.*	Arizona

GoDaddy's S-1 filing lists subsidiaries including Standard Tactics, LLC.

Because GoDaddy.com is itself a subsidiary of The Go Daddy Group, the domain registrar could technically say it did not warehouse domain names.

How it Works

GoDaddy is able to determine potential traffic to its customers' expired domains. When a domain expires, GoDaddy places a parking page with paid advertising on the domain to count traffic. This also gives the company the ability to measure potential revenue. If a domain gets lots of traffic, GoDaddy places a higher starting bid on the domain when it is subsequently auctioned on TDNAM. GoDaddy also discloses estimated traffic to potential buyers. If a high traffic domain doesn't sell at TDNAM, it is often transferred to Standard Tactics.

The registrant can, however, direct the registrar to designate Name Servers selected by the registrant. This is typically done in the registrant's interface or account on the registrar's website. While many domain name registrars provide Name Servers for their registrant customers, registrants can operate their own Name Servers or use Name Servers operated by other domain name registrars or other web hosting companies.

In addition to the initial registration of domain names, domain name registrars perform functions associated with the maintenance of domain name registrations, such as updating the registrant's contact information, transferring domain names between registrars and registrants, and collecting renewal fees.

I understand that GoDaddy was not the registrar which performed the original registration of the domain names "petronastower.net" and "petronastowers.net." (Ex. C (Lewis Decl. at 2:23-24)); (Ex. D, GD-000393). In my best assessment, based on received information, it is my opinion, the conduct of GoDaddy that could be characterized as either the transferring-in registrar and following such transfer the registrar managing the maintenance of the domain

names “petronastower.net” and “petronastowers.net” consisting entirely of the following:

- On or before March 30, 2007, GoDaddy received a request from the registrant of the domain names “petronastower.net” and “petronastowers.net” for GoDaddy to become the registrar of record for those domain names. (Ex. D GD-000377).
- On March 30, 2007, GoDaddy charged the registrant’s credit card for “.NET Bulk Domain Name Transfer (6-20)” for the domain names “petronastower.net” and “petronastowers.net.” (Ex. D GD-000475).
- By April 1, 2007, GoDaddy completed the transfer of the domain names “petronastower.net” and “petronastowers.net” from the previous registrar to GoDaddy and on April 1, 2007 GoDaddy sent an email to the registrant notifying it of the completion of the transfer. (Ex. D, GD-000367, 369, 110, 152).
- On April 26, 2008 and May 3, 2008, GoDaddy set the domain names “petronastower.net” and “petronastowers.net” to “auto renew,” lilely in response to a request from the registrant. (Ex. D, GD-000353, 350, 348, 346, 345, 344).
- On May 3, 2008, GoDaddy charged the registrant’s credit card for “.NET Bulk Domain Name Renewal (6-20)” for the domain names “petronastower.net” and “petronastowers.net.” (Ex. D, GD-000467).
- On May 2, 2009, GoDaddy again set the domain names “petronastower.net” and “petronastowers.net” to “auto renew.” (Ex. D, GD-000313).
- On May 2, 2009, GoDaddy charged the registrant’s credit card for “.NET Bulk Domain Name Renewal (6-20)” for the domain names “petronastower.net” and “petronastowers.net.” (Ex. D, GD-000447).
- On July 2, 2009, GoDaddy sent a contact information update request to the registrant of the domain names “petronastower.net” and “petronastowers.net” and the contact information was updated. (Ex. D, GD-000310, 110, 152).
- On December 18, 2009, GoDaddy received and logged a complaint regarding the domain name “petronastower.net.” (Ex. D, GD-000302).

- On December 21, 2009, GoDaddy sent a contact information update request to the registrant of the domain name "petronastower.net" and updated the contact information. (Ex. D, GD-000302).
- On January 24, 2010, GoDaddy sent a contact information update request to the registrant of the domain name "petronastowers.net" and updated the contact information. (Ex. D, GD-000301, 110).
- On March 23, 2010, the domain name "petronastowers.net" was renewed. (Ex. D, GD-000299).
- On May 9, 2010, the domain name "petronastower.net" was renewed. (Ex. D, GD-000298).
- On May 18, 2010, GoDaddy transferred the domain name "petronastower.net" pursuant to a court order from the previous registrant to Petronas. (Ex. D, GD-000298).
- On June 14, 2010, GoDaddy received and logged a complaint regarding the domain name "petronastowers.net." (Ex. D, GD-000296).
- On August 30, 2010, GoDaddy transferred the domain name "petronastowers.net" pursuant to a court order from the previous registrant to Petronas. (Ex. D, GD-000293).

IV. Resolving Domain Names

The name servers is the critical component in the internet system that is responsible for routing an internet user to the address where for example the webpage content can be found for the webpage associated or linked to that domain name.

Perhaps the most familiar function of the DNS is the use of a domain name by computer users to find/resolve a website. When a computer user types a domain name into a web browser, the DNS enables the web browser to obtain the numerical IP address of the computer (often called a web server) that holds the files that the web browser can use to display the content of the website associated with the domain name.[5]

[5] The concepts and facilities of the internet and domain name system are set forth in documents generated by the Internet Engineering Task Force, in particular RFCs 5730, 3375, 3632,2832, 1034, 1035, and 2616. (Ex. H).

The process by which a web browser locates the Domain Name Server for a particular domain name and obtains the correct IP address is called "domain name resolution." The domain name resolution process is invisible to the computer user and usually is completed in mili-seconds, by the following steps:

1. When a computer user types "JonsWidgets.com" into the address bar of his or her web browser and the web browser submits a request to the Internet Service Provider's (ISP's).

2. The ISP's name server then searches its files (cached information) for the domain name record for the domain name "JonsWidgets.com."

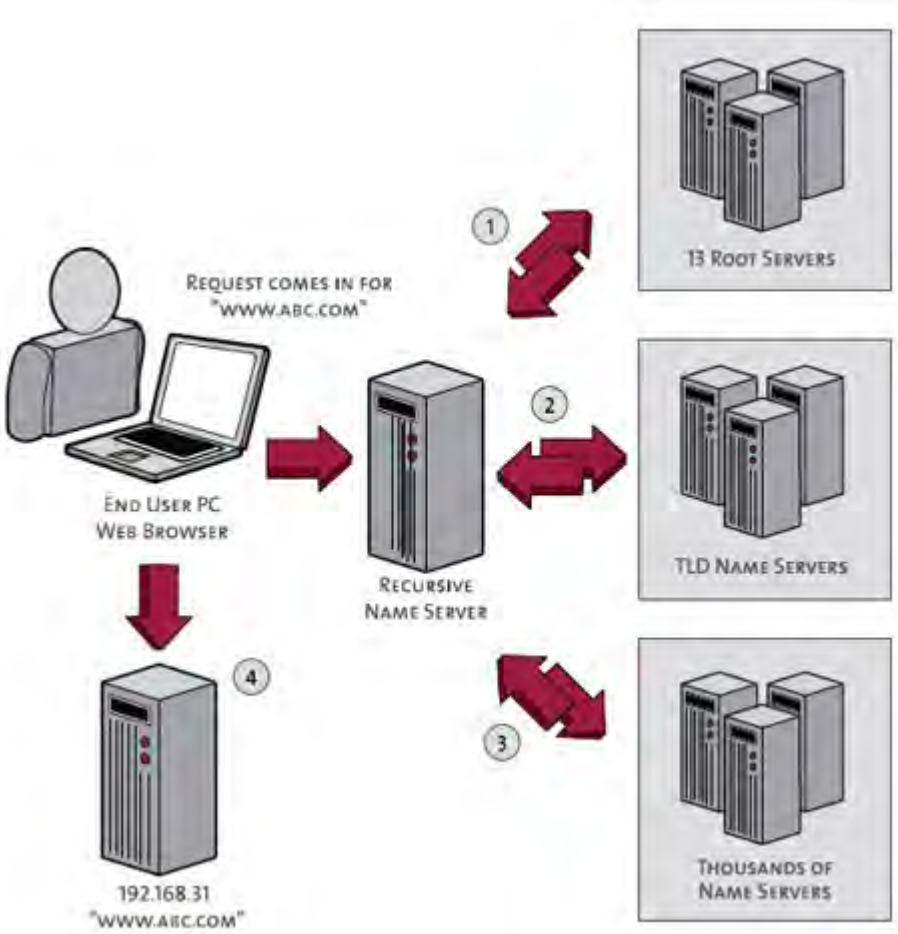
    - If the ISP's DNS server has the authoritative name server on file (cashed) for "JonsWidgets.com" in its own files, it will access the authoritative server and inquire the IP address for the "JonsWidgets.com" web-address.

    - If the ISP's DNS server does not have the record for "JonsWidgets.com," it can pull the address of the authoritative server from the server for .NET. The zonefile for .NET holds information of all authoritative servers for the domains registered under .NET. The .NET zonefile is managed by Verisign.

3. The webpage is displayed on the users computer screen

One of the important aspects of the DNS is that content (e.g. webpage content) can change location anytime the owner has a need to do so, and without the users accessing the site noticing the change of location. Also the address pointing at a website can change. For example in cases where an owner of a webpage/content wishes to draw users to his/her site by use of other domain names where the new name makes more sense relatively to the content of the site, or perhaps where the new name is a highly searched term and/or otherwise holds high web-search rankings. The new name will be pointed to the web-address and when users type or click the new domain name (that is, as a web-address link in a browser) then the user will get the webpage content displayed on their site.

Domain name records are distributed across the internet through a hierarchal arrangement of name servers (illustrated below). At the top of this hierarchy are thirteen "root servers" which are specially maintained at select locations around the world. These root servers contain records identifying the "top-level" domain name servers, or "TLD name servers," for each top-level domain, such as ".com" or ".net." These TLD name servers are maintained by the domain name registry for each top-level domain and contain records pointing to the Authoritative Domain Servers for each domain name registered under the respective TLDs, and which make up the lowest level of the hierarchy. The Authoritative Domain Name Servers store the domain name records linking domain names to IP addresses (used for web, mail and other).



A DNS server that is unable to locate a domain name record—such as for a newly registered domain name—in its own files will either query the TLD Server, or one of the Root-servers in cases where it also does not know the location of the TLD server. A recursive name server is virtually certain to be able to locate a domain name record by first querying the "root servers," then the TLD name servers, and ultimately the network of Authoritative Domain Name Servers. It is by virtue of

this “hierarchy” and the use of recursive name servers that a new TLD or a new domain name is accessible across the internet.

In my opinion, the domain name registrars (in their domain name registration services) do not play a direct or active role in the process of domain name resolution. Their only function related to domain name registration is to submit, update, and otherwise maintain requests to the domain name registries for registration including the name servers that are authoritative for the registered domain name. It the responsibility of the registries to update the TLD name servers with the domain names and their associated information including that of the name server when they receive the information from the registrars.

V. Domain Name Forwarding

Domain name forwarding or “URL redirection” is a function that “forwards” a request for the files associated with one domain name to the IP address associated a second domain name.

To illustrate domain name forwarding, consider a situation in which an internet user inputs the domain name “example.com” into a web browser’s address bar.

Through the domain name resolution process, the record stored on the Name Server for “example.com” would identify the IP address associated with “example.com.” If the server at that IP address was programmed to respond with files that could be used to display a web page, then the internet user’s web browser would display the web page for “example.com.”

If the server for “example.com” was programmed to implement domain name forwarding, it would respond to requests for “example.com” by pointing to another domain name, such as “differentexample.com.” The domain name resolution process could then first inquire example.com where it would be told to look after differentexample.com, and in turn the address for differentexample.com would be displayed for the user.

Godaddy offers their users free services under their domain management control panel, such as the forwarding or redirection mechanism. The registrant used that mechanism to forward or redirect specific domains to other domains that hosted pornographic content. The forwarding or redirection service is an added service

typically provided by registrars to its customers. In my opinion, such service is separate to that of domain name registration. The bases for my opinion in this regard include the documents in Exhibit I (GD-000560-563, 000614-629, 000668-677, GD-001804-1821, GD-002079-82, and GD-002446-2550), as well as all of the materials cited in the other sections of this report, and my background, knowledge, and experience.

October 3, 2011

/S/ Tina Dam
Tina Dam

Ex. A

TINA DAM

20 29th Ave #301 | Venice, California 90291 | USA |+1-310-862-2026

Email: tinadam@gmail.com

PROFILE:

Internet/DNS veteran and ex-ICANN Director, a leading expert and authority in Internationalized Domain Names and the Domain Name System in the Internet industry. On the forefront of Internet technology and the domain industry for over a decade with a leadership that transformed the Internet into a truly global platform by launching IDN TLDs in different languages and scripts.

Extrovert with excellent communication skills. Creative, flexible, and always take the initiative. Extremely goal oriented and enjoy challenges. Diplomatic nature and interpersonal skills keep teams satisfied and motivated to achieve company goals, whereas my "shake and move" personality ensures efficiency. A committed drive and energy with a sharpness that enables visibility of the big picture and at the same time a technology mastery that enables processes and procedures for strategic product implementation.

Named as one of the Top 10 Talents in IT by the leading Danish tech magazine Berlingske.

Fluent in English, Danish, Norwegian and Swedish, intermediate in German and I have basic language skills in Spanish and Turkish.

Core Strengths: ICANN, Strategy, Execution, Brand/Industry TLD Management, Government Negotiations and Relationships, DNS Policy and Technical Expertise.
Key Track Record: 36 IDN TLD Implementation & Launch, ICANN Director, technical, policy, and marketing launch of all existing gTLDs and ccTLDs.
Media: CNN,BBC, CBS,CNET, Wall Street Journal, Associated Press, AlJazeera, Washington Post & more.

PROFESSIONAL EXPERIENCE:

MYTLD **05/11 – PRESENT**
Co-Founder

MyTLD provides Top-Level Domain Management Services for Brands, Companies, Industries and Governments looking to leverage the generic Top-Level-Domain (gTLD) right-of-the-dot opportunity to create a sustainable, competitive advantage.

ICANN **05/03 – 08/11**
Senior Director IDN Programs & Chief gTLD Registry Liaison Officer

The Internet Corporation for Assigned Names and Numbers (ICANN) is the non-profit corporation that was formed to assume responsibility for the IP address space allocation, protocol parameter assignment, domain name system management, and root server system management functions previously performed under U.S. Government contract by IANA and other entities.

My responsibilities include: staff management; development and management of ICANN's IDN Programs (see overview below); main point of contact for interacting with registry operators on legal/compliance, financial and product/technical issues; new product development; and overall project management for most of ICANN's new technical and financial products, as well as development and implementation of new DNS policies.

Achievements include:

- Development the gTLD Registry Liaison Department at ICANN from the bottom up.
- Development and implementation of new DNS policies, including defining gTLD registry processes and procedures in accordance with ICANN Agreements.
- Documentation, development, and implementation of ICANN's early business processes which greatly increased the efficiency of the organization.
- Development of close and confidential relationships with ICANN partners globally.
- Management of training of gTLD Registry staff and ICANN colleagues in the legal framework under which the gTLD Registry Liaison Department operates.

- Management and implementation of ICANN required policies, including negotiations with Registries and presentations and advisories to the ICANN Board in their decision-making capacity.
- Development of the early ICANN Compliance Program.
- Management of ICANN internal and external cross functional working groups and project teams, including development of ICANN's initial project management approach.
- Project lead on internal and external projects such as, new gTLD analysis, re-assignment of .net, RFP for new sponsored TLD's, Inter-Registrar Transfer Policy, strategy and policy for introduction of new TLDs, and other projects that included broad community and global participation.
- Assisted in strategic preparation for Governmental Hearings including preparation of reports, speeches and presentations.
- Management of all ICANN IDN workshops.
- Management and execution of all ICANN IDN programs and projects, including revision of IDN guidelines, development of the IANA repository for IDN TLD practices, technical IDN TLD experiments, review and authorization of registries and their IDN implementations, development of policies concerning the introduction of IDN TLDs, and so forth.
- Development and implementation of the ICANN IDN ccTLD Fast Track Program for introduction of new IDN ccTLDs for countries and territories.
- Execution and evaluation of received IDN ccTLD requests, resulting in the introduction of more than 35 IDN ccTLDs, representing over 20 languages for close to 30 countries and territories. These includes: Algeria, Bangladesh, China, Hong Kong, India, Iran, Jordan, Oman, Palestine, Qatar, Russia, Serbia, Singapore, South Korea, Sri Lanka, Syria, Taiwan, Thailand, UAE and many more.
- Liaison to various linguistic and technical committees and working groups in the IDN field, including IETF, IAB, SSAC, UTC, UNESCO, ARAB League, AFRNIC, and many more.

European Domain Registry absl, Luxembourg **12/01-10/04**
Co-founder and Director

EUDR, headquartered in Luxembourg, was organized to bid for and manage the .EU domain name to the European Commission. My responsibilities included co-founding the company and drafting various aspects of the .EU application. As the organization has grown my position has evolved from being an active officer of the company to a member of the board of directors, and so my current position will not interfere with a full time position elsewhere.

Freelance Consultant **11/02-05/03**

Consultant to technology organizations, including:

Tucows Inc. (Toronto, Canada)
Product Manager/Project Manager
Tucows is a leading provider of Internet services to Internet service providers (ISPs) and Web hosting companies on a global basis. I completed a three month project managing new product development.

SWITCH (Zurich, Switzerland)
Analyst
SWITCH serves the Swiss science network which it is constantly expanding. I completed a short project to analyse the business and technical impact of possible de-regulation of the policies and procedures governing the ccTLD's .ch and .li top level domains.

Momentous Inc. (Ottawa, Canada)
Acting VP Product
Momentous owns both ICANN and CIRA accredited domain name registrars. I completed a one month interim project as acting VP Product.

Ascio Technologies Inc. , Denmark **1/01-11/02**

Ascio Technologies Inc. is an ICANN accredited domain name technology provider with approximately 75 employees headquartered in Copenhagen, Denmark.

Project Manager & Product Manager, Domain Technology
End to end project manager on all external products within the Domain Technology. Among other functions the job involves launching the new generic top level domains (responsible for all internal and external relationships, both on the customer and the supplier side). Project manager on the company

web-site, including definition of content and placement with focus on the need of the customer, optimization of search engine results and on-line advertisement. Further, project manager on internal products such as the partner billing system, development of price specification model, marketing and sales material provider, pre-sale and negotiation of deals with large partners, account management, key account management, technical account management, training of customer support personal, telemarketing support and training, financial interface on new products.

The projects were run in a disciplined and fast paced work environment and contained very sharp and externally set deadlines and milestones. The results were very successful as Ascio/Speednames was consistently among the top five registrars, globally, for all new generic top level domains. Internally the projects resulted in creation of standard work methods for establishment of new products.

Registry Relation Manager
Executive reporting to the CEO with responsibility for developing and maintaining relationships with registries and other suppliers. Negotiated contract terms and prices as well as establishment of policy and procedure agreements. Current portfolio holds more than 200 top-level domains. Managed operational, product, technical, service and sales aspects of new products implemented by research and analysis of industry standards and initiatives. This was more specifically possible by participating in all ICANN conferences as well as other Internet events, including membership of the registrar's constituency.

This position included detailed knowledge and hands-on experience as well as planning on the overall strategic level.

Microsoft Corporation (formerly Navision Software a/s), Denmark 8/99-12/00

Microsoft purchased Navision in July 2002. Based in Denmark, Navision has excelled in delivering business solutions in Europe and worldwide since 1985.

Software Designer, Systems Architecture Division
Key area of focus comprises analysis and design of architecture and applications on the new generation of products (initially a field service management system), which is based on an entirely new platform. This includes carrying out design documentation used for the programmers, ordinary documentation for the business architects as well as minor programming, testing and presenting (live and video) of prototypes. Researching analysis tools and documentation standards.

Associate, Management Information
Responsible for developing, maintaining and implementing procedures within the areas of financial management and information management. Responsible for developing models to make cost and investments budgets. This included annual budgets, rolling budgets every 3 month and multi-year budgets, as well as financial management systems. Working as the financial controller regarding all cost consumptions.
Assist with implementing and developing the project management system.
Responsible for developing and implementing the department's time accounting system.
Responsible for maintaining user and access rights.

Aalborg University, Denmark 9/98-6/99

Teacher in Statistics, the Business Faculty
A two-semester course for MBA students, giving an introduction to Business Statistics. Main focus on methods for statistical description and analysis.

EDUCATIONAL/PERSONAL EXPERIENCE:

BBA Marketing Management & International Management and Economics 9/99-5/03
Copenhagen Business School , Denmark

A business oriented education in three parts each estimated to 2 years. It is a challenging education that takes place at night in a unique professional assembly. It is especially relevant for people with practical experience and with the demand for continuing professional education at a high level. It gives a solid basis in the economically line and a specialized theoretically knowledge within a chosen business economics area.

Master of Science in Mathematics and Physics 7/93-7/99
Aalborg University, Denmark

My thesis is a comprehensive report with focus on the theory on spatial point processes. Defining point processes, classes, models including various simulations and algorithms. The thesis is now used for educational purposes at Universities in Denmark.

BOARD OF DIRECTORS/ ADVISORY BOARD POSITIONS:

- **Founding Board Member, EUDR**
  A pan-European organization bidding for the EU Commission's Registry Operator for the top-level domain DOT EU. http://www.eudr.org

- **Advisory Board Member, Organic Names**
  A UK based company that recently applied for the registry for the top-level domain DOT ORG. http://www.organicnames.org

- **Member of Ladies Circle Denmark** - counterpart to the Round Table foundation.
- **Pending member of the Eastern Star –** counterpart to the Freemasonic Association

PUBLICATIONS:

Spatial Point Processes - Models, Simulation, and Statistical Inference, by T. Dam, JB. Soerensen, and MH. Thomsen, June 1999.

LANGUAGE SKILLS:

Besides my native language (Danish) and the other Scandinavian languages, Swedish and Norwegian, I am fluent in English, intermediate in German, and I have basic skills in Spanish and Turkish.

TINA DAM
20 29th Ave #301 | Venice, California 90291 | USA |+1-310-862-2026 | Email: tinadam@gmail.com

Tina Dam has been on the forefront of Internet technology and the domain industry for over a decade. Tina's leadership played a vital role in shaping the latest effort in transforming Internet architecture and the domain name system into a truly global platform by launching Internationalized Domain Names in different languages and scripts. She was also named as one of the Top 10 Talents in IT by the leading Danish tech magazine Berlingske.

Tina is a leading expert and authority in Internationalized Domain Names (IDNs) and the Domain Name System (DNS) in the Internet industry. She is the co-founder of myTLD, a technology company specializing in launching new innovative Top-Level Domains (TLDs) for industry sectors, communities and brands [http://mytld.com]. Tina serves as COO of .music, the exclusive community top-level domain for the global music industry [http://music.us].

Tina is IDN advisor to various Internet organizations, including ICANN, the governing body that co-ordinates the operation and evolution of the DNS root name server system and ensures the stable and secure operation of the Internet.

Tina previously served as ICANN Director for IDNs, where she developed and managed all IDN-related projects and launches. Tina's primary track-record at ICANN focus on included the implementation, launch and management of the IDN ccTLD Fast-Track Process for global governments as well as the new IDN gTLD Program that will enable the deployment of internationalized top-level domains on the Internet.

Under her leadership at ICANN, the following countries obtained approval for their IDN ccTLD: Algeria, Bangladesh, China, Egypt, Hong Kong, India, Iran, Jordan, South Korea, Morocco, Oman, Pakistan, Palestine, Qatar, Russia, Saudi Arabia, Serbia, Singapore, Sri Lanka, Syria, Taiwan, Thailand, Tunisia, Ukraine, and UAE. These countries represent a total of 36 IDN ccTLDs.

Tina is a frequent speaker at Internet and DNS Industry events. Conferences include: ICANN meetings, Business Access meetings, and Regional Gatherings; Asia Pacific Network Information Center (APNIC) events; Asia Pacific Top Level Domain Association (APTLD) events; Latin American and Caribbean TLD Association (LACTLD); DNS Root Server System Advisory Committee (RSSAC) Meetings; Internet Engineering Task Force (IETF) Meetings; Domain Round Tables events; and many more.

She also have developed IDN focused videos and provided presentations and tutorials for the U.S Department of Commerce, law enforcement agencies such as the FBI, universities, and all ICANN supporting organizations and advisory committees, such as Generic Names Supporting Organization (GNSO), Country-Code Names Supporting Organization (ccNSO), Governmental Advisory Committee (GAC) and the At-Large Advisory Committee (ALAC).

Tina has been featured in television, radio, online, and print media, including the Wall Street Journal, the Washington Post, the Associated Press, BBC, CNN, Aljazeera, CNET, Inc, Techcrunch, Mashable, PC Mag, Computer World, ZDnet and many other major media outlets and blogs across the world.

Tina joined ICANN in 2003 as Chief gTLD Registry Liaison, where she was responsible for developing ICANN's gTLD Registry functions including defining, managing, and implementing processes in accordance with ICANN agreements and consensus policies for servicing gTLD registries.

Prior to ICANN she worked with several companies in the Internet DNS community including ICANN-accredited registrar Tucows; ICANN-accredited registrar Ascio Technologies (formerly known as SpeedNames), where she oversaw the launches of the .biz, .info, and .name top-level domains as well as managed the development of all related internal and external products and product marketing materials. Prior to her experience in the domain industry, Tina served as Systems Architecture Engineer at Navision Software (now Microsoft), establishing the architecture design of the company's next generation of enterprise business platform products, which currently are on the market.

Tina held the following Board positions: Founding Board Member, EUDR - A pan-European organization bidding for the EU Commission’s Registry Operator for the top-level domain DOT EU); Advisory Board Member, Organic Names - A UK based company that applied for the registry for the top-level domain DOT ORG.

Tina holds a Master of Science in Mathematics and Physics from the Aalborg University in Denmark and a BBA in Marketing Management and International Trade from Copenhagen Business School.

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