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February 22, 2011

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Honorable Betty Ann Kane
Chairman, North American Numbering Council
District of Columbia Public Service Commission
1333 H Street NW, West Tower 7th Floor
Washington, DC 20005

Dear Chairman,

I am President of Custom Toll Free, a toll free vanity number services provider. I am relatively new to this industry, having been involved for just over two years. My background is in information technology. I give you that information because I am looking at this industry from the outside in. In my opinion, the toll free industry has become stagnant. Change is necessary for this industry to re-vitalize and innovate.

Custom Toll Free has been in business for over ten years and has invested in the best technology available to provide an innovative e-commerce approach to our toll free number shared usage program. While there are many strategic possibilities that could provide increased hiring and increased revenue growth with sufficient funding, we are severely hampered by current regulation. Under current regulation, a toll free number is not "owned", therefore our most valuable assets are not perceived as assets at all. There is no open market available to provide input for valuation. Funding institutions have no way to value toll free numbers; therefore we are left out of asset-based lending opportunities. Why continue to invest in this industry when the regulations, by their very nature, create instability?

In many regards, the toll free number industry has much in common with the domain industry, yet we do not have the ability to own and fully control our numbers. Unlike those in the domain industry, we have no open and legal ability to buy and sell addresses (numbers). Instead, individuals must find workarounds or ways to package a transaction that provide a path toward liquidity. It doesn't make good business sense that the regulations force these deals to be done in the shadows. Why shouldn't 1-800-Flowers have the right to value or even sell this asset into which they've invested heavily. It is part of their brand whose trademark rights can be supported by law, yet the right to sell the number is illegal.

I recently reviewed a White Paper authored by the FoN Working Group: Toll-free Resources - Allocation, Assignment and Management. It effectively documents the issues we face and provides good input towards a solution. Subsequent to reading the paper, I provided my feedback on the issues covered in the paper through a survey. As a company that provides marketing/branding solutions to companies using vanity toll free numbers, I very much agree with a majority of the points made. The changes that I very strongly support are as follows:

- A. Much like domains, toll free numbers should be able to be acquired, controlled and owned by any individual or company. There can be annual fees associated with those rights that can help support the infrastructure necessary to support the change.
- B. I support the establishment of a national registry of licensed toll-free numbers. This registry is part of the infrastructure that can be supported by fees paid for the rights of ownership.
- C. I fully support the establishment of a free market for toll-free numbers, similar to the current handling of domain names.

These changes will not only support the growth of companies that provide toll free services, it will also provide increased stability and security for our customers, who depend on the use of these numbers every day.

For the sake of our industry's overall health and future growth, I ask that the objectives of the white paper be supported. It is time for our industry to evolve. This type of change could be the next step in that evolution.

Thank you, in advance for your consideration of this topic. I look forward to continued dialogue.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael L. Evans", with a long horizontal flourish extending to the right.

Michael L. Evans

President

Custom Toll Free

(800) 933-3030

Michael@customtollfree.com

2011 MAR -7 PH 2:16

March 3, 2011

Honorable Betty Ann Kane
Chairman, North American Numbering Council
District of Columbia Public Service Commission
1333 H Street NW, West Tower, 7th Floor
Washington, DC 20005

Dear Chairman Kane,

On January 14, 2011 we sent an invitation to members of the toll-free industry, requesting their feedback on the FoN authored white paper, *Toll Free Resources; Allocation, Assignment and Management*. The invitation was sent to toll-free stakeholders, including the following groups:

- Business Associations (i.e. Direct Marketing Association, Small Business Association, U.S. Chamber of Commerce)
- RespOrgs
- Call Centers
- Think Tanks

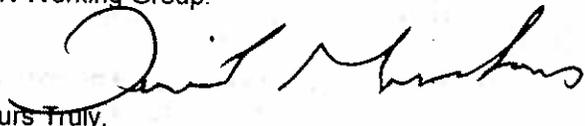
The survey was well received, with responses from many members of the business community who rely upon toll-free numbers to conduct business and reach their customers. The following chart demonstrates the perspectives of the survey audience relative to the main issues addressed in the white paper:

<i>Do you believe that subscribers of toll-free numbers should have ultimate control over all aspects of their toll-free numbers?</i>	<i>Would you support implementation of a national registry of assigned toll-free numbers and their rightful subscribers?</i>	<i>Do you believe that toll-free subscribers should have the right to buy and sell toll-free numbers amongst themselves?</i>	<i>Would you support action by the FCC to allow a public market in toll-free numbers, similar to that which exists with domain names?</i>
75% - Yes	65% - Yes	59% - Yes	65% - Yes

The white paper explores a variety of ways in which toll-free numbers are unique among NANP resources. Their use is overwhelmingly commercial in nature; many businesses invest heavily in advertising and trademark protection and develop a sense of "ownership" of their toll-free numbers, and; they represent a valuable limited resource that could adapt well to a modern free market paradigm. Domain names (URL's) provide an excellent illustration of the way in which free market principals, applied to the allocation, transfer and ownership of vanity network routing schemes, can advance economic activity, enhance tax revenues for government, and improve communications between businesses and consumers.

After reviewing the survey results, we believe there is widespread support among members of the toll-free industry for continued discussion of the ideas and possible solutions raised in the FoN white paper.

I look forward to continuing the conversation around a free market for the toll-free industry with NANC and The FoN Working Group.



Yours Truly,
David Greenhaus, Director of Regulatory Affairs
Voting member, NANC & Contributing member, FoN Working Group
802-238-6885

**Toll Free Resources; Allocation, Assignment and Management.
Summary of Survey Results**

Data Analysis:

Main Issues/Questions Addressed in the Survey:	Responses			No Answer
	Yes	No	Yes %	
Do you believe that users/subscribers of toll-free numbers should have ultimate control over all aspects of their toll-free numbers?	38	13	74.5%	10
Would you support implementation of a national registry of assigned toll-free numbers and their rightful users/subscribers	33	18	64.7%	10
Do you believe that toll-free users/subscribers should have the right to buy and sell toll-free numbers amongst themselves (a practice that is currently prohibited by law)?	30	21	58.8%	10
Would you support action by the FCC to allow a public market in toll-free numbers, similar to that which exists with domain names?	33	18	64.7%	10

**Toll Free Resources; Allocation, Assignment and Management.
Summary of Survey Results**

Sample of Written Comments Received:

<p>Do you believe that users/subscribers of toll-free numbers should have ultimate control over all aspects of their toll-free numbers?</p>	<p><i>We have created value in building our vanity numbers names through trademark, advertising and continued use. I believe it is unfair that we do not ultimately own control of of our IP and underlying phone numbers after the financial committment we have made.</i></p>
	<p><i>Without control, at least as much control as domainers have, the industry will not evolve, much less survive. Other technologies are already encroaching.</i></p>
	<p><i>You can buy local numbers you can buy cell phone numbers why not the same rules for toll free numbers?? If the FCC wants a cause to go after it should be in creating a totally free market where no one resporg can have or control more then X percent of each prefix.</i></p>
<p>Would you support implementation of a national registry of assigned toll-free numbers and their rightful users/subscribers</p>	<p><i>Portability was one step towards giving the end users their due rights related to use of Toll Free numbers. Allow for them to legally buy and sell these assets is the next step in recognizing the users' practical rights and requirements.</i></p>
	<p><i>When we went public in 1998, we had to disclose in our S-1 that we did not own the phone number and it could be taken away from us. It's silly that we can own contacts.com outright and buy and sell it, but we don't have the same property rights with our phone number.</i></p>
<p>Do you believe that toll-free users/subscribers should have the right to buy and sell toll-free numbers amongst themselves (a practice that is currently prohibited by law)?</p>	<p><i>There is no difference between URL's and phone numbers, as far as free trade should be concerned. Especially considering if numbers are used for shared use, whereby many different companies enjoy the benefits of the number(s), instead of just one company in one market. Also, if we have built the value of the name through advertising, trademark and overall usage, we should be the beneficiary of that through the free trade of these "brands".</i></p>
<p>Would you support action by the FCC to allow a public market in toll-free numbers, similar to that which exists with domain names?</p>	<p><i>I am not in favor of an FCC-mandated bureaucracy to implement such a market. Simply removing the prohibition, coupled with a directory, would allow private negotiations of such transactions.</i></p>
	<p><i>100%. This makes total sense and it's long overdue.</i></p>

2/12/2011

Honorable Betty Ann Kane
Chairman, North American Numbering Council
District of Columbia Public Service Commission
1333 H Street NW, West Tower 7th Floor
Washington, DC 20005

Dear Ms. Kane,

I am the President of ATL Communications. ATL has been a toll free Resp Org since 1993.

We rank among the ten largest of the 400 RespOrgs and are the largest, oldest independent RespOrg. As an independent perhaps my viewpoint is different since I don't have the biases of carriers, shared service providers, or entities that market numbers.

For seventeen years the industry has been in limbo on the issue of marketability of toll free numbers. In the 1980s I was Pacific Bell's representative to the OBF committee that first wrote the words forbidding "selling, brokering, bartering, and releasing for a fee." Local competition was not even imagined and long distance competition was in its infancy.

I am not necessarily supporting the details of the White Paper and in fact have some issues with it and I am not convinced that a free market is the right answer, but I do support that it is way past due for these issues to be thoroughly discussed by the stakeholders.

ATL's interests are very clear. ATL has lost revenue and customers because we refuse to take money for release of toll free numbers. It makes no sense if a company obeys the tariff we are precluded from a market that is so common it appears on E-bay. The first time ATL referred this issue to the FCC was in 1994. A customer wanted to buy a number. When the number was called there was a recording, "If you want to buy this number call 800-XXX-XXXX." Imagine the customer's confusion when we said that was a tariff violation and we could not be involved. The FCC never replied to our report.

Either numbers are marketable and anyone should be able to participate or they are not and it should be policed to put a stop to it. The current way of doing business is not an option.

Sincerely,

Aelea Christofferson
888-217-5784

Honorable Betty Ann Kane
Chairman, North American Numbering Council
District of Columbia Public Service Commission
1333 H Street NW, West Tower 7th Floor
Washington, DC 20005

Dear Chairman Kane,

My business is ZipDX.com, a Silicon Valley-based start-up provider of audio teleconferencing services. Our conference participants access the service using toll-free telephone numbers. ZipDX is a RespOrg, allowing us to manage how our toll-free calls are routed. RespOrg status also allows us to quickly and conveniently allocate toll-free numbers, including the provisioning of specific numbers for particular customers.

The “no charge to the caller” aspect of toll-free numbers is perhaps declining in importance, as the cost of nationwide long-distance calling has fallen to almost nothing, and in fact long-distance is included in most mobile plans and many wireline and VoIP offers.

However, 8YY numbers are the only viable “non-geographic” numbers in the NANP, and they offer advantages in terms of routing flexibility and reliability. They are recognizable as “safe” numbers (callers know that there won’t be a premium charge attached to the call, as there is for some NPA’s in the NANP). They lend an air of credibility and they are often memorable, using a mnemonic or pattern.

David Greenhaus and Jay Carpenter presented the “Future of Numbering” white paper to me and we discussed the prospects for 8YY service. Left as is, I think 8YY service will become less and less relevant as other modalities command increasing attention.

However, I also believe that there is a tremendous “base” of 8YY numbers, usage, infrastructure and familiarity, and it behooves the industry to capitalize on that.

I am supportive of efforts to:

- a) Provide an “opt-in” database identifying 8YY number end-user “ownership”
- b) Allow free-market transfer of 8YY number ownership at prices agreed to by the involved parties
- c) Establish a standard mechanism for calling-name information to be associated with an 8YY number
- d) Facilitate text messaging (SMS) for 8YY numbers
- e) Standardize how 8YY numbers get included in ENUM and other next-generation routing databases

I write to you to encourage your organization to take a leadership role here. If we can rally interest around the items I’ve listed, 8YY service can continue to be an important tool for consumers and businesses. I would hate to see a reliable, trusted capability wither away because it didn’t keep up with changing technological and market conditions.

If I can assist in some way, please call on me.

Regards,

David Frankel, CEO
ZipDX® LLC
Los Gatos CA USA
Tel: 1-800-FRANKEL

February 1, 2011

Honorable Betty Ann Kane
Chairman, North American Numbering Council
District of Columbia Public Service Commission
1333 H Street NW, West Tower 7th Floor
Washington, DC 20005

Dear Chairman,

As the founder and CEO of 1-800-CONTACTS, Inc., I am writing to you in support of applying free market principals to toll-free numbers.

I recently reviewed the White Paper, *Toll-free Resources - Allocation, Assignment and Management*, authored by the FoN Working Group. I provided my feedback on the issues covered in the paper through a survey, sharing the perspective of a business that relies on their toll-free number to reach 5+ million customers over the last 15 years, and markets ourselves in a competitive setting.

After reading the white paper, I do support several proposed changes to the current system.

1. I believe that subscribers of toll-free numbers should have control over their numbers, such as ownership of the number as a business property.
2. I would be in favor of implementing a national registry of assigned toll-free numbers, including disclosure of their rightful owners.
3. I fully support the establishment of a free market for toll-free numbers, similar to the current handling of domain names.

In my opinion and business experience, I feel that business owners should have the same access and ownership rights to phone numbers as they do web domains.

To share some background that supports my opinion, when 1-800-CONTACTS went public in 1998, we had to disclose in our filing to the SEC (S-1) that we did not own the toll-free phone number, with the understanding that at any time it could be taken from us by another service provider. As a business owner, I find that being restricted from owning one business property – a phone number – inconsistent with being allowed to own another form of business property – a domain name. I firmly believe that businesses should have the same property ownership rights when it comes to business resources that are used as customer-facing communication vehicles to market and advertise in our free-market based business environment.

Opening the assignment of toll-free numbers to a public market system is long overdue. We have built a successful business around the toll-free number that we have marketed for 15 years. Having the assurance that the identity of our business is protected with a subscriber-rights model would ensure that we can maintain control of the business that we have built, and that millions of people rely on.

I look forward to further discussion by the FCC and advisory boards on the potential establishment of a free market in toll-free numbers.

Sincerely,



Jonathan Coon, Founder and CEO
1-800-CONTACTS
512-626-0475
jonathan@contacts.com

28 February, 2011

Honorable Betty Ann Kane
Chairman, North American Numbering Council
District of Columbia Public Service Commission
1333 H Street NW, West Tower 7th Floor
Washington, DC 20005

Subject Toll Free numbers

Dear Betty

My name is Gavin Scholes. I am CEO and founder of 1300Australia (established 1996), Australia's largest Vanity PhoneWord company. I lobbied the Australian Government for eight years to change the number allocation process which was restrictive and cumbersome to say the least. The laws were finally changed in 2002 and, in 2004 the Government commenced their first online auction of these numbers.

There were many positive outcomes from the auctions:-

- Companies were able to secure the number or word they required
- Free market created a new revenue stream for the Australian Government (tens of millions of dollars from the sales and ongoing taxes that companies such as 1300Australia deliver)
- Most importantly, it created an industry that had many flow-on effects. The Vanity number industry in Australia now employs over 100 people and more importantly, the flow-on effects to other industries such as advertising, printing, marketing, radio and television has helped the Australian economy. Putting this to scale, Australia has 20 million people. By extrapolating, based on USA population, this is a billion dollar industry which as in Australia, has been held back by out dated laws. A Vanity PhoneWord should be viewed as a domain address. People and businesses should be able to own the I.P. they invest heavily in and, as businesses grow based around great I.P, the Government gain the long term flow-on effects.
- Online transparent auctions allow everyone from start-up businesses to fortune 500 companies to secure the I.P. they require.

At this stage and under current circumstances, 1300Australia is not interested in participating in this process, however this could change in the future. A free market always creates competitiveness, which then flows into creating employment, wealth and new revenue streams for Governments who embrace this type of thinking.

Betty in conclusion, I would be more than happy to discuss or advise you further on this matter. For 14 years I have lived and breathed this industry and witnessed firsthand the results it delivers to all stakeholders.

Yours Sincerely

Gavin Scholes
CEO

3 March 2011

Honourable Betty Ann Kane
Chairman, North American Numbering Council
District of Columbia Public Service Commission
1333 H Street NW, West Tower 7th Floor
Washington, DC 20005

Phone Name Marketing Australia Pty Ltd
ABN 42 106 269 961

Level 5 | 134 William Street
Woolloomooloo NSW 2011

Call 1300 PHONENAMES
Visit phonenames.com.au

Re: Market-Based Allocation of Toll Free Numbers

Honourable Betty Ann Kane

I am writing to you in my capacity as:

- 1) Chairman and Founder of Phone Name Marketing Australia Pty Ltd (Phone Names) – one of Australia's leading providers of toll free and free call numbers (1800 & 13/1300 numbers) and as;
- 2) President and Founder of the Australian Phone Word Association Ltd (APWA) - the Industry Body that represents the majority of companies involved in Australia's 'secondary market' for toll free and free call numbers.

I am interested in the introduction of a market-based allocation system for free call / toll free numbers in the United States of America as I was actively involved in the introduction of a market-based allocation system in Australia.

My interest in toll free numbering began when I was working in advertising in the USA in 1996 & 1997 and witnessed the increased effectiveness of toll free 'vanity' numbers compared to traditional 'geographic' numbers and 'numeric' toll free numbers.

I believe a market-based allocation system is in the best interests of all stakeholders as it enables the entity that places the most value on a specific number to acquire that number.

In Australia, the market-based allocation system involves an online auction process run by the Australian Communications and Media Authority (ACMA).

More information on this online auction process can be found at the website below.

<http://www.smartnumbers.com.au/>

Not only does the online auction system offer a fair and transparent process for entities wishing to acquire a toll free number, it also provides significant revenues for the Australian Government.

Soon after the introduction of the market-based allocation system in Australia, a 'secondary market' developed. Participants in the secondary market have – through investment in advertising and promotion - helped to stimulate demand for toll free numbers in the wider business community. The secondary market participants' main activities involve the selling, licensing, and sub-licensing of toll free numbers to Australian businesses.

After its formation in 2004, the secondary market Industry Body (APWA) worked with the ACMA to put in place a formal Complaints Process and Code of Conduct for its members.

Evidence of the successful adoption of the market-based allocation system – and the secondary market it enabled – is provided by the fact that since the introduction of the Code of Conduct and Complaints Process, the APWA has averaged less than one complaint a year.

Details of the Industry Body Complaints Process and Code of Conduct can be found at the links below.

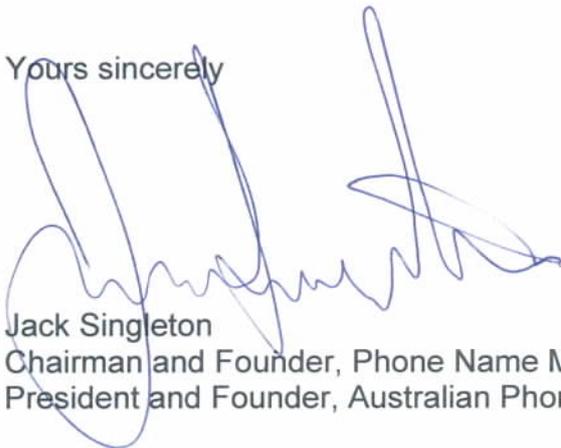
<http://www.ausphone.com.au/codeofconduct.html>

<http://www.ausphone.com.au/complaints.html>

It is my firm belief that the implementation of a market-based allocation system for toll free numbers in the USA would be as successful as it has been in Australia.

If you would like more information regarding the Australian market-based allocation system for toll free numbers, or any other information on the secondary market, please do not hesitate to contact me directly.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Jack Singleton', is written over the typed name and title. The signature is fluid and cursive, with a large loop at the end.

Jack Singleton

Chairman and Founder, Phone Name Marketing Australia Pty Ltd
President and Founder, Australian Phone Word Association Ltd