

# GAC Advice Response Form for Applicants



The Governmental Advisory Committee (GAC) has issued advice to the ICANN Board of Directors regarding New gTLD applications. Please see Section IV of the [GAC London Communiqué](#) for the full list of advice on individual strings, categories of strings, and strings that may warrant further GAC consideration.

Respondents should use this form to ensure their responses are appropriately tracked and routed to the ICANN Board for their consideration. Complete this form and submit it as an attachment to the ICANN Customer Service Center via your [CSC Portal](#) with the Subject, “[Application ID] Response to London GAC Advice” (for example “1-111-11111 Response to London GAC Advice”). All GAC Advice Responses to the GAC London Communiqué must be received no later than 23:59:59 UTC on 04-August-2014.

Please note: This form will be publicly posted.

## Respondent:

Applicant Name	Kosher Marketing Assets LLC
Application ID	1-1013-67544
Applied for TLD (string)	KOSHER

## Response:

Attached please find Kosher Marketing Assets LLC’s response to London GAC Advice.

August 4, 2014

VIA EMAIL to [yuval@dtnt.com](mailto:yuval@dtnt.com) & [dina.b@isoc.org.il](mailto:dina.b@isoc.org.il)

Mr. Yuval Zantkeren  
Ms. Dina Beer  
Ministry of Communications  
External Affairs Division  
[yuval@dtnt.com](mailto:yuval@dtnt.com)  
[dina.b@isoc.org.il](mailto:dina.b@isoc.org.il)

**Re: Welcome to the Governmental Advisory Committee & Invitation to Discuss .KOSHER**

Dear Mr. Zantkeren and Ms. Beer:

I write on behalf of Kosher Marketing Assets LLC (KMA), a wholly owned subsidiary of OK Kosher Certification (OK), one of the world's oldest and largest international kosher certification organizations to welcome you to the Governmental Advisory Committee (GAC) of the Internet Corporation for Assigned Names and Numbers (ICANN).

As you are no doubt aware, OK is recognized and highly regarded as a global leader within the kosher food certification industry. OK currently provides certification services in over ninety countries on six continents, and its services are supported by more than 350 of the world's leading kosher experts.

KMA has applied to ICANN to operate the new generic top-level domain (gTLD) .KOSHER for the benefit of the entire kosher industry, including consumers, producers, vendors and certifiers of kosher food. The purpose of .KOSHER is to be a primary source of information regarding kosher laws, products, and services on the Internet. The gTLD is intended to supplement the wealth of existing informational sources, and promote the appreciation and observance of kosher laws. KMA's application is supported by over 40 kosher certification organizations, certifying rabbis, and other essential members of the kosher industry from over 20 countries worldwide.

OK and KMA are aware of your ongoing study regarding the potential for undue discrimination in the operation of .KOSHER, as expressed in the GAC London Communiqué.

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We are happy to inform you that KMA has formally committed to a fair and transparent operation of the .KOSHER gTLD. While KMA believes that minimum threshold eligibility criteria will be necessary to maintain the integrity of the space, it recognizes the diversity of kosher certification organizations and will not limit eligibility based on kosher certification methodology, whether established by OK or KMA alone.

Accordingly, KMA has included several Public Interest Commitment Specifications with its application in which KMA commits to:

- Administer registry access in a transparent way that does not give an undue preference to any registrars or registrants, including itself, and not subject registrars or registrants to an undue disadvantage;
- Not restrict the TLD to a single person or entity and/or that person's or entity's affiliates;
- Not exclude any registrants on the basis that they are competitors of KMA or its affiliates; and
- Not impose the kosher certification standards or methodologies of itself or its affiliates on any registrants.

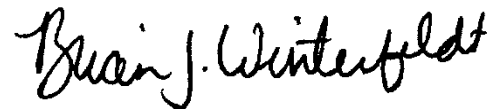
We hope that these commitments assure you that KMA will operate .KOSHER in an open manner with appropriate eligibility requirements, and administer the gTLD in a fair and transparent way.

To that end, we wish to schedule a meeting to discuss any outstanding concerns and for you to learn more about OK Kosher, Kosher Marketing Assets, and the community involvement and support for the .KOSHER gTLD application.

KMA looks forward to working with Israel's Ministry of Communications, the Governmental Advisory Committee, ICANN and its stakeholders, in order to ensure that KMA achieves its goal of operating a transparent and fair TLD with appropriate and meaningful eligibility requirements.

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Respectfully,

A handwritten signature in black ink that reads "Brian J. Winterfeldt". The signature is written in a cursive, flowing style.

Brian J. Winterfeldt  
*Representative for Kosher Marketing Assets, LLC*

CC: ICANN Board of Directors (via Governmental Advisory Committee Response Form)