

# 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 II of the [GAC Buenos Aires 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 Buenos Aires GAC Advice” (for example “1-111-11111 Response to Buenos Aires GAC Advice”). All GAC Advice Responses to the GAC Buenos Aires Communiqué must be received no later than 23:59:59 UTC on 06-January-2014.

## Respondent:

Applicant Name	myLLC GmbH
Application ID	1-1013-43904
Applied for TLD (string)	LLC

## Response:

myLLC GmbH (myLLC), as an Applicant for the .LLC TLD, is pleased to submit this response to the GAC Buenos Aires Communiqué.

myLLC supports the efforts of ICANN and the Governmental Advisory Committee (GAC) to deploy the new TLDs in a safe, secure and responsible manner. As detailed in our application, myLLC will design and position the .LLC TLD to be known as one of the premiere professional resources on the Internet. The mission of the .LLC TLD is to provide businesses a namespace on the Internet to establish meaningful and relevant identities and to promote their LLC entity. The primary purpose is to foster a sense of professionalism and trust among customers, businesses and organizations.

In its Buenos Aires Communiqué, the GAC “highlights the importance of its Beijing advice on 'Restricted Access' registries, particularly with regard to the need to avoid undue preference and/or undue disadvantage.” myLLC is committed to allow registrations in all jurisdictions where LLC is used as a corporate identifier, and will operate the TLD in a transparent manner consistent with general principles of openness and non-discrimination. Specification 11 of the Registry Agreement commits the Registry Operator to “operate the TLD in a transparent manner consistent with general principles of openness and non-discrimination by establishing, publishing and adhering to clear registration policies.” myLLC fully supports this premise and urges ICANN to ensure that the GAC’s Advice in this regard is entirely implemented.

myLLC understands that the commitment for a non-discriminatory operation of gTLDs, as manifested in the ICANN bylaws<sup>1</sup> as well as in the Approved Resolution of the NGPC in realization of the GAC Beijing advice<sup>2</sup>, has special importance in the Corporate Identifier field. This commitment signifies that LLC corporations all over the world are entitled to an equal chance to strengthen their web presence and business, no matter which jurisdiction or state

<sup>1</sup> <http://www.icann.org/en/about/governance/bylaws>

<sup>2</sup> <https://www.icann.org/en/groups/board/documents/resolutions-new-gtld-25jun13-en.htm>

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they are operating from. In no case should any legal LLC entity be excluded from the ability to register domains under the TLD .LLC due to questionable restrictions - particularly not under the guise of a community application taking precedence over other applicants.

myLLC would also like to reiterate that it is committed to registrations under .LLC as postulated in the GAC Beijing communiqué in the form suggested in the NGPC implementation plans<sup>3</sup>. myLLC will gladly cooperate with relevant national supervisory authorities in this regard.

Additionally we strongly support the NTAG letter “Implementation of Category 1 and Category 2 GAC Advice” from the 20<sup>th</sup> December 2013 and are looking forward to proceed with our application.

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<sup>3</sup> <http://www.icann.org/en/news/correspondence/crocker-to-dryden-3-29oct13-en.pdf>