

# 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, Annex I, and Annex II of the [GAC Beijing 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 GAC Advice” (for example “1-111-11111 Response to GAC Advice”). All GAC Advice Responses must be received no later than 23:59:59 UTC on 10-May-2013.

## 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 these comments regarding the GAC Communiqué from the Beijing meeting.

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.

We appreciate the effort of the GAC in preparing the Beijing Communiqué as well as the opportunity presented by ICANN to offer our comments.

myLLC in general supports many of the elements of the GAC advice, including: WHOIS verification and checks; mitigations for abusive activity; security checks and documentation; prompt addressing of complaints; and the establishment of specific consequences for activity that violates myLLC policies. Above all, myLLC will have an Acceptable Use Policy (registrants have to comply with all applicable law) as part of its commitment.

myLLC has consulted relevant authorities on issues which were raised in the application process. Furthermore, we will operate in accordance with all applicable laws in relevant respective jurisdictions.

myLLC understands the need for adequate consumer protections upon the deployment of new TLDs, and we believe our application for the .LLC TLD as a corporate identifier meets or exceeds ICANN’s requirements in this area. Additionally, myLLC is willing to limit registrant eligibility to

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“only companies that are registered as a LLC. Such registration must be granted by a governmental body, or an organization authorized by a governmental body to issue such registration”.

With respect to the advice contained in the GAC Communiqué, we generally support the comments of the New TLD Applicant Group (NTAG), which will be submitted separately.