

# 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	AVERY DENNISON CORPORATION
Application ID	1-1015-61446
Applied for TLD (string)	avery

## Response:

To ICANN Board for consideration.

We understand your request to receive additional feedback from applicants in regards to the recommendation made by the GAC as stated in the "Beijing Communiqué".

Please feel free to share this feedback below with the GAC.

We recognize the GAC concerns particularly in regard to implementing safeguard mechanisms as described in the applications for instance in question 28, 29 and 30a/b into the gTLD agreement (contract between ICANN and us individual applicants/registry operators.)

As a large and recognized brand within our industry, we expect to be held responsible to operate our TLD(s) in a manner that is in compliance with local and international legislation. We have emphasized the need for a safe zone, where the internet users, when accessing websites under (any of ) our gTLDs() will be certain that they have reached an authorized website, promoting our industry specific and industry regulated services.

We further support any new mechanisms and policies that will strengthen the WHOIS Accuracy and are willing to implement that into our Public interest commitment (spec 11) as part of the new gTLD agreements we are to enter with ICANN.

Thank you very much for this opportunity to highlight our view on these issues.