

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	Johnson & Johnson Services, Inc.
Application ID	1-1156-50969
Applied for TLD (string)	.BABY

Response:

In response to the Governmental Advisory Committee's (GAC) Beijing Communiqué, dated 11 April 2013, Johnson & Johnson Services, Inc. ("JJSI") would like to affirm to our commitment to operating the .BABY gTLD in a manner that reflects our longstanding history of corporate responsibility.

For over 100 years, Johnson & Johnson has dedicated itself to understanding babies and their needs, in order to provide mothers and fathers with safe products, as well as baby-related health and wellness information. Consumers have come to depend on the products, services, and educational information provided by Johnson & Johnson and, in particular, its baby-care divisions. Johnson & Johnson has significant experience creating rich information and educational content relating to baby health and wellness on well-regarded web sites, such as BabyCenter.com and JohnsonsBaby.com, among others.

The values that guide the Johnson & Johnson business operations and decision-making are outlined in the company's Credo, found at <http://www.jnj.com/connect/about-jnj/jnj-credo>. Simply put, our Credo challenges the company to put the public interest and the well-being of the people we serve first. Johnson & Johnson has a long-standing value-based history, and it is these values that will guide our operation of the .BABY top-level domain, should it be awarded to us.

In line with our Credo values, Johnson & Johnson Services, Inc. plans to operate the .BABY gTLD with the aim of serving as a trusted, hierarchical, and intuitive namespace provided by Johnson & Johnson and its qualified subsidiaries and affiliates. Consumers, healthcare professionals, and retailers will have access to authoritative and verified baby-related health, wellness, and skincare information, educational content and safe products. JJSI will operate .BABY as a closed registry to ensure that all operations within the gTLD will be conducted in line with a strict code of conduct that includes prohibitions against:

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- Counterfeiting, piracy, and other forms of intellectual property theft;
- Phishing or other forms of online fraud;
- The distribution of malware or operation of botnets; and
- The provision of incomplete or inaccurate WHOIS information.

In doing so, Johnson & Johnson aims to create a safe online space for consumers, professionals, parents, and their babies.

The GAC advises that “for strings representing generic terms, exclusive registry access should serve a public interest goal” and we believe that the company’s history and experience, enable and motivate our companies to serve that interest as we have always aimed to do. We hope this addresses any concerns that the Board might have; however, we invite further dialogue with the Board if it has any remaining questions regarding Johnson & Johnson Services, Inc.’s .BABY application.