

# 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           | L'Oréal     |
| Application ID           | 1-1302-1511 |
| Applied for TLD (string) | MAKEUP      |

## Response:

L'Oréal would like to affirm to the ICANN Board our commitment to operating the .MAKEUP gTLD in a manner that reflects our longstanding history of corporate responsibility.

L'Oréal is a leading global consumer products company serving the needs of consumers around the world with 23 brands in five different segments. L'Oréal has 68,900 employees, and its products are available for purchase online and in stores and outlets in over 130 countries.

In line with our overarching mission, L'Oréal plans to operate the .MAKEUP gTLD with the aim of bringing to market a trusted, hierarchical, and intuitive namespace for a dynamic collaboration of individuals and organizations whose primary focus is on providing and exchanging information regarding beauty products, cosmetics, and general information related to makeup and fashion. This .MAKEUP gTLD may also serve as a secure repository of goods and services related to cosmetics and beauty products. L'Oréal will operate .MAKEUP as a closed registry. In doing so, we can ensure that all operations within the gTLD will be conducted in line with a strict code of conduct that includes prohibitions against:

- 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, L'Oréal aims to create a safe online space for consumers, free from many of the risks associated with conducting business online.

The Governmental Advisory Committee's Beijing Communiqué advises that “for strings representing generic terms, exclusive registry access should serve a public interest goal.” In association with this recommendation, the Governmental Advisory Committee (GAC) identifies .MAKEUP as a generic string seeking exclusive registry access.

## GAC Advice Response Form for Applicants



We hope this quells any concerns that the Board might have associated with the .MAKEUP gTLD. We invite further dialogue with the Board if it has any remaining concerns regarding L'Oréal's .MAKEUP application.