

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	Piper Ventures, LLC
Application ID	1-1534-89307
Applied for TLD (string)	.FLOWERS

Response:

1-800-FLOWERS.COM, Inc. (“1-800-FLOWERS.COM”), on behalf of its wholly owned subsidiary, Piper Ventures, LLC (“Piper Ventures”), the applicant for the .FLOWERS gTLD, would like to affirm to the ICANN Board our commitment to operating the .FLOWERS gTLD in a manner that reflects our longstanding history of corporate responsibility.

1-800-FLOWERS.COM is the world’s leading florist and gift shop and offers a range of products including fresh-cut flowers, floral arrangements, plants, gift baskets, and other products and services. In addition to providing flowers and other gift products and services for customers, 1-800-FLOWERS.COM has helped florists expand their businesses globally via BloomNet®. BloomNet is a floral wire service provider that offers quality products and diverse services to a select network of professional retail florists who utilize BloomNet’s resources. As the leader in the flower retail industry, 1-800-FLOWERS.COM has been dedicated to helping professional florists and flower retail services thrive.

In line with 1-800-FLOWERS.COM’s overarching mission, Piper Ventures plans to operate the .FLOWERS gTLD with the aim of serving as a trusted, hierarchical, and intuitive online platform provided by 1-800-FLOWERS.COM and its qualified subsidiaries and affiliates for Internet users, consumers, retailers, and wholesalers in the flower industry to access 1-800-FLOWERS.COM content, services and information, as well as interact with each other within a verified and authoritative namespace. Piper Ventures will operate .FLOWERS 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:

- 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.

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In doing so, Piper Ventures 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 .FLOWERS as a generic string seeking exclusive registry access.

We hope this quells any concerns that the Board might have in connection with the .FLOWERS gTLD. We invite further dialogue with the Board if it has any remaining concerns regarding Piper Ventures' .FLOWERS application.