

# 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 Communique 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	DERForsale, LLC
Application ID	1-909-18178
Applied for TLD (string)	.forsale

## Response:

Dominion Enterprises takes this opportunity to affirm to the ICANN Board our commitment to operating the .forsale gTLD in a manner that serves both the public and Dominion’s interests—consistent with our longstanding history of corporate responsibility.

Dominion is a leading marketing services company serving the wide-ranging needs of many industries including real estate, apartments, specialty vehicles, employment, automotive and travel. Through its technology, web solutions, and tools, spanning website design and hosting, data management and distribution, lead generation, search engine optimization, digital marketing and advertising, consumer relationship management, ecommerce, and email marketing, Dominion has become an industry leader in bringing critical services to customers in a safe and trusted online environment.

The .forsale gTLD will be launched by Dominion in a staged fashion with second level domains being offered initially to only Dominion online properties and/or current Dominion business partners. By initially dealing only with Dominion businesses and business partners, Dominion expects to be able to absolutely establish a clean and reliable environment for use of .forsale domain names. Dominion anticipates subsequently evaluating creation of a validation process to allow non-Dominion business and business partners to register domain names in the .forsale gTLD for potential use to display appropriate, safe, and industry specific sites. The staged and cautious rollout of .forsale second-level domains will ensure that all operations within the gTLD will be conducted in accordance with Dominion’s overarching dedication to our customers and our commitment to ethical business practices, as well as adherence to 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,

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- The distribution of malware or operation of botnets, and
- The provision of incomplete or inaccurate WHOIS information.

Dominion's proposed operation of the .forsale gTLD will allow for creation of a safe online space for consumers and businesses, free from many of the risks currently associated with conducting business online.

The Governmental Advisory Committee's Beijing Communiqué recommends that in cases where a restricted registration policy is implemented "the registration restrictions should be appropriate for the types of risks associated with the gTLD." We are hopeful that the above clarifies the registration policies that Dominion will implement for the .forsale gTLD. We invite further dialogue with the Board if it has any remaining concerns regarding Dominion's .forsale application.