

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	DERYachts, LLC
Application ID	1-909-89547
Applied for TLD (string)	.yachts

Response:

Dominion Enterprises takes this opportunity to affirm to the ICANN Board our commitment to operating the .yachts 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 .yachts gTLD will be launched by Dominion in a staged fashion with second level domains being offered initially to only those members of the marine property dealer community with whom Dominion has a business relationship. By initially dealing only with dealers who are known to be bona fide marine property dealers, Dominion expects to be able to absolutely establish a clean and reliable environment for use of .yachts domain names. Dominion anticipates next offering .yachts domain names to all marine property dealers based on objective registration standards, such as state licensure, to ensure that bad actors are not awarded .yachts domain names. The next and subsequent stages for release of .yachts domain names will involve methodically adding additional categories of industry players based upon objective registration qualification standards intended to maintain the quality of all .yachts sites that will be encountered by consumers on the Internet.

The staged and cautious rollout of .yachts second-level domains will ensure that all operations within the gTLD will be conducted in accordance with Dominion’s overarching dedication to our

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

Dominion's proposed operation of the .yachts 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 identifies Dominion's .yachts application as an application seeking exclusive registry access. We are hopeful that the above clarifies the registration policies that Dominion will implement for the .yachts gTLD. We invite further dialogue with the Board if it has any remaining concerns regarding Dominion's .yachts application.