

May 7, 2014

Reply to Comments on Support for the Proposal for the Use of Mandatory Policy Advisory Boards for Regulated Industry Sector and Consumer-Trust-Sensitive New gTLD Strings

Submitted electronically

To Whom It May Concern:

The ACT | the App Association was founded in 1998 by independent software developers to address issues which concern software developers and small businesses. Today ACT is an established institution with an ongoing relationship with the clearly delineated mobile application community. ACT's membership includes more than 5,000 small and mid-size mobile application ("app") developers and information technology firms. In addition to its small business membership, ACT includes sponsors such as Apple, AT&T, BlackBerry, eBay, Facebook, Intel, Microsoft, Oracle, PayPal, VeriSign, and Verizon.

ACT is a prominent advocate and educational organization for the app industry ("Industry"). As such, ACT is very concerned of the deficiencies in the Public Interest Commitments ("PICs") could have on the Industry. ACT has previously commented on the importance of implementing consumer and competitive safeguards for sensitive new gTLD strings, especially those related to regulated industries and professions.

It is important that registry access should serve a public interest goal for gTLD strings representing a generic term which defines an entire industry. A responsibly-run gTLD has the potential to help a growing industry like the app industry. However, allowing one participant in an industry to run the .APP gTLD in an anti-competitive and monopolist manner serves only to stifle the great success mobile app developers have built.

We support the development of safeguards implemented through the Public Advisory Board ("PAB"). This approach allows for strings to be evaluated individually and permit the protection of legitimate public interests. This individualized approach based on string sector, relevant regulations, data collection needs, and other considerations is the best way to protect public interest without getting into the specific details of the implementation of safeguards at any particular string encompassed by the Governmental Advisory Committee ("GAC") advice.

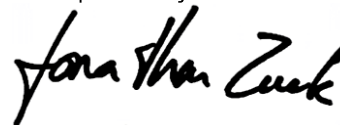
The app industry, like other industries, will be tremendously affected by the introduction of new gTLDs. We rely on consumer trust and confidence to grow and build our businesses around the world. We need a Domain Name System that is as respectful of the public trust



as our members. The PIC model, as it currently stands, does not have the safeguards necessary to maintain the public trust we need.

Thank you for the opportunity to comment on this important matter. We look forward to working with ICANN to address the issues related to PICs.

Respectfully Submitted,

A handwritten signature in black ink that reads 'Jonathan Zuck'.

Jonathan Zuck  
President

