



Article #: 030018	Date: 15 November 2011
Article Name: Evaluation question #18: Mission/Purpose	AGB Reference: Attachment to Module 2 – Evaluation Questions & Criteria, section 5.4
Version #: v01	Category: Supplemental Notes

[Supplemental Notes](#)
[Best Practice Suggestions](#)

1. SUPPLEMENTAL NOTES:

15 November 2011

1.1 The application process requires applicants to provide a detailed plan to operate the applied-for gTLD. gTLDs are expected to be ready to be delegated within one year of signing a registry agreement with ICANN.

1.2 Applicants are expected to describe the purpose of the TLD on the application and are bound by the Application Terms & Conditions in Module 6 of the Applicant Guidebook. ICANN recognizes that business models may evolve. ICANN will hold TLD operators responsible for complying with the terms of the registry agreement once a TLD is delegated.

2. BEST PRACTICE SUGGESTIONS:

15 November 2011

2.1 Applicants should read each evaluation question in its entirety, including the notes, criteria, and scoring text. The answer should address all criteria specified, and include detailed rationale demonstrating a thorough understanding of the criteria (i.e., show your work).

2.2 If acronyms are used, applicants should spell out the first instance, even if the acronyms represent a common term/product/service.

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