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COMPLETE

Collector: Web Link 1 (Web Link)
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Q1 Proponent's Full Name If this proposal is jointly developed by more than one Working Group member, please write the full names of all proponents involved.

George Kirikos

Q2 Does your recommendation address Sunrise, Trademark Claims, or both? **Trademark Claims only**

Q3 What type of recommendation are you proposing? **Policy**

Q4 What recommendation are you proposing? Please be succinct as well as substantially specific and not general in nature. One proposal for one recommendation only.

If the TM Claims Notices are retained (a separate proposal calls for their elimination), then registrars shall be allowed to be compensated on a cost per impression (CPM) basis for the display of the mandatory notices.

Q5 What is your rationale for the proposal? (250 words max)

Normally, a registrar would charge a 3rd party a fee to display a message at checkout time (for example, an offer from Microsoft for an Office 365 subscription). Those messages are revenue generating. However, the mandatory TM claims notices do not generate revenue, and instead lead to a 93.7% abandonment rate for domain name registrations, causing a loss of revenues. This proposal seeks to rectify that situation, by charging a CPM to the trademark owner for the delivery of its message on the registrar's website.

Furthermore, we know that some terms in the TMCH are requested more than others. Currently, a frequently requested term such as "HOTEL" or "LOVE" (both in the top 10 most frequently downloaded trademark strings) bears the same costs as an infrequently requested term (e.g. a hypothetical TMCH entry for "JANE DOE KITCHEN SUPPLIES"). By shifting the costs from the less frequently searched records to the more frequently searched records, there is greater balance in the system.

Q6 What evidence do you have in support of your proposal? Please detail the source of your evidence. (250 words max) Such evidence may be information developed by the Sub Teams or documented in other sources.

93.7% abandonment (p. 16, 17-18, Table 4) in AG report, combined with 113.2 million download requests (p. 8), suggests large negative impacts on registrars/registries and public). 113,338 non-disputed registrations, 346 disputed, and 1,696,862 abandoned registrations (p. 18) [p. 7 of <https://docs.google.com/document/d/1xldqJc89FkVStHuceMBeShWVWD0JRD185FY5ZUjySLo/edit>]

Top strings, as per the AG report Table 1 (pp. 8-9) are common words with many legitimate non-infringing uses.

Q7 In respect to which particular agreed Sunrise and/or Trademark Claims Charter Question(s) is your proposal relevant? (250 words max) A full list of agreed Sunrise Charter Questions can be downloaded here: <https://goo.gl/knQa2p> A full list of agreed Trademark Claims Charter Questions can be downloaded here: <https://goo.gl/FeAJpa>

TM Claims Q1

Q8 Does the data reviewed by the Sub Teams show a need to address this issue and develop recommendations accordingly? (250 words max)

Yes.

Q9 If not already addressed above, on the basis of what information, gathered from what source or Sub Team, is this proposal based, if any? Please provide details. (250 words max)

Already addressed above.
