

#7

COMPLETE

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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.

Scott Harlan

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

Q3 What type of recommendation are you proposing? **Operational Fix**

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.

A 90-day notice period should be required ahead of Sunrise launch, where information necessary for Sunrise participants to make registration decisions is specified and easily accessible (through public portal or provided to contracted registrars.) This would include inter alia registration eligibility, pricing, and reserved name status. The notice requirement would then be reset for any names released from a reserved name list.

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

One of the major factors that made the Sunrise procedure ineffective was the imperfect and untimely information that registry operators provided to registrars / potential Sunrise applicants. This was exacerbated by the frequent and overlapping Sunrise launches. Often, necessary and specific Sunrise registration information was not delivered before the Sunrise period, and often near the close or even sometimes after the Sunrise period. Without sufficient information about eligibility, price, and availability of Sunrise names, decisions cannot be timely made rendering the Sunrise process often ineffective.

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.

Apple was a frequent Sunrise participant. The evidence is from our personal experience navigating the Sunrise periods from the last round of new gTLDs.

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>

It is relevant to Q1, Q2, Q3, Q4, and Q5.

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

Yes, there is data that the Sunrise procedures as implemented dampened the ability of potential Sunrise applicants to participate effectively.

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.
