

**Subject:** Re: [GNSO-RPM-WG] Category 1: Q2:  
**Date:** Tuesday, October 1, 2019 at 11:44:15 AM Eastern Daylight Time  
**From:** GNSO-RPM-WG on behalf of Martin Pablo Silva Valent  
**To:** Julie Hedlund  
**CC:** gnso-rpm-wg@icann.org  
**Attachments:** ATT00001.txt

Hi all,

A little addition to the Questions:

*Category 1: Q2: Should the TMCH be responsible for educating rights-holders, domain name registrants and potential registrants about the services it provides? If so, how? If the TMCH is not to be responsible, who should be?*

The TMCH should be responsible for educating rights-holders, domain name registrants and potential registrants about the services it provides. First, the TMCH services are for the community, so for the TMCH to have a successful interaction with the community, the community needs to have a meaningful knowledge of the TMCH services. Second, the TMCH is the best place to explain its own services and correctly identify the stakeholders it interacts with.

Third, the TMCH already provides some level of educational material and efforts toward trademark owners, and implementing these efforts to further develop education and outreach for current and potential registrants would serve the fuller community. Fourth, this proposal is aligned in the same direction as some of the new TM Claim notice recommendations, where the working group identified a clear interest in giving meaningful knowledge to all parties of the community when presented at a TMCH action for it fully serve it purpose.