

## Safeguards & Trust Subteam

Laureen (Chair) – Carlton – Drew – Jamie – Gao – Carlos - Fabro

<b>Consumer Trust</b>
<ul style="list-style-type: none"><li>• Consumer/end user behavior<ul style="list-style-type: none"><li>○ Navigate<ul style="list-style-type: none"><li>▪ Does not resolve</li></ul></li><li>○ Use</li></ul></li><li>• Developing countries</li><li>• Procedural<ul style="list-style-type: none"><li>○ ICANN's role</li><li>○ Dispute resolution processes</li><li>○ Sufficient data</li></ul></li><li>• Confusion</li><li>• DNS abuse (TBD)</li><li>• Registry privacy policy</li></ul>
<b>Trademark issues</b>
<ul style="list-style-type: none"><li>• Relative costs of defensive registrations<ul style="list-style-type: none"><li>○ Predatory pricing for certain domains (.sucks)</li></ul></li><li>• Brands protection</li><li>• Risk of confusion for a brand</li><li>• Sunrise pricing</li><li>• Rights prot. mechanisms</li></ul>
<b>Impact of PICs and other safeguards</b>
<ul style="list-style-type: none"><li>• Compliance</li><li>• Complaints</li><li>• Reduces harm?</li></ul>
<b>Other</b>
What else do we need? Divide into new gTLDs vs legacy (compliance) # of complaints to registries, registrars Compare level of abuse among legacy, new gTLDs (Drew to define methodology) Highly regulated sector domains