

PRELIMINARY DRAFT

Subject to Change

Registry Operators Survey

ICANN Rights Protection Mechanisms Survey

ICANN has commissioned our team to conduct a survey to assess the use and effectiveness of Sunrise and Trademark Claims Rights Protection Mechanisms (RPMs). These RPMs are services provided through ICANN's Trademark Clearinghouse (TMCH) for trademark owners.

Please note that your responses are voluntary and will be kept confidential, and that responses will not be identified by individual or company.

Finally, although the time to complete the survey will vary, we anticipate that it will take an average of approximately 25 minutes.

Introductory Questions

Q1. What is the name of your registry company/business?

- [OPEN TEXT FIELD]
- Prefer not to respond

Q2. Approximately how many non-brand new gTLDs do you operate (not including new gTLDs for which you are a backend registry operator)? Please select from the following range: [MULTIPLE CHOICE]

- None
- 1-2
- 3-5
- 6-10
- 11-25
- 26-50
- 50+

[TERMINATE IF RESPONDENT SELECTS "None"]

[HEADER] Please answer the following questions with regard to non-brand new gTLDs that you operate for which you are *not* a backend registry operator.

Q3. How many TLDs do you operate that have registration eligibility restrictions? Please select from the following range: [MULTIPLE CHOICE]

- 0
- 1-2
- 3-5
- 6-10
- 11-25
- 26-50
- 50+

Q4. Among the non-brand new gTLDs that you operate, approximately what percentage fall into each of the following categories (indicate a number between 0 and 100).

- Community-related: [NUMERIC FIELD]%
- Geo-related: [NUMERIC FIELD]%
- Restricted by eligibility terms: [NUMERIC FIELD]%
- Internationalized domain name (IDN) TLDs: [NUMERIC FIELD]%
- Other [OPEN TEXT FIELD]: [NUMERIC FIELD]%

Sunrise or Premium Name pricing Practices

Q5. Did you take any steps to avoid offering premium pricing for brand names during the Sunrise period for any of your non-brand TLDs? [MULTIPLE CHOICE]

- Yes
- No
- Don't know / Not sure
- Prefer not to respond

Q6. Please provide your average pricing across all TLDs for:

- Standard Sunrise: [OPEN NUMERIC FIELD], in [DROP DOWN MENU] currency
- Premium Sunrise: [OPEN NUMERIC FIELD], in [DROP DOWN MENU] currency
- Standard general availability: [OPEN NUMERIC FIELD], in [DROP DOWN MENU] currency
- Premium general availability: [OPEN NUMERIC FIELD], in [DROP DOWN MENU] currency
- Prefer not to respond

Q7. Did you take any steps to avoid pricing brand names as premium names for any of your TLDs? [MULTIPLE CHOICE]

- Yes
- No
- Don't know / Not sure
- Prefer not to respond

Q7a. [IF "Yes"] Did you check to see if your reserved names list included trademarked names? [MULTIPLE CHOICE]

- Yes
- No
- Don't know / Not sure
- Prefer not to respond

Q8. Did you take any other steps to avoid overlap between premium pricing and Sunrise registrations for any of your TLDs? If yes, please explain. If not, please enter "N/A." [OPEN TEXT FIELD]

Reserved Names

Q9. Would you support modifying existing ICANN policy to require Registry Operators (ROs) to publish their reserved names lists? [MULTIPLE CHOICE]

- Yes
- No
- Don't know / Not sure

Q9a. [IF "No" OR "Don't know / Not sure"] What issues prevent you from supporting a modification of existing ICANN policy to require Registry Operators to publish reserved name lists? Please note that you can select multiple options. [SELECT MULTIPLE]

- Such publication would violate local laws
- Trade secret
- Reluctance to post competitive data
- Don't know / Not sure
- Other: [OPEN TEXT FIELD]

Q10. In the event a Registry has placed terms on its reserved names list and later decides to release them for registration, should the Registry be required to provide notice of the release to Trademark Owners who have recorded trademarks in the TMCH that match a name being released? [MULTIPLE CHOICE]

- Yes
- No
- Don't know / Not sure

Q10a. [IF "Yes"] Why? [OPEN TEXT FIELD]

Q10b. [IF "No"] Why not? [OPEN TEXT FIELD]

Q11. [IF RESPONDENT OFFERS >0% GEO-TLDS OR COMMUNITY TLDS] In your geo-TLDS or community TLDS, did you reserve names for reasons specific to your jurisdiction (e.g., political or legal, like "Police" for geo-TLDS)? [MULTIPLE CHOICE]

- Yes
- No
- Don't know / Not sure

Q11a. [IF "Yes"] Are they generally blocked or can the names be released to certain parties?

- They are blocked
- They can be released to certain parties
- Don't know / Not sure

Q11b. [IF "Yes"] How did you select the terms that were specifically reserved for jurisdictionally-required reasons? [OPEN TEXT FIELD]

Q12. [IF RESPONDENT OFFERS >0% GEO-TLDS OR COMMUNITY TLDS] Should the ICANN brand protection policies like Sunrise or Claims be altered to better accommodate restricted TLDs (like Community or Geo TLDs)? [MULTIPLE CHOICE]

- Yes
- No
- Don't know / Not sure

Q12a. [IF "Yes"] Please share your thoughts on how these policies could be changed to better accommodate restricted TLDs. If you do not have any suggestions, please enter "N/A."

Sunrise Period Length

Q13. Did you run any Sunrise period for longer than 30 days? If so, how long (in days) was your Sunrise period? Please note you can select multiple options if you have run Sunrise periods of different lengths. [SELECT ALL THAT APPLY]

- I have not run any Sunrise period for longer than 30 days
- 31-60 days
- 61-90 days
- 91+ days
- Don't know/Not sure

Q14. How long do you think the ideal mandatory length for the Sunrise period should be? [MULTIPLE CHOICE]

- 0 days
- 30 days
- 60 days
- 90 days
- 120+ days
- Other [NUMERICAL OPEN TEXT]
- Don't know/Not sure

Q15. What impact does the current minimum 30-day Sunrise period have on the following outcomes (relative to having no Sunrise period)? Please select all that apply. [SELECT MULTIPLE]

	Cybersquatting	Sunrise registrations	Your revenue as a Registry Operator	Difficulty of technical readiness for launch of Sunrise periods	The cost of operating the Sunrise Period	The risk to your business model as a Registry Operator	Your technical burden as a Registry Operator	Your operating cost as a Registry Operator	Time taken to implement your business plans as a Registry Operator	Other: [OPEN TEXT FIELD]	Don't know/Not sure
Will Increase											
No impact											
Will decrease											

Q15a. What impact do you think a period of [insert ideal length indicated in Q14] will have on the following outcomes (relative to having no Sunrise period)? Please select all that apply. [SELECT MULTIPLE]

	Cybersquatting	Sunrise registrations	Your revenue as a Registry Operator	Difficulty of technical readiness for launch of Sunrise periods	The cost of operating the Sunrise Period	The risk to your business model as a Registry Operator	Your technical burden as a Registry Operator	Your operating cost as a Registry Operator	Time taken to implement your business plans as a Registry Operator	Other: [OPEN TEXT FIELD]	Don't know / Not sure
Will increase											
Will have no impact on											
Will decrease											

Sunrise Registrations in Specialized gTLDs

[IF RESPONDENT OFFERS >0% RESTRICTED TLDs]

Q16. For your TLDs that have registration eligibility restrictions, have you had requests for Sunrise registrations from parties that do not have eligibility? [MULTIPLE CHOICE]

- Yes
- No
- I don't operate a TLD with eligibility restrictions
- Don't know / Not sure

Q16a. [IF "Yes"] What have you done to accommodate both your TLDs' registration eligibility restrictions and the Sunrise requirements? Please note that you may select multiple options. [SELECT MULTIPLE]

- End-date sunrise so we could control allocation of domains
- Sunrise registrations were only open to eligible registrants. ("eligibility AND sunrise qualified")
- Used a Founders Program or similar pre-launch program.
- Made an exception to the eligibility requirements for Sunrise registrations ("eligibility OR sunrise qualified")
- Other [OPEN TEXT FIELD]

- Q17. Should TLDs with eligibility restrictions be allowed to offer first access to their target audience? [MULTIPLE CHOICE]
- Yes
 - No
 - Don't know / Not sure

Sunrise Period Interactions with Limited Registration Periods, Approved Launch Programs, and Qualified Launch Programs

- Q18. Which of the following pre-general-availability programs that limit participants did you offer for any of your TLDs? Please note that you can select multiple options. [SELECT ALL THAT APPLY; RANDOMIZE ORDER BUT REQUIRE "None of the above" AND "Don't know/Not Sure" TO BE AT THE END OF THE LIST]
- Approved Launch
 - Qualified Launch
 - Limited Registration
 - Founder's Period
 - Other pre-general-availability program that limited participation
 - None of the above [If None of the above, cannot select other options]
 - Don't know / Not sure [If Don't Know, cannot select other options]
- Q19. Did you encounter any unanticipated issues with these programs? [MULTIPLE CHOICE]
- Yes
 - No
 - Don't know/Not sure

Q19a. [If "Yes"] Please share your thoughts on how the programs could be changed to avoid the issues that you encountered. If you do not have any suggestions, please enter "N/A." [OPEN TEXT FIELD]

- Q20. Did you face any challenges with operating Limited Registration Period, Approved Launch Program, or Qualified Launch Program simultaneously with the Sunrise period? If yes, please briefly explain. [OPEN TEXT FIELD]
- Q21. How were you able to reconcile your plans for Limited Registration Period, Approved Launch Program, or Qualified Launch Program with the ICANN requirements to offer Sunrise and Claims? Explain as specifically as possible. [OPEN TEXT FIELD]

Sunrise Period and IDN TLDs

[IF REGISTRY OPERATOR OFFERS SLD IDN REGISTRATIONS]

Q22. Did you receive any Sunrise registrations in any of your supported second-level internationalized domain names (SLD IDN) languages? [MULTIPLE CHOICE]

- Yes
- No
- Don't know / Not sure

Q23. Did you offer any special registration periods for internationalized domain names (IDN) apart from the Sunrise period? [MULTIPLE CHOICE]

- Yes
- No
- Don't know / Not sure

Trademark Claims

Q24. Did you offer a Claims period for longer than 90 days? If so, how long was your Claims period? Please note you can select multiple options if you ran multiple Claims periods for different lengths of time. [SELECT ALL THAT APPLY]

- I haven't offered a Claims period for longer than 90 days
- 91-120days
- 121-150 days
- 151-180 days
- 181+ days
- Don't know / Not sure

Q25. What impact does the 90-day Claims period have on registration behavior and the operations of your business (relative to a scenario where the Claims period is not mandatory)? Please select all that apply. [SELECT MULTIPLE]

	Cybersquatting	Sunrise registrations	Your revenue as a Registry Operator	Difficulty of technical readiness for launch of Sunrise periods	The cost of operating the Sunrise Period	The risk to your business model as a Registry Operator	Your technical burden as a Registry Operator	Your operating cost as a Registry Operator	Time taken to implement your business plans as a Registry Operator	Other: [OPEN TEXT FIELD]	Don't know / Not sure
Increases											
No impact											
Decreases											

Q26. What do you think is the ideal length for the Claims period? [MULTIPLE CHOICE]

- 0 days
- 30 days
- 60 days
- 90 days
- 180 days
- 365 days
- Perpetual length
- Other [NUMERICAL OPEN TEXT]

Q27. What impact do you think the [insert number of days indicated as the ideal length] Claims period would have on registration behavior and the operations of your business (relative to a scenario where the Claims period is not mandatory)? Please select all that apply. [SELECT MULTIPLE]

	Cybersquatting	Sunrise registrations	Your revenue as a Registry Operator	Difficulty of technical readiness for launch of Sunrise periods	The cost of operating the Sunrise Period	The risk to your business model as a Registry Operator	Your technical burden as a Registry Operator	Your operating cost as a Registry Operator	Time taken to implement your business plans as a Registry Operator	Other: [OPEN TEXT FIELD]	Don't know / Not sure
Would increase											
No impact											
Would decrease											

Q28. Please rank the following possible Sunrise and Claims Period requirements from most preferable (rank=1) to least preferable (rank=5)? [RESPONDENT MUST PROVIDE A UNIQUE NUMBER FOR EACH RESPONSE]

- Sunrise Period is required, Claims Period is optional
- Sunrise Period is optional, Claims Period is required
- Sunrise and Claims Periods are both required
- Sunrise and Claims Periods are both optional
- Either Sunrise or Claims is required, but the Registry has the option to decide which
- Don't know / Not sure

Q28a. Please explain the ranking that you provided in the previous question. [OPEN TEXT FIELD]

Q28b. How would your ranking change if the Claims Period was perpetual? (If not at all, please enter "N/A.") [OPEN TEXT FIELD]

Q29. Based on your own experience as an individual, if you have completed a domain name registration in a new generic top-level domain (gTLD) and would you be willing to answer a short survey about your experience? [MULTIPLE CHOICE]

- I have never completed a domain name registration
- I have completed a domain name registration and would be willing to take a survey
- I have completed a domain name registration but would not like to take a survey
- Don't know / Not sure

[IF "I have completed a domain name registration and would be willing to take a survey" REDIRECT TO REGISTRANT SURVEY]