

**INCEPTION REPORT
ICANN RPM SURVEY
September 6, 2018**

I. INTRODUCTION

The purpose of this study is to assist ICANN in determining whether the rights protection mechanisms (RPMs) associated with the 2012 new generic top-level domain (gTLD) Program fulfill the purposes for which they were created and whether additional policy recommendations are needed to improve the RPMs. In particular, the study focuses on the use and effectiveness of the Trademark Clearinghouse (TMCH) Sunrise and Trademark Claims RPMs. The study will be conducted through the collection and summary of survey responses from each of the stakeholder groups identified by the RPMs Policy Development Process Working Group (RPMs PDP WG):

1. Domain Name Registrants (Group 1)
2. Potential Domain Name Registrants (Group 2)
3. Trademark and Brand Owners (Group 3)
4. New gTLD Registry Operators (Group 4)
5. Registrars Selling Domain Names Registered in the New gTLDs (Group 5)

Analysis Group and external expert Professor David Franklyn will use their combined survey and trademark law expertise to develop and analyze the survey results. Research Now SSI, an experience survey provider, will assist with outreach to the most difficult target populations to identify (i.e., domain name and potential domain name registrants). Collectively, Analysis Group, Professor Franklyn, and Research Now SSI constitute the “project team.”

Working with ICANN, the project team has leveraged its experience in matters related to trademark law and survey design to develop clear, concise survey instruments specifically targeted to each of these five groups. As our basis, we began with the RPMs PDP WG Data Sub Team’s draft questions for each of the relevant Charter questions provided in Appendix A of the project Request for Proposals (RFP). Based on our expertise in trademark law, the TMCH, and survey design, we considered potential changes to the Data Sub Team’s questions. For example, we suggested changes to make questions more clear and suggested reducing the number of open response questions asked of those taking the survey, since these types of questions are time consuming and can lead to low survey response rates. In developing survey questions we also considered whether questions suggested in Appendix A of the RFP should be excluded from the final survey instrument, and whether the survey would benefit from questions that have not yet been included.

Research Now SSI will program and administer the survey for Groups 1 and 2, while Analysis Group will program and administer the survey for Groups 3, 4, and 5.

Working with ICANN, the project team will then leverage its experience working with and analyzing survey responses to summarize the results in a format that allows for the ICANN community to easily digest the results of our work. These results will be provided and summarized in a final report, which will

also include a detailed write-up of the survey design and of the methodologies used to identify and reach out to each of the five groups.

Below, we discuss the high-level work plan for the remaining tasks, the proposed project schedule, and the surveys' designs, methodology, and outreach plans. Lastly, the current surveys questions are outlined in the appendices.

II. WORK PLAN

Task 1: Finalization of Survey Plan and Questions

Via a series of working sessions, the project team has discussed this draft inception report with ICANN to finalize the survey plan and questions. We also worked with ICANN staff to find ways to maximize the survey response rates from the target groups: domain name registrants, potential domain name registrants, trademark and brand owners, new gTLD registry operators, and registrars selling domain names registered in the New gTLDs.

Deliverables: The project team has provided finalized survey questions and a list of the groups to be provided with the survey. The project team will also provide a finalized plan for outreach to each of the target groups and expected response rates.

Task 2: Launch of Survey

The survey process will leverage the expertise of Analysis Group and Research Now SSI in conducting multinational surveys. It will include a pre-test phase to ensure that the instrument works properly and that the data will be collected efficiently and accurately. Pre-testing will be undertaken by members of the project team and, to the extent ICANN would like to be involved, ICANN staff and/or members of the RPMs PDP WG.¹ The project team will then launch the survey instruments into the field after the questions are finalized.

Deliverables: Directly after the finalization of the survey instrument, the project team will make initial contact with the targeted survey groups and share the survey instruments with those groups. The project team will monitor response rates while the survey is in the field and issue reminders as needed to elicit responses.

Task 3: Data Collection and Analysis of Survey Responses

The project team will monitor response rates while the survey is in the field. Approximately one week after the survey instrument is finalized, the project team will collect the available response data and assess what preliminary analyses are feasible. Via a working session or sessions, the project team will discuss with ICANN and the RPMs PDP WG an analysis plan of the preliminary data. The analysis plan will identify meaningful summaries and statistics and the formats in which to present them (e.g., charts, tables).

¹ There are currently 10 volunteer beta-testers that ICANN has identified. They consist of: David McAuley, Scott Austin, Maxim Alzoba, Farzaneh Badii, Justine Chew, Brian King, Zhou Heng, Roxanne John, Mariia Parubets, and Plamena Popova,

When the survey is closed, the project team will conduct a final set of analyses of the data. Via a working session or sessions, the project team will discuss the analyses, and accessible forms of presenting the analyses, with ICANN staff and the RPMs PDP WG. With input from ICANN staff and the RPMs PDP WG, the project team will develop the draft report of findings.

Deliverables: The project team will provide weekly updates to ICANN on the survey response rates for each target group. The project team will also present a discussion of preliminary results to the RPMs PDP WG and will provide a draft report of survey findings after the survey is closed.

Task 4: Finalization of Report

Via a working session or sessions, the project team will discuss the draft report with ICANN staff and the RPMs PDP WG. The project team will produce a final report of the survey findings in a reader-friendly format and discuss the findings with ICANN. The final report will include: (1) a detailed summary of the survey results, (2) a description of the survey design, (3) an overview of the methodologies used to identify and reach out to each of the five groups, and (4) an appendix of aggregated raw data underlying the survey results.

Deliverable: The project team will provide a final report to ICANN.

III. PROPOSED PROJECT SCHEDULE

Activity/Deliverable	Estimated Date
Task 1: Finalization of Survey Plan and Questions	August 3, 2018 (Complete)
<ul style="list-style-type: none"> Survey instrument pre-test phase 	August 13, 2018-August 28, 2018 (Complete)
Task 2: Official Launch of Surveys	Rolling basis beginning September 5, 2018
Task 3: Data Collection and Data Analysis	Mid-September 2018 - Late October 2018
<ul style="list-style-type: none"> Close surveys 	Early October 2018 (no later than October 10, 2018)
<ul style="list-style-type: none"> Present final survey results 	Late October 2018 (during RPM WG sessions from October 20-26, 2018; survey results provided to ICANN staff for circulation prior to the presentation)
Task 4: Finalization of Report	October 2018

IV. SURVEY PLAN

A. Survey Design

Two important considerations in designing effective surveys that must be balanced are: (1) obtaining the required information while (2) achieving a sufficient number of responses to allow ICANN to draw

meaningful conclusions from the data. To achieve both of these objectives, Analysis Group leveraged its extensive experience designing survey instruments and Research Now SSI's proven track record in survey-based market research. Working with ICANN, and using the questions in Appendix A of the RFP as the basis for our work, the project team developed a set of questions for each of the target groups. While there is some overlap in questions across groups, the project team has ensured that questions are specifically tailored for each of the five groups to answer the relevant questions in the RFP Appendix. The surveys have been designed to minimize the number of open-ended questions so that each survey should not take more than 25 minutes of each respondent's time. In our experience, it would be cost prohibitive to achieve a suitable number of responses using surveys exceeding this length and duration.

B. Survey Methodology

After the survey questions are finalized, Analysis Group and Research Now SSI will code the surveys for the five respondent groups. The programming for surveys fielded by Analysis Group will be done using the Sawtooth application. Research Now SSI will program and host the surveys for Groups 1 and 2.

C. Survey Outreach

The following outreach plans will be followed to assist the project team in reaching the desired response rates from each of the target respondent groups.

Group 1: Domain Name Registrants

The Group 1 survey will be offered in English and programmed and fielded by Research Now SSI. To render the results statistically significant, the desired response rate is 50 complete responses. Whether the response rate is attainable will depend on how many potential respondents are reached and how targeted the outreach is.

Outreach will be conducted through the following methods:

- Respondents from other target groups will be asked if they have registered domain names in new gTLDs in the past and if they would be willing to participate in another survey. If so, they will be directed to the domain name registrant survey.
- ICANN Staff will contact the leadership of the entire multi-stakeholder community to request help distributing the actual registrant survey. ICANN Staff to contact GSE team to request help distributing the survey to their relevant contact.
- ICANN Staff will post a survey announcement to the GNSO website and/or ICANN.org, and promote via social media as appropriate.
- Analysis Group will use Research Now SSI's online panels of survey respondents, the project team will be able to cost-effectively reach a suitable number of respondents who are domain name registrants. Research Now SSI's online panels are exclusively used in a market research context. Their global network of 17 million panelists in over 100 countries enables Research Now SSI to reach all of ICANN's target respondents. Consistent with industry practice, these online survey panel participants are provided a financial incentive to complete the survey. Research Now SSI will perform outreach to panelists in countries where English is an official language (United States of America, Canada, United Kingdom, South Africa, India, Hong Kong, Singapore).

Group 2: Potential Domain Name Registrants Survey

The Group 2 survey will be offered in English and programmed and fielded by Research Now SSI. To render the results statistically significant, the desired response rate is 150 complete responses. The project team expects that the desired response rate is achievable.

Outreach will be conducted through the following methods:

- Analysis Group will use Research Now SSI's online panels to reach potential registrants in North America and English-speaking countries outside of North America (UK, Hong Kong, India, Singapore, South Africa). Their global network of 17 million panelists in over 100 countries enables Research Now SSI to reach all of ICANN's target respondents. Consistent with industry practice, these online survey panel participants are provided a financial incentive to complete the survey.
- ICANN Staff will contact the leadership of the entire multi-stakeholder community to request help distributing the potential registrant survey. ICANN Staff to contact GSE team to request help distributing the survey to their relevant contact.
- ICANN Staff will post a survey announcement to the GNSO website and/or ICANN.org, and promote via social media as appropriate.

Group 3: Trademark and Brand Owner Survey

The Group 3 survey will be offered in English and programmed by Analysis Group. Analysis Group will include in the cover note of the survey that smaller trademark owners and law firms that represent smaller trademark owner clients are encouraged to fill out the survey. To render the results statistically significant, the desired response rate is 50 companies that are trademark owners. Given the current survey length, the project team is concerned about whether the desired response rate would be attainable.

Outreach will be conducted through the following methods:

- ICANN Staff will contact the leadership of CSG/IPC/BC to request help distributing the survey to their membership & mailing list, stressing the outreach to smaller trademark owners. ICANN Staff will also contact the GSE team to request help distributing the survey to their relevant contacts.
- ICANN Staff will post a survey announcement to the GNSO website and/or ICANN.org, and promote via social media as appropriate.
- Lori Schulman will help distribute the survey to INTA's Data Protection and Internet Committees, and socialize the survey with other groups in INTA as needed. Lori is advised not to send an email blast to the entire INTA membership.
- Susan Payne will help distribute the survey to Cyberspace Team (MARQUES corollary) and the CITMA Internet Committee.
- Brian Beckham to help distribute the survey to the Internet Committee for ECTA.²
- Analysis Group will contact Deloitte to request help distributing the survey to trademark and brand owners with validated trademarks in the TMCH and/or their trademark agents.
- Analysis Group will provide a general link to the survey to ICANN and will use cookies to allow respondents to save their progress and reopen to the survey.

Group 4: New gTLD Registry Operators Survey

The Group 4 survey will be offered in English. Analysis Group will include a gating question, asking respondents to identify whether they are brand registries or not. If they identify as brand registries, the survey will be terminated. To render the results statistically significant, the desired response rate is 10% of the total universe of Registry Operators (approximately 50 companies). Given the current survey length, the project team expects responses from 5% of Registry Operators.

Outreach will be conducted through the following methods:

- ICANN Staff will send out the survey directly through the GDD Customer Support Team to Registry Operators ("ROs"). According to GDD, the total number of unique registry companies is about 540 and about 270 of those manage multiple TLDs. GDD is able to filter ROs based on their category (generic, community, brand, CoC exemption granted, legacy/new gTLD).

² <http://www.ecta.org/committees/detail/internet-committee>

- ICANN Staff will contact the leadership of CPH/RySG to request help distributing the survey to their membership & mailing list, with GDD facilitating the communication. There are 85 companies in the RySG membership roster.
- ICANN Staff will post a survey announcement to the GNSO website and/or ICANN.org, and promote via social media as appropriate.
- Analysis Group will provide a general link to the survey to ICANN and will use cookies to allow respondents to save their progress and reopen to the survey.

Group 5: Registrars Selling Domain Names Registered in the New gTLDs

The Group 5 survey will be offered in English to registrars who offer new gTLDs. To render the results statistically significant, the desired response rate is 10% of the total universe of accredited Registrars (about 45 companies). Given the current survey length and its experience with the TMCH review survey, Analysis Group expects to get responses from 5% of Registrars.

Outreach will be conducted through the following methods:

- ICANN Staff will send out the survey directly through the GDD Customer Support Team to Registrars. According to GDD, the total number of unique ICANN accredited registrar companies (including registrar families) is about 450. They all have signed the 2013 RAA with ICANN.
- ICANN Staff will contact the leadership of CPH/RrSG to request help distributing the survey to their membership & mailing list, with GDD facilitating the communication. There are 107 companies in the RrSG membership roster.
- ICANN Staff will post a survey announcement to the GNSO website and/or ICANN.org, and promote via social media as appropriate.
- Analysis Group will provide a general link to the survey to ICANN and will use cookies to allow respondents to save their progress and reopen to the survey.

APPENDIX A

Actual & Potential Registrant Survey Questions Domain Name Registration Survey

This survey is about domain names and the process of registering domain names. Examples of domain names are google.com, food.store, store.art, and bluesky.nyc. gTLDs are the class of top-level domains that includes general-purpose domains such as .com, .net, .edu, and .org. This class also includes domains associated with the New Generic Top-Level Domain Program [POP-UP: <https://www.icann.org/icann-acronyms-and-terms/en/G0167>] (New gTLD Program), which includes names such as .futbol, .istanbul, and .pizza, and names in other alphabets and languages.

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 15 minutes.

- Q1. Have you, within the last five years, registered or initiated the registration of a domain name in one of the “new” types of top-level domains (“new gTLDs”)? Legacy domain names such as .COM, .ORG, and .NET and country code top-level domains (ccTLDs) such as .US, .EU, and .CN are not included. [Provide a pop-up window listing all new gTLDs] [SINGLE SELECT]
- Yes, I have registered a domain name in a new gTLD within the past five years. [GROUP A]
 - No Yes, I attempted to register a domain name in a new gTLD but did not complete the registration. [GROUP B]
 - No, I have never attempted to register a domain name in a new gTLD but would consider doing so in the future. [GROUP C]
 - No, I have never attempted to register a domain name in a new gTLD and am not interested in doing so. [GROUP D]
 - Don't know / Not sure [GROUP E]

[IF RESPONDENT IS GROUP D OR E TERMINATE SURVEY]

- Q1a. [IF RESPONDENT IS GROUP A, B, OR C] What country do you currently live in? [DROP DOWN MENU] [IF RESPONDENT IS OUTSIDE OF USA, CANADA, UK, HONG KONG, INDIA, SINGAPORE, AND SOUTH AFRICA TERMINATE SURVEY IF SAMPLE= PANEL SAMPLE]

- Q2. Are you employed by, or do you do intellectual property work on behalf of any of the following types of entities? [SELECT MULTIPLE]
- Registry operator of a new gTLD
 - Domain name registrar
 - Trademark owner
 - None of the above

The following questions are for Group A

Q3. [IF RESPONDENT IS GROUP A] To the best of your recollection, how many domain names have you *attempted* to register in new gTLDs within the past five years? [Provide a pop-up window listing all new gTLDs] [SINGLE SELECT]

- 1-5
- 6-10
- 11-20
- More than 20
- Don't know / Not sure

Q4. [IF RESPONDENT IS GROUP A] To the best of your recollection, how many domain names have you *completed* registration for in new gTLDs within the past five years? [SINGLE SELECT]

- 1-5
- 6-10
- 11-20
- More than 20
- Don't know / Not sure

[VALIDATION IN PLACE, NUMBER OF COMPLETED REGISTRATIONS (Q3) SHOULD ALWAYS BE LESS THAN OR EQUAL TO NUMBER OF REGISTRATION ATTEMPTS MADE (Q4).]

Q5. [IF RESPONDENT IS GROUP A] If you recall, which new gTLD(s) did you register your domain name in? Not the exact domain name, but just the new Top Level Domain in which you registered it, e.g., .CLUB, .NINJA, .XYZ, .LOVE. Legacy TLDs (e.g., .COM, .NET, .ORG) and ccTLDs (e.g., .US, .EU, .CN) are not being considered. [Provide a pop-up window listing all new gTLDs] [OPEN TEXT FIELD, add instruction "If you registered in multiple new gTLDs, please list separate your list with commas."]

Q6. [IF RESPONDENT IS GROUP A] When you attempted to register your domain names for new gTLDs, did you ever receive a Claims Notice of possible trademark conflict? An example of such a notice is provided below. [Show example Claims Notice] [SINGLE SELECT]

- Yes, I received a Claims Notice once
- Yes, I received a Claims Notice on more than one registration attempt
- No
- Don't know / Not sure

Q6a. [IF "Yes, I received a Claims Notice once" OR "Yes, more than once"] If you received multiple Claims Notices, we would like you to focus now on the first one you received. Did you register the domain name for which you received a Claims Notice? [SINGLE SELECT]

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

- [IF "Yes"] Why did you continue with the registration? [SELECT MULTIPLE, RANDOMIZE ORDER EXCEPT LEAVE "Other" AT END OF LIST]

- I consulted with someone about the notice and was told it was fine
- I did not understand the notice
- I did not think the notice applied to me
- Other [OPEN TEXT FIELD]
- [IF “No”] Why did you not continue with the registration? Please note that you can select multiple options. [SELECT MULTIPLE; RANDOMIZE ORDER EXCEPT LEAVE “Other,” “None of the above” AND “Don’t know / Not sure” AT END OF LIST]
 - I consulted with someone about the notice and was told not to continue
 - I did not understand the notice but it worried me
 - I understood the notice and it worried me
 - Other: [OPEN TEXT FIELD]
 - None of the above
 - Don’t know / Not sure

- Q6b. [IF “Yes, I received a Claims Notice once” OR “Yes, more than once”] How much time do you recall spending reading the Claims Notice? [SINGLE SELECT]
- Less than 5 seconds
 - Less than a minute
 - Less than 2 minutes
 - More than 2 minutes
 - Don’t know / Not sure

- Q6c. [IF “Yes, more than once”] On your repeat registration attempts when you saw a Claims Notice, was your decision to complete your domain name registration different than the first time you received a Claims Notice? If so, why? [SINGLE SELECT]
- No, I always decide *not* to complete my registration when I am presented with a Claims Notice and always for the same reasons given in the previous question.
 - No, I always decide to complete my registration when I am presented with a Claims Notice and always for the same reasons given in the previous question.
 - No, I always decide *not* to complete my registration when I am presented with a Claims Notice and the reasons for my decision are dependent on the circumstances. Those reasons include [OPEN TEXT FIELD].
 - Yes, on at least one later attempt I chose to complete my registration although I did not complete the first registration when I received a Claims Notice. Some reasons that my decision was different from the first time I received a Claims Notice were [OPEN TEXT FIELD].
 - Yes, on at least one later attempt I chose not to complete my registration although I completed the first registration when I received a Claims Notice. Some reasons that my decision was different from the first time I received a Claims Notice were [OPEN TEXT FIELD].
 - Don’t know / Not sure

- Q7. [IF RESPONDENT IS GROUP A] Which of the following best describes your understanding of the purpose of the Claims Notice? [Provide example Claims Notice] [MULTIPLE CHOICE; RANDOMIZE ORDER EXCEPT LEAVE “None of the above” AND “Don’t know/Not sure” AT END OF LIST]

- To inform me about the potential rights of trademark owners against me should I proceed to complete registration of my selected domain name.
- To inform me that there is a trademark owner with a trademark or a protected term that matches the domain name I have selected
- To offer me the right to make legal claims on my domain name against others in the future
- To inform me of ICANN's general policy on domain names
- None of the above [OPEN TEXT FIELD]
- Don't know / Not sure

Q8. [IF RESPONDENT IS GROUP A] After you registered your domain name(s), did you ever receive any of the following types of warning or notices of possible trademark conflict regarding your choice of a domain name? Please note that you can select multiple options. [SELECT MULTIPLE, RANDOMIZE ORDER EXCEPT LEAVE "Other" AND "Don't Know / Not sure" AT END OF LIST]

- Uniform Rapid Suspension System (URS) or Uniform Domain Name Dispute Resolution Policy (UDRP) Complaint notice.
- Letter from a lawyer representing a trademark owner (e.g., Cease and Desist letter from another party)
- Notice of a lawsuit regarding trademark infringement
- Prefer not to answer
- Other: [OPEN TEXT FIELD]
- Don't know / Not sure

** The following questions are for Group B**

[Header] We would like to ask you about domain name registrations that you have attempted but did *not* complete.

Q9. [IF RESPONDENT IS GROUP B] How many times in the past five years have you begun to register a domain name in a new gTLD (domain names such as .COM, .ORG, and .NET are not included) and *not* completed the process [Provide pop-up window listing all new gTLDs] [SINGLE SELECT]

- 1-5
- 6-10
- 11-20
- More than 20
- Don't know / Not sure

Q9a. If you recall, in which new gTLD(s) did you attempt to register your domain name? (Not the exact domain name, but just the Top Level Domain in which you attempted to register it, e.g., .CLUB, .NINJA, .XYZ, .LOVE.) [Provide pop-up window listing all new gTLDs] [OPEN TEXT FIELD]

Q8b. For which of the following reasons did you decide not to register a domain name? Please note that you can select multiple options. [SELECT MULTIPLE; RANDOMIZE ORDER EXCEPT LEAVE “Other,” “None of the above” AND “Don’t know / Not sure” AT END OF LIST]

- The registration cost was too expensive
- The time requirement to make a website was too high for me
- The registration process was too tedious or complicated
- I received a Claims Notice during the registration process
- I changed my plans and no longer needed a domain name
- I thought someone else had already registered my domain name
- Other: [OPEN TEXT FIELD]
- None of the above
- Don’t know / Not sure

Q8c. Do you recall receiving a Claims Notice during any of your registration attempts? An example of such a notice is provided below. [Provide example Claims Notice] [SINGLE SELECT]

- Yes
- No
- Don’t Know / Not sure
 - [IF “Yes”] How much time do you recall spending reading the Claims Notice? [SINGLE SELECT]
 - Less than 5 seconds
 - Less than a minute
 - Less than 2 minutes
 - More than 2 minutes
 - Don’t know / Not sure

Q8d. Which of the following best describes your understanding of the purpose of the Claims Notice? [Provide example Claims Notice] [MULTIPLE CHOICE; RANDOMIZE ORDER EXCEPT LEAVE “None of the above” AND “Don’t know/Not sure” AT END OF LIST]

- To inform me about the potential rights of trademark owners against me should I proceed to complete registration of my selected domain name
- To inform me that there is a trademark owner with a trademark or a protected term that matches the domain name I have selected
- To offer me the right to make legal claims on my domain name against others in the future
- To inform me of ICANN's general policy on domain names
- None of the above
- Don’t know / Not sure
-

** The following questions are for Groups A, B, and C**

Q10. For what reasons are you most likely to register a domain name? Please note that you can select multiple options. [SELECT ALL THAT APPLY]

- I have a business/program/initiative that uses that name or something very similar
- I am thinking of starting a business/program/initiative using that name
- I might start a blog or use the domain name for a personal website
- The domain name might be valuable someday and I’m buying it as an investment

- I have a trademark which contains the domain name string
- Other: [OPEN TEXT FIELD]

[Header] [Show example of a claims notice] Assume you were attempting to register the domain name virtue.door, and received the following Claims Notice. Please take as much time as you need/want to read the notice. You will be asked a couple of questions when you are ready.

Q11. If you were presented with this notice when attempting to register this domain name for the following purposes, what would you do?

[ONLY DISPLAY OPTION(S) SELECTED IN Q10; DISPLAY OPTIONS ONE AT A TIME.]	Proceed with the registration	Stop trying to register the name	Stop for now, do some research, and maybe come back	Stop and talk to a lawyer first	Other (explain)
I have a business that uses that name or something very similar.	[radio buttons]	[radio buttons]	[radio buttons]	[radio buttons]	[OPEN TEXT FIELD]
I am thinking of starting a business using that name.	[radio buttons]	[radio buttons]	[radio buttons]	[radio buttons]	[OPEN TEXT FIELD]
I might start a blog or use the domain name for a personal website.	[radio buttons]	[radio buttons]	[radio buttons]	[radio buttons]	[OPEN TEXT FIELD]
The domain might be valuable someday and I'm buying as an investment.	[radio buttons]	[radio buttons]	[radio buttons]	[radio buttons]	[OPEN TEXT FIELD]
Other: [OPEN TEXT FIELD]	[radio buttons]	[radio buttons]	[radio buttons]	[radio buttons]	[OPEN TEXT FIELD]

Q10a. [IF RESPONDENT DOES NOT SELECT “Proceed with the registration” for at least any one of the options he sees at Q11] Which, if any, of the following reasons explain why you would not proceed with the registration attempt after receiving a Claims Notice? Please note that you can select multiple options. [SELECT MULTIPLE; RANDOMIZE ORDER EXCEPT LEAVE “Other,” “None of the above” AND “Don’t know / Not sure” AT END OF LIST]

- I would think it would expose me to legal risk (i.e., I would think I could be sued or subject to legal action in some way)
- The process of completing the registration would be taking too long and it would feel difficult to continue.
- The notice is confusing and/or intimidating and I would want someone to help me understand it.
- Other: [OPEN TEXT FIELD]
- None of the above.
- Don't know / Not sure

Q10b. [IF any answer to Q11 was “Stop and talk to a lawyer first”] You responded that you might stop the registration process to talk to a lawyer if you received a Claims Notice. Why would you consult with an attorney? [OPEN TEXT FIELD]

Q10c. [IF no answer to Q11 was “Stop to talk to a lawyer first”] You responded that you would not stop the registration process to talk to a lawyer if you received a Claims Notice. Why would you not consult with an attorney? [OPEN TEXT FIELD]

Q12. How confident are you in your ability to understand what this Claims Notice means about your rights and about a trademark owner’s rights? [5-POINT LIKERT SCALE]

- 1=Not confident at all
- 2
- 3=Somewhat confident
- 4
- 5=Extremely confident
- Don't know / Not sure

Q13. Which best describes your level of knowledge regarding trademark law in the country in which you live? [SINGLE SELECT]

- I do not know anything about my country's trademark law
- I know a little bit about my country's trademark law
- I know a lot about my country's trademark law
- I am an expert in my country's trademark law
- Don't know / Not sure

APPENDIX B

Trademark Owners Survey Questions ICANN Rights Protection Mechanisms Survey

ICANN has commissioned Analysis Group team to conduct a survey to assess the use and effectiveness of Sunrise and Trademark Claims Rights Protection Mechanisms (RPMs) adopted as part of ICANN's New gTLD (generic top-level domain) registries program. These RPMs are provided through ICANN's Trademark Clearinghouse (TMCH) for trademark owners. We are interested in collecting feedback from trademark owners with portfolios of any sizes. All trademark owners and law firms representing trademark owner clients are encouraged to complete the survey.

Please note that your responses are voluntary and will be kept confidential. Responses will not be identified by individual or company/organization. Also note that you will not be able to alter your answers or use your browser's "back" button once you submit an answer. Finally, although the time to complete the survey will vary, we anticipate that it will take an average of approximately 25 minutes.

In the event that you are not able to complete the survey in one sitting and/or would like to complete the survey at another time, your responses will be saved automatically. By returning to this web address, your survey will automatically reload at the point where you left off. Please note that in order to allow for this capability, this website has sent a web cookie to your computer. The cookie will not be used to capture any of your personal or web-browsing information and is intended only to allow you to return to the survey at a later date. When you complete the survey, you may delete the cookie from your browser. This link [https://www.pcworld.com/article/242939/how_to_delete_cookies.html] provides directions for removing cookies from a variety of web browsers. Please note that the directions provided will remove all cookies from your browser. This will remove your ability to revisit your survey answers and will also sign you out of other websites from which your browser has received cookies. If you prefer not to accept cookies, you will still be able to participate in the survey, but you must complete the survey in one sitting.

Thank you for your participation!

Introductory Questions

- Q1. Are you responding as an employee on behalf of your company/organization or as an outside service provider representing a client who owns trademarks? [MULTIPLE CHOICE, SELECT ONE]
- I am representing the company/organization by whom I am employed
 - I am an external agent for the company/organization on whose behalf I am responding
 - Prefer not to respond

[HEADER] If you are an outside law firm or agent that received this survey, please answer the remaining questions with one specific client in mind. In all instances, "your company/organization" will refer to the client on whose behalf you are responding. If you are responding on behalf of the company/organization by whom you are employed, "your company/organization" will refer to your employer.

- Q2. Where is your company/organization headquartered? [DROP DOWN MENU]

- Q3. Approximately how many trademark registrations does your company/organization own?
[MULTIPLE CHOICE, SELECT ONE, RESPONSE REQUIRED]
- [OPEN FIELD]
 - None
 - Don't know / Not sure

[IF "None" TERMINATE SURVEY]

[TERMINATION PAGE] Thank you for your participation in the RPM survey! Because your company/organization does not own any trademark registrations, you have reached the end of the survey.

Q4. Approximately how many of your company/organization's trademarks have been recorded with the Trademark Clearinghouse (TMCH)? [MULTIPLE CHOICE, SELECT ONE, RESPONSE REQUIRED]

- [OPEN FIELD]
- None
- Don't know / Not sure

Q4a. [IF "None"] Why hasn't your company/organization recorded any trademarks with the Trademark Clearinghouse (TMCH)? Please select all that apply. [SELECT MULTIPLE; RANDOMIZE ORDER, RESPONSE REQUIRED]

- Not aware of the Trademark Clearinghouse (TMCH)
- Too expensive
- Not intending to make any Sunrise registrations
- My company/organization relies on a watching service
- New generic top-level domains (gTLDs) are not important to my company/organization
- Don't know / Not sure
- Other [OPEN TEXT FIELD]

[IF "None" IN Q4 TERMINATE SURVEY AFTER ANSWER]

[TERMINATION PAGE] Thank you for your participation in the RPM survey! Because your company/organization has not recorded any trademarks with the Trademark Clearinghouse (TMCH), you have reached the end of the survey.

Q5. Is your company/organization a for-profit enterprise or not-for-profit? [MULTIPLE CHOICE, SELECT ONE, RESPONSE REQUIRED]

- For-profit
- Not-for-profit
- Don't know / Not Sure
- Prefer not to respond

Q6. Approximately what are the annual revenues of your company/organization? Please indicate the amount and the currency you are using. [MULTIPLE CHOICE]

- Currency: [OPEN FIELD]
- Amount (in currency provided above): [OPEN FIELD]
- Don't know / Not sure
- Prefer not to respond

Q7. Please select which topics related to the Sunrise and Trademark Claims Rights Protection Mechanisms (RPMs) you would like to focus on during this survey. Please select all that apply. [MULTIPLE CHOICE, SELECT MULTIPLE, REQUIRE RESPONSE]

- Sunrise Period
- Reserved Names
- Claims Service

Sunrise Period Participation [IF Q7 = “SUNRISE PERIOD”]

Q8. For approximately how many of the trademarks that your company/organization has recorded in the Trademark Clearinghouse (TMCH) has your company/organization submitted Proof of Use in order to take part in Sunrise Services? [MULTIPLE CHOICE, SELECT ONE, REQUIRE RESPONSE]

- 0
- 1
- 2 - 5
- 6 - 10
- 11 - 50
- 51 - 100
- 101 - 250
- 251 - 500
- 500+
- Don't know / Not sure

Q8a. [IF “0”] Why not? Please select all that apply. [SELECT MULTIPLE, RANDOMIZE ORDER EXCEPT LEAVE "Other" AT END OF LIST]

- Not planning to make Sunrise registrations
- Cost of submitting Proof of Use is greater than the benefit
- Time and administrative work required is greater than the benefit
- Not aware it was necessary to submit Proof of Use to make Sunrise registrations
- Could not meet Proof of Use requirements
- Other [OPEN TEXT FIELD]

Q9. Has your company/organization registered a domain name matching any of your company/organization's trademarks in a new generic top-level domain (new gTLD)?

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

Q9a. [IF NOT “No”] Approximately how many domain names matching any of your company/organization's trademarks have you applied to register during any new generic top-level domain (gTLD) Sunrise Period? Legacy domain names such as .COM, .ORG, and .NET and ccTLDs such as .US, .EU, and .CN are not included in the new gTLDs. Please click here to view the new gTLDs list. [POP-UP TABLE WITH NEW gTLDs] [MULTIPLE CHOICE]

- 0
- 1
- 2 - 5
- 6 - 10
- 11 - 50
- 51 - 100
- 101 - 250
- 251 - 500
- 500 +
- Don't know / Not sure (select this option only if there is no other source or person that can supply an approximate number)

Q10. How important do you consider the following factors when deciding whether to register a domain name matching any of your trademarks during any Sunrise Period? [SELECT MULTIPLE, RANDOMIZE ORDER EXCEPT LEAVE "Other" AT END OF LIST]

	Not Important at All	Not Important	Somewhat Important	Important	Very Important	Don't know/Not sure
Trademark is a core business brand						
New generic top-level domain (gTLD) relates to business' goods or services						
New generic top-level domain (gTLD) relates to a geographic location of the business						
Prevent third party registration						
Concern about risk of consumer confusion, deception, scam or fraud						
Prevent registration by a competitor						
New generic top-level domain (gTLD) relates to a current business						
New generic top-level domain (gTLD) relates to a future business plan						
Hold for possible future use						
Proactive measures avoid reactive solutions like Uniform Domain-Name Dispute-Resolution Policy (UDRP) or Uniform Rapid Suspension System (URS)						
Other: [OPEN TEXT FIELD]						

Q11. How often did price affect your company/organization's decision to seek Sunrise Period registrations in any of your trademarks? [MULTIPLE CHOICE]

- Always
- Very Often
- Sometimes
- Rarely
- Never

- Don't know / Not Sure

Q11a. [IF “Always” OR “Very Often” OR “Sometimes” OR “Rarely”] How did price affect your company/organization’s decision to seek Sunrise Period registrations? Please select all that apply. [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT 1]

- Prices were higher than my company/organization was anticipating, and this made us less likely to seek Sunrise Period registrations
- Prices were lower than my company/organization was anticipating, and this made us more likely to seek Sunrise Period registrations
- Prices were higher than my company/organization was anticipating, and this had no effect on how likely we were to seek Sunrise Period registrations
- Prices were lower than my company/organization was anticipating, and this had no effect on how likely we were to seek Sunrise Period registrations
- Prices were not a factor that my company/organization considered when considering Sunrise Period registrations
- Other: [OPEN TEXT FIELD]
- Don't know/Not sure

Q11b. [(IF Q11 IS “Always” OR “Very Often” OR “Sometimes” OR “Rarely”) AND (Q11a IS “made my company/organization somewhat less likely” OR “much less likely to register”)] In the new generic top-level domains (gTLDs) that your company/organization decided not to seek Sunrise Period registration due to price, which of the following did your company/organization do? Please note that you may select multiple options. [SELECT ALL THAT APPLY]

- My company/organization waited until the general availability period
- My company/organization chose not to register in the generic top-level domain (gTLD) at all
- My company/organization registered during the Sunrise Period of a different new generic top-level domain (gTLD)
- My company/organization registered during the general availability period of a different new generic top-level domain (gTLD)
- Don't know /Not sure
- Other [OPEN TEXT FIELD]

Q11c. [IF Q11 IS “Always” OR “Very Often” OR “Sometimes” OR “Rarely” AND Q11a IS “made my company/organization somewhat less likely” to “much less likely to register”] How did price affect your company/organization’s *ability* to obtain Sunrise Period registrations in any of your trademarks? [MULTIPLE CHOICE]

- Made it impossible for my company/organization to obtain a Sunrise Period registration
- Made it difficult for my company/organization to obtain a Sunrise Period registration
- Had no effect on my company/organization’s ability to obtain a Sunrise Period registration
- Made it easier for my company/organization to obtain a Sunrise Period registration
- Don't know / Not sure
- Other [OPEN TEXT FIELD]

Q12. In what new generic top-level domains (gTLDs), if any, did your company/organization **decide to seek** a Sunrise Period registration? If you prefer to not respond, you may skip this question. Legacy domain names such as .COM, .ORG, and .NET and ccTLDs such as .US, .EU, and .CN are not included in the new gTLDs. Please click here to view the new gTLDs list. [POP-UP TABLE WITH NEW gTLDs] [OPEN TEXT FIELD, RESPONSE NOT REQUIRED]

Q12a. If you are willing and recall, please indicate the approximate price your company/organization paid during the Sunrise Period in the new generic top-level domains (new gTLDs). Please indicate the price and the currency you are using. [MULTIPLE CHOICE, SELECT ONE]

- Currency: [OPEN FIELD]
- Amount (in currency provided above): [OPEN FIELD]
- Don't know / Not sure
- Prefer not to respond

Q13. In what new generic top-level domains (gTLDs), if any, did your company/organization **decide not to seek** a Sunrise Period registration due to price? Legacy domain names such as .COM, .ORG, and .NET and ccTLDs such as .US, .EU, and .CN are not included in the new gTLDs. Please click here to view the new gTLDs list. [POP-UP TABLE WITH NEW gTLDs] [OPEN TEXT FIELD, RESPONSE REQUIRED]

Q13a. If you are willing and recall, please indicate what is the highest price your company/organization would have paid in the new generic top-level domains (new gTLDs) to register your trademark during the Sunrise Period. Please indicate the price and the currency you are using. [MULTIPLE CHOICE, SELECT ONE, RESPONSE REQUIRED]

- Currency: [OPEN FIELD]
- Amount (in currency provided above): [OPEN FIELD]
- Don't know / Not sure
- Prefer not to respond

The Appropriate Length of the Sunrise Period [IF Q7 = "SUNRISE PERIOD"]

Q14. Did your company/organization attempt to register any of its trademarks in any new generic top-level domains (new gTLDs) during a Sunrise Period, but it missed the 30-day minimum registration window? [MULTIPLE CHOICE, RESPONSE REQUIRED, SELECT ONE]

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

Q14a. [IF "Yes"] Why did your company/organization miss the registration window end date? Please select all that apply. [SELECT MULTIPLE, RANDOMIZE ORDER]

[End Date Sunrise: Registry has no advance notice obligation to trademark owners but must provide the Sunrise registration service for a minimum of 60 calendar days prior to General Registration, and must not use time-based allocation methods (e.g., first come, first served). At the end of the period, requested names are allocated by the Registry and a process such as an auction is used if there is more than one claim for the same domain.]

- The Sunrise Period was too short
- The company/organization wasn't notified and/or aware of the Sunrise Period end date
- I was unable to decide or obtain a decision from managers or the company/organization during the Sunrise Period
- The timing of Sunrise Period (Start-date/End-date) confused me
- Other: [OPEN TEXT FIELD]
- Don't know / Not sure

Q15. Does the 30-day minimum for a Sunrise Period provide a sufficient period for trademark owners to register a domain name during the Sunrise Period? [MULTIPLE CHOICE, RESPONSE REQUIRED, SELECT ONE]

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

Q16. Would it be preferable for the required length of the start date Sunrise Period to be extended from 30 days to 60 days? [MULTIPLE CHOICE, RESPONSE REQUIRED, SELECT ONE]

[Start Date Sunrise: Registry must provide the Sunrise registration service for a minimum of 30 calendar days prior to General Registration and must provide 30 calendar days' minimum notice prior to the start of the Sunrise period. Trademark-related Domains are registered on first-come, first-served (or other) basis.]

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

Q16a. [IF "Yes"] Why? If you prefer to not respond, you may skip this question. [OPEN TEXT FIELD, RESPONSE NOT REQUIRED]

Reserved Names [IF Q7 = "RESERVED NAMES"]

Q17. Have you attempted to register a trademark as a domain name in a Sunrise Period and *could not*? [MULTIPLE CHOICE, RESPONSE REQUIRED, SELECT ONE]

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

Q17a. [IF Q17 IS "Yes"] For what reason was your company/organization not able to register during the Sunrise Period? [MULTIPLE CHOICE, SELECT ONE]

- It was on the reserved names list
- It was already registered
- Don't know/Not sure
- Other [OPEN TEXT FIELD]

Q17b. [IF Q17 IS “Yes”] Did your company/organization (either on its own or via your registrar) contact the Registry Operator to inquire about any refused names?

[MULTIPLE CHOICE]

- Yes
- No
- Don’t know/ Not sure
 - [IF “Yes”] Were you able to get the name released to register? [MULTIPLE CHOICE]
 - Yes
 - No
 - Don’t know / Not sure

Q18. Should Registry Operators be required to publicly publish their reserved names lists? [MULTIPLE CHOICE, RESPONSE REQUIRED, SELECT ONE]

- Yes
- No
- Don’t know / Not sure

Q18a. [IF “Yes”] Why? If you prefer to not respond, you may skip this question. [OPEN TEXT FIELD, NO RESPONSE REQUIRED]

Q18b. [IF “No”] Why not? If you prefer to not respond, you may skip this question. [OPEN TEXT FIELD, NO RESPONSE REQUIRED]

Q19. 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 all Trademark Owners who have recorded trademarks in the Trademark Clearinghouse (TMCH)? [MULTIPLE CHOICE]

- Yes
- No
- Don’t know / Not sure

Q19a. [If “Yes” or “No”] Please explain why you believe the Registry should or should not be required to do so. If you prefer to not respond, you may skip this question. [OPEN TEXT FIELD, NO RESPONSE REQUIRED]

Q20. 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 the owner of the released trademark that matches the domain name and is recorded in the TMCH with a priority opportunity to register the domain name upon its release? [MULTIPLE CHOICE]

- Yes
- No
- Don’t know / Not sure

Trademark Claims Notices, Notifications of Registered Names (NORNs), and Exact and Non-Exact Matches [IF Q7 = “Claims Service”]

[HEADER] A Notification of Registered Name (NORN) is a notice sent by the Trademark Clearinghouse (TMCH) to trademark owners that have recorded a trademark\trademarks in the Trademark Clearinghouse

(TMCH). The NORN notifies the trademark owner that a domain name matching their trademark recorded in the TMCH has been registered in a new generic top-level domain (new gTLD). The questions in this section relate to your company/organization's experience with NORNs.

Q21. Has your company/organization ever received a Notification of Registered Name (NORN)?
[MULTIPLE CHOICE]

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

Q21a. [IF "Yes"] In response to any Notification of Registered Name (NORN) your company/organization received, did your company/organization follow up with some type of action? [MULTIPLE CHOICE]

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

• [IF "Yes"] What action did your company/organization take? Please note that you may select multiple options. [SELECT ALL THAT APPLY, RANDOMIZE]

- Added to a list of monitored domains
- Attempted to purchase it
- Sent a cease and desist letter
- Filed a URS Complaint
- Filed a UDRP Complaint
- Filed a Lawsuit for [Provide nature of Lawsuit] _____
- Don't know / Not sure
- Other (Explain) [OPEN TEXT FIELD]

• [IF "Yes"] What was the outcome of your company/organization's actions? Please note that you may select multiple options. [SELECT ALL THAT APPLY, RANDOMIZE]

- Domain name application withdrawn
- Domain name registration transferred to us
- Complaint dismissed or denied
- Coexistence (by agreement or tacit acceptance)
- Ongoing monitoring
- Don't know / Not sure
- Other (Explain) [OPEN TEXT FIELD]

Q21b. [If "Yes"] Have any domain name applicants who received a Claims Notice informed your company/organization that they did not understand the Claims Notice?
[MULTIPLE CHOICE]

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

Q22. Do you believe the following Claims Notice sent to domain name applicants adequately informs domain name applicants of the scope and limitations of trademark owners' rights? Click here to see

example Claims Notice [POP-OUT WINDOW WITH FOLLOWING GRAPHIC] [MULTIPLE CHOICE]

Trademark Claim Notice for "virtue"

You have received this Trademark Notice because you have applied for a domain name which matches at least one trademark record submitted to the Trademark Clearinghouse.

You may or may not be entitled to register the domain name depending on your intended use and whether it is the same or significantly overlaps with the trademarks listed below. **Your rights to register this domain name may or may not be protected as noncommercial use or "fair use" by the laws of your country.**

Please read the trademark information below carefully, including the trademarks, jurisdictions, and goods and service for which the trademarks are registered. Please be aware that not all jurisdictions review trademark applications closely, so some of the trademark information below may exist in a national or regional registry which does not conduct a thorough or substantive review of trademark rights prior to registration. **If you have questions, you may want to consult an attorney or legal expert on trademarks and intellectual property for guidance.**

If you continue with this registration, you represent that, you have received and you understand this notice and to the best of your knowledge, your registration and use of the requested domain name will not infringe on the trademark rights listed below. The following 4a7d546900000000000008454718 marks are listed in the Trademark Clearinghouse:

Mark: virtue
Jurisdiction: World Intellectual Property Organization (WIPO) (International Bureau of)
Goods: 10 Surgical implants for the treatment of incontinence comprising urethral slings; surgical instruments for use in urethral sling implant surgery.
International Class of Goods and Services or Equivalent if applicable: Surgical, medical, dental and veterinary apparatus and instruments, artificial limbs, eyes and teeth; orthopedic articles; suture materials.
Trademark Registrant: virtue
Trademark Contact: Coloplast A/S, Høltedam 1, , 3050, DK,

I agree to the terms.

Yes
No

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

Q22a. [IF "Yes"] Why? If you prefer to not respond, you may skip this question. [OPEN TEXT FIELD, RESPONSE NOT REQUIRED]

Q22b. [IF "No"] Why not? If you prefer to not respond, you may skip this question. [OPEN TEXT FIELD, RESPONSE NOT REQUIRED]

Q23. Do you believe the Claims Notice to domain name applicants has met its intended purpose of notifying applicants of possible conflict with a registered trademark? [Click here to see example](#)

Claims Notice [POP-OUT WINDOW WITH FOLLOWING GRAPHIC] [MULTIPLE CHOICE]

Trademark Claim Notice for "virtue"

You have received this Trademark Notice because you have applied for a domain name which matches at least one trademark record submitted to the Trademark Clearinghouse.

You may or may not be entitled to register the domain name depending on your intended use and whether it is the same or significantly overlaps with the trademarks listed below. **Your rights to register this domain name may or may not be protected as noncommercial use or "fair use" by the laws of your country.**

Please read the trademark information below carefully, including the trademarks, jurisdictions, and goods and service for which your trademarks are registered. Please be aware that not all jurisdictions review trademark applications closely, so some of the trademark information below may exist in a national or regional registry which does not conduct a thorough or substantive review of trademark rights prior to registration. **If you have questions, you may want to consult an attorney or legal expert on trademarks and intellectual property for guidance.**

If you continue with this registration, you represent that, you have received and you understand this notice and to the best of your knowledge, your registration and use of the requested domain name will not infringe on the trademark rights listed below. The following 4a7d546900000000008454718 marks are listed in the Trademark Clearinghouse:

Mark: virtue
Jurisdiction: World Intellectual Property Organization (WIPO) (International Bureau of)
Goods: 10 Surgical implants for the treatment of incontinence comprising urethral slings; surgical instruments for use in urethral sling implant surgery.
International Class of Goods and Services or Equivalent if applicable: Surgical, medical, dental and veterinary apparatus and instruments, artificial limbs, eyes and teeth; orthopedic articles; suture materials.
Trademark Registrant: virtue
Trademark Contact: Coloplast A/S, Høltedam 1, , 3050, DK,

I agree to the terms.

Yes

No

Don't know / Not sure

Q23a. [IF "Yes"] Why? If you prefer to not respond, you may skip this question. [OPEN TEXT FIELD, RESPONSE NOT REQUIRED]

Q23b. [IF "No"] Why not? If you prefer to not respond, you may skip this question. [OPEN TEXT FIELD, RESPONSE NOT REQUIRED]

Q24. In your view, when should Claims Notices be sent to domain name applicants? [MULTIPLE CHOICE]:

- At the time they apply for the domain name
- At the time their domain name is registered
- Never
- Don't know / Not sure

Q25. Has your company/organization ever brought a Uniform Domain-Name Dispute-Resolution Policy (UDRP [[https://www.icann.org/resources/pages/help/dndr/udrp-en \[icann.org\]](https://www.icann.org/resources/pages/help/dndr/udrp-en [icann.org])]), Uniform Rapid Suspension System (URS [[https://www.icann.org/resources/pages/urs-2014-01-09-en \[icann.org\]](https://www.icann.org/resources/pages/urs-2014-01-09-en [icann.org])]), or litigation proceeding in respect of a domain name registered in a new generic top-level domain (gTLD)? If yes, approximately how many? [MULTIPLE CHOICE]

- My company/organization has never brought a Uniform Domain-Name Dispute-Resolution Policy, Uniform Rapid Suspension System, or litigation proceeding in respect of a domain name in a new gTLD.
- Yes, my company/organization has brought proceedings in respect of domain names in new gTLDs. Approximately: [OPEN NUMERIC FIELD]

- Don't know / Not sure

Q25a. [IF "Yes"] Approximately how many of these cases were filed after your company/organization received a Notification of Registered Name (NORN)? If you are uncertain of the number, you may skip this question. [OPEN NUMERIC FIELD, ALLOW TO SKIP]

Q25aa. [IF NO ANSWER TO Q25a] Please select the range that best represents approximately what percentage of these cases were filed after your company/organization received a Notification of Registered Name (NORN)? [MULTIPLE CHOICE, SELECT ONE]

- 0%
- 1-25%
- 26-50%
- 51-75%
- 76-100%
- Don't know / Not sure

- [IF NEITHER Q25a NOR Q25aa ARE "0"] In approximately how many of these cases were you *successful*? [RESPONSE REQUIRED]
 - [OPEN NUMERIC FIELD]
 - Don't know / Not sure

- [IF "Don't know / Not sure" TO PREVIOUS QUESTION] Please select the range that best represents the approximate percentage of these cases where you were *successful*. [MULTIPLE CHOICE]
 - 0%
 - 1-25%
 - 26-50%
 - 51-75%
 - 76-100%
 - Don't know / Not sure

Q25b. [IF "Yes"] In approximately how many of the UDRP, URS, or litigation cases that you brought in respect of a domain name in a new gTLD was the domain name at issue an *exact match* of your company/organization's trademark as recorded in the Trademark Clearinghouse? If you are uncertain of the exact number, you may skip this question. [OPEN NUMERIC FIELD, NO RESPONSE REQUIRED]

Q25bb. [IF NO ANSWER TO Q25b] Please select the range that best represents approximately what percentage of these cases had a domain name at issue that was an *exact match* of your company/organization's trademark as recorded in the Trademark Clearinghouse. [MULTIPLE CHOICE, SELECT ONE]

- 0%
- 1-25%
- 26-50%
- 51-75%
- 76-100%
- Don't know / Not sure

- [IF NEITHER Q25a NOR Q25aa ARE “0”] In approximately how many of these cases were you *successful*? [RESPONSE REQUIRED]
 - [OPEN NUMERIC FIELD]
 - Don’t know / Not sure
- [IF “Don’t know / Not sure” TO PREVIOUS QUESTION] Please select the range that best represents the approximate percentage of these cases where you were *successful*. [MULTIPLE CHOICE]
 - 0%
 - 1-25%
 - 26-50%
 - 51-75%
 - 76-100%
 - Don’t know / Not sure

Q25c. [IF “Yes”] In approximately how many of the UDRP, URS, or litigation cases that you brought in respect of a domain name in a new gTLD was the domain name at issue a “creative misspelling” of your company/organization’s trademark? If you are uncertain of the exact number, you may skip this question. [OPEN NUMERIC FIELD, NO RESPONSE REQUIRED]

Q25cc. [IF NO ANSWER TO Q25c] Please select the range that best represents approximately what percentage of these cases that had a domain name at issue that was a “creative misspelling” of your company/organization’s trademark. . [MULTIPLE CHOICE, RESPONSE REQUIRED, CHOOSE ONE]

- 0%
- 1-25%
- 26-50%
- 51-75%
- 76-100%
- Don’t know / Not sure

- [IF NEITHER Q25a NOR Q25aa ARE “0”] In approximately how many of these cases were you *successful*? [RESPONSE REQUIRED]
 - [OPEN NUMERIC FIELD]
 - Don’t know / Not sure
- [IF “Don’t know / Not sure” TO PREVIOUS QUESTION] Please select the range that best represents the approximate percentage of these cases where you were *successful*. [MULTIPLE CHOICE, RESPONSE REQUIRED, CHOOSE ONE]
 - 0%
 - 1-25%
 - 26-50%
 - 51-75%
 - 76-100%
 - Don’t know / Not sure

Q25d. [IF “Yes”] In approximately how many of the UDRP, URS, or litigation cases that you brought in respect of a domain name in a new gTLD was the domain name at issue a combination of an exact match of your company/organization’s trademark as recorded

in the Trademark Clearinghouse and some other terms or characters? If you are uncertain of the exact number, you may skip this question. [OPEN NUMERIC FIELD, NO RESPONSE REQUIRED]

Q25dd. [IF NO ANSWER TO Q25d] Please select the range that best represents approximately what percentage of these cases had a domain name at issue that was a combination of an exact match of your company/organization's trademark as recorded in the Trademark Clearinghouse and some other terms or characters. [MULTIPLE CHOICE, RESPONSE REQUIRED, CHOOSE ONE]

- 0%
 - 1-25%
 - 26-50%
 - 51-75%
 - 76-100%
 - Don't know / Not sure
- [IF NEITHER Q25a NOR Q25aa ARE "0"] In approximately how many of these cases were you *successful*? [RESPONSE REQUIRED]
 - [OPEN NUMERIC FIELD]
 - Don't know / Not sure
 - [IF "Don't know / Not sure" TO PREVIOUS QUESTION] Please select the range that best represents the approximate percentage of these cases where you were *successful*. [MULTIPLE CHOICE, RESPONSE REQUIRED, CHOOSE ONE]
 - 0%
 - 1-25%
 - 26-50%
 - 51-75%
 - 76-100%
 - Don't know / Not sure

Q25e. [IF "Yes"] Approximately how many of the UDRP, URS, or litigation cases that you brought in respect of a domain name in a new gTLD were filed for other reasons? If you are uncertain of the exact number, you may skip this question. [OPEN NUMERIC FIELD, NO RESPONSE REQUIRED]

Q25ee. [IF NO ANSWER TO Q25e] Please select the range that best represents approximately what percentage of cases were filed for other reasons.. [MULTIPLE CHOICE, RESPONSE REQUIRED, CHOOSE ONE]

- 0%
 - 1-25%
 - 26-50%
 - 51-75%
 - 76-100%
 - Don't know / Not sure
- [IF NEITHER Q25a NOR Q25aa ARE "0"] Please indicate for what other reason(s) your company/organization filed a Uniform Domain-Name Dispute-Resolution Policy (UDRP), Uniform Rapid Suspension System (URS), or litigation proceeding in respect of domain name applications. If

you prefer to not respond, you may skip this question. [OPEN TEXT FIELD, RESPONSE NOT REQUIRED]

- [IF NEITHER Q25a NOR Q25aa ARE “0”] In approximately how many of these cases were you *successful*? [RESPONSE REQUIRED]
 - [OPEN NUMERIC FIELD]
 - Don’t know / Not sure
- [IF “Don’t know / Not sure” TO PREVIOUS QUESTION] Please select the range that best represents the approximate percentage of these cases where you were *successful*. [MULTIPLE CHOICE, RESPONSE REQUIRED, CHOOSE ONE]
 - 0%
 - 1-25%
 - 26-50%
 - 51-75%
 - 76-100%
 - Don’t know / Not sure

Q26. Are you familiar with how the Trademark Clearinghouse (TMCH) Exact Match criteria operates?

Click here for an explanation of Exact Match criteria. [LINK:

<https://newgtlds.icann.org/en/about/trademark-clearinghouse/matching-rules-14jul16-en.pdf>

[MULTIPLE CHOICE]

- Yes
- No
- Don’t know / Not sure

Q26a. [IF Q26 IS “Yes”] Do you believe that the comparison basis for issuing Trademark Claims Notifications should be broadened to include variants of trademarks and not only exact matches? [MULTIPLE CHOICE]

- Yes
- No
- Don’t know / Not sure

- [IF “Yes”] Why? Please provide examples and/or explain your experience that supports your belief that broadening the comparison bases would fulfill the purpose of Claims Notices. If you prefer to not respond, you may skip this question. [OPEN TEXT FIELD, RESPONSE NOT REQUIRED]
- [IF “No”] Why not? Please provide examples and/or explain your experience that supports your belief that broadening the comparison bases would not fulfill the purpose of Claims Notices. If you prefer to not respond, you may skip this question. [OPEN TEXT FIELD, RESPONSE NOT REQUIRED]

Q27. [IF Q7=“Sunrise Period” OR Q7=“Trademark Claims Period”] Please rank the following possible Sunrise and Claims Period requirements for new top-level domain Registries from most preferable (rank=1) to least preferable (rank=5) for all future new generic top-level domain (gTLD) Registries?

[RANK]

- 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

Q27a. Why did you rank these as you did? [OPEN TEXT FIELD, RESPONSE REQUIRED]

Q28. Based on your own experience as an individual, have you 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, REQUIRE RESPONSE]

- 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"] Thank you for your participation in the Trademark Owners Survey regarding the Sunrise and Trademark Claims Rights Protection Mechanisms! We appreciate your time and willingness to share your experiences and opinions. If you are willing to take a short survey regarding your personal experience completing a domain name registration in a new gTLD, please follow this link to another survey: link [\[https://online.ssisurveys.com/wix/p3964574.aspx?hSamp=1\]](https://online.ssisurveys.com/wix/p3964574.aspx?hSamp=1)

[IF NOT "I have completed a domain name registration and would be willing to take a survey"] Thank you for your participation in the Trademark Owners Survey regarding the Sunrise and Trademark Claims Rights Protection Mechanisms! We appreciate your time and willingness to share your experiences and opinions.

APPENDIX C

Registry Operators Survey Questions ICANN Rights Protection Mechanisms Survey

ICANN has commissioned Analysis Group 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. Responses will not be identified by individual or company. Also note that you will not be able to alter your answers or use your browser's "back" button once you submit an answer. Finally, although the time to complete the survey will vary, we anticipate that it will take an average of approximately 25 minutes.

In the event that you are not able to complete the survey in one sitting and/or would like to complete the survey at another time, your responses will be saved automatically. By returning to this web address, your survey will automatically reload at the point where you left off. Please note that in order to allow for this capability, this website has sent a web cookie to your computer. The cookie will not be used to capture any of your personal or web-browsing information and is intended only to allow you to return to the survey at a later date. When you complete the survey, you may delete the cookie from your browser. This link [https://www.pcworld.com/article/242939/how_to_delete_cookies.html] provides directions for removing cookies from a variety of web browsers. Please note that the directions provided will remove all cookies from your browser. This will remove your ability to revisit your survey answers and will also sign you out of other websites from which your browser has received cookies. If you prefer not to accept cookies, you will still be able to participate in the survey, but you must complete the survey in one sitting.

Thank you for your participation!

Introductory Questions

Q1. What is the name of your Registry company/organization?

- [OPEN TEXT FIELD]
- Prefer not to respond

Q2. For approximately how many non-brand new gTLDs do you have a signed Registry Agreement? If you do not have any, please enter "0". [OPEN NUMERIC, REQUIRE RESPONSE]

[TERMINATE IF RESPONDENT ENTERS "0"] Thank you for your participation in the RPM survey! Because your company does not operate any non-brand new generic top-level domains (new gTLDs), you have reached the end of the survey.

Q3. [HEADER] Please answer the following question with regard to non-brand new gTLDs that you operate for which you are **not** a backend Registry operator.

Among the non-brand new gTLDs that you have a signed Registry Agreement, approximately how many have registration eligibility restrictions? Please select from the following ranges: [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT 1]

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

Q4. [HEADER] Please answer the following question with regard to non-brand new gTLDs that you operate for which you are **not** a backend Registry operator.

Among the non-brand new gTLDs that you have a signed Registry Agreement, approximately how many fall into each of the following categories? Please use a "0" for any category that is not relevant to your non-brand new gTLDs.. [REQUIRE RESPONSE]

- 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, SELECT 1]

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

Q6. Please provide your average pricing range across all TLDs for the following: (If you prefer to not respond, you may skip this question) [GRID QUESTION]

- Standard Sunrise: [OPEN NUMERIC FIELD]; [DROP DOWN MENU OF CURRENCIES] currency
- Premium Sunrise: [OPEN NUMERIC FIELD]; [DROP DOWN MENU OF CURRENCIES]
- Standard general availability: [OPEN NUMERIC FIELD]; [DROP DOWN MENU OF CURRENCIES]
- Premium general availability: [OPEN NUMERIC FIELD]; [DROP DOWN MENU OF CURRENCIES]

Q7. Did you take any steps to avoid pricing brand names as premium names for any of your TLDs? [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT 1]

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

- Q7a. [IF Q8 IS “Yes”] Did you check to see if your reserved names list included trademarked names? [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT 1]
- Yes
 - No
 - Don’t know / Not sure
 - Prefer not to respond

- Q7b. [IF Q8 IS “Yes”] Did you take any other steps to avoid pricing trademarked names at a premium during the Sunrise period? If yes, please explain. If you prefer to not respond, you may skip this question. [OPEN TEXT FIELD, NO RESPONSE REQUIRED]

Reserved Names

- Q8. Would you support modifying existing ICANN policy to require Registry Operators (ROs) to publish their reserved names lists? [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT 1]
- Yes
 - No
 - Don’t know / Not sure

- Q8a. [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. [REQUIRE RESPONSE, SELECT MULTIPLE, RANDOMIZE]
- Such publication would violate local laws
 - Trade secret
 - Reluctance to post competitive data
 - Don’t know / Not sure
 - Other: [OPEN TEXT FIELD]

- Q9. 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 the name(s) being released? [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT 1]
- Yes
 - No
 - Don’t know / Not sure

- Q9a. [IF “Yes”] Why? If you prefer to not respond, you may skip this question. [OPEN TEXT FIELD, NO RESPONSE REQUIRED]

- Q9b. [IF “No”] Why not? If you prefer to not respond, you may skip this question. [OPEN TEXT FIELD, NO RESPONSE REQUIRED]

- Q10. [IF RESPONDENT OFFERS >0 GEO-TLDS OR COMMUNITY TLDS] In your GEO TLDs or Community TLDs, did you reserve, or were you required to reserve names for reasons specific to your jurisdiction (e.g., administrative or legal, like “Police” for GEO TLDs)? [MULTIPLE CHOICE REQUIRE RESPONSE, SELECT 1]
- Yes
 - No
 - Don’t know / Not sure

- Q10a. [IF “Yes”] Are they generally blocked or can the names be released to certain parties? [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT 1]
- They are blocked
 - They can be released to certain parties
 - Don’t know / Not sure

Q10b. [IF “Yes”] How did you select the terms that were specifically reserved for jurisdictionally-required reasons? If you prefer to not respond, you may skip this question. [OPEN TEXT FIELD, NO RESPONSE REQUIRED]

- Q11. [IF RESPONDENT OFFERS >0 GEO-TLDS OR COMMUNITY TLDS] Should the ICANN brand protection policies like Sunrise or Claims to be altered to better accommodate Community or GEO TLDS? [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT 1]
- Yes
 - No
 - Don’t know / Not sure

Q11a. [If “Yes”] Please share your thoughts on how these policies could be changed to better accommodate Community or GEO TLDS. If you do not have any suggestions, you may skip this question. [OPEN TEXT FIELD, NO RESPONSE REQUIRED]

Sunrise Period Length

- Q12. 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. [REQUIRE RESPONSE, SELECT MULTIPLE]
- 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

- Q13. How long (in days) do you think the ideal mandatory length for the Sunrise period should be? [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT 1]
- 0
 - 30
 - 60
 - 90
 - 120+
 - Other [OPEN TEXT]
 - Don’t know/Not sure

Q14. 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, RESPONSE REQUIRED]

	Will Increase	No impact	Will decrease	Don’t know / Not sure
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]				

Q15. [SKIP IF Q14 IS “Don’t know/Not sure”] What impact do you think a period of [INSERT IDEAL LENGTH INDICATED IN Q14] would have on the following outcomes (relative to having no Sunrise period)? Please select all that apply. [SELECT MULTIPLE, RESPONSE REQUIRED]

	Will increase	No impact	Will decrease	Don’t know / Not sure
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]				

Sunrise Registrations in Specialized gTLDs

Q16. [IF RESPONDENT OFFERS >0 RESTRICTED BY ELIGIBILITY TERMS TLDs] For your TLDs that have registration eligibility restrictions, have you had requests for Sunrise registrations from parties that do not have eligibility? [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT 1]

- Yes
- No
- 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, REQUIRE RESPONSE, RANDOMIZE]

- 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. [IF RESPONDENT OFFERS >0 RESTRICTED BY ELIGIBILITY TERMS TLDs] Should TLDs with eligibility restrictions be allowed to offer first access to their target audience? [MULTIPLE CHOICE, REQUIRE RESPONSE]

- 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 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, REQUIRE RESPONSE]

- Approved Launch
- Qualified Launch
- Limited Registration
- Founder's Period
- Other pre-general-availability program:
- 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. [SKIP IF Q19=“Don't know / Not sure” OR “None of the above”] Did you encounter any unanticipated issues with these programs? [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT 1]

- 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 prefer to not respond, you may skip this question. [OPEN TEXT FIELD, NO RESPONSE REQUIRED]

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. If you prefer to not respond, you may skip this question. [OPEN TEXT FIELD, NO RESPONSE REQUIRED]

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. If you prefer to not respond, you may skip this question. [OPEN TEXT FIELD, NO RESPONSE REQUIRED]

Sunrise Period and IDN TLDs

Q22. [IF RESPONDENT OFFERS >0 IDN TLDs] Did you receive any Sunrise registrations in any of your supported second-level internationalized domain names (SLD IDN) languages? An SLD IDN is a domain name in which the second-level contains non-ASCII characters.? [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT 1]

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

Q23. [IF RESPONDENT OFFERS >0 IDN TLDs] Did you offer any special 'internationalized domain names (IDN) only' registration period apart from the Sunrise period? [MULTIPLE CHOICE REQUIRE RESPONSE, SELECT 1]

- 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, REQUIRE RESPONSE]

- I haven't offered a Claims period for longer than 90 days
- 91-120 days
- 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)? [SELECT MULTIPLE, RESPONSE REQUIRED]

	Increases	No impact	Decreases	Don't know / Not sure
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]				

Q26. What do you think is the ideal length for the Claims period? [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT 1]

- 0 day
- 30 day
- 60 day
- 90 day
- 180 day
- 365 day
- Perpetual Length
- Other [OPEN TEXT]

Q27. What impact do you think the [INSERT Q27 ANSWER] 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, RESPONSE REQUIRED]

	Would Increase	No impact	Would decrease	Don't know / Not sure
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]				

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, REQUIRE 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. If you prefer to not respond, you may skip this question. [OPEN TEXT FIELD, NO RESPONSE REQUIRED]

Q29. Q28b. How would your ranking change if the Claims Period was perpetual? If you prefer to not respond, you may skip this question. [OPEN TEXT FIELD, NO RESPONSE REQUIRED]Based on

your own experience as an individual, have you 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, REQUIRE RESPONSE]

- 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"] Thank you for your participation in the Registry Operator Survey regarding the Sunrise and Trademark Claims Rights Protection Mechanisms! We appreciate your time and willingness to share your experiences and opinions. If you are willing to take a short survey regarding your personal experience completing a domain name registration in a new gTLD, please follow this link to another survey: link

[\[https://online.ssisurveys.com/wix/p3964574.aspx?hSamp=1\]](https://online.ssisurveys.com/wix/p3964574.aspx?hSamp=1)

[IF NOT "I have completed a domain name registration and would be willing to take a survey"] Thank you for your participation in the Registry Operator Survey regarding the Sunrise and Trademark Claims Rights Protection Mechanisms! We appreciate your time and willingness to share your experiences and opinions.

APPENDIX D

Registrars Survey ICANN Rights Protection Mechanisms Survey

ICANN has commissioned Analysis Group 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. Responses will not be identified by individual or company. Also note that you will not be able to alter your answers or use your browser's "back" button once you submit an answer. Finally, although the time to complete the survey will vary, we anticipate that it will take an average of approximately 25 minutes.

In the event that you are not able to complete the survey in one sitting and/or would like to complete the survey at another time, your responses will be saved automatically. By returning to this web address, your survey will automatically reload at the point where you left off. Please note that in order to allow for this capability, this website has sent a web cookie to your computer. The cookie will not be used to capture any of your personal or web-browsing information and is intended only to allow you to return to the survey at a later date. When you complete the survey, you may delete the cookie from your browser. This link [https://www.pcworld.com/article/242939/how_to_delete_cookies.html] provides directions for removing cookies from a variety of web browsers. Please note that the directions provided will remove all cookies from your browser. This will remove your ability to revisit your survey answers and will also sign you out of other websites from which your browser has received cookies. If you prefer not to accept cookies, you will still be able to participate in the survey, but you must complete the survey in one sitting.

Thank you for your participation!

Q1. By which Registrar are you employed? If you prefer to not respond, you may skip this question.[OPEN TEXT FIELD, RESPONSE NOT REQUIRED]

Q2. In what country is your Registrar headquartered? [DROP DOWN MENU, REQUIRE RESPONSE, SELECT ONE]

Q3. Approximately how many new generic top-level domains (gTLDs) do you offer for sale?
[MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT ONE]

- None
- 1-100
- 101-250
- 251-500
- 500+
- Don't know / Not sure

[IF "None" TERMINATION PAGE] Thank you for your participation in the RPM survey! Because your company does not sell new generic top-level domains (new gTLDs), you have reached the end of the survey.

Q4. Have you offered Sunrise registrations in any of the new generic top-level domains (gTLDs) that you sell? [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT ONE]

- Yes, in all or most
- Yes, in some
- No
- Don't know / Not sure

Q4a. [IF EITHER "Yes" TO Q4] Of the Sunrise periods that you offered, how frequently did you encounter Sunrise periods longer than 60 days? [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT ONE]

- Never
- Less than half of the Sunrise periods offered
- About half of the Sunrise periods offered
- More than half of the Sunrise periods offered
- All/Nearly all of the Sunrise periods offered
- Don't know/ Not sure

Q4b. [IF EITHER "Yes" TO Q4] Before the beginning of a **start date** Sunrise period, on average, how much notice do you receive? If you have not encountered a start date Sunrise period, please select "N/A." [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT ONE]

[Start Date Sunrise: Registry must provide the Sunrise registration service for a minimum of 30 calendar days prior to General Registration and must provide 30 calendar days' minimum notice prior to the start of the Sunrise period. Trademark-related Domains are registered on first-come, first-served (or other) basis.]

- I receive no advance notice, on average
- 30 days
- 31-37 days
- 38-45 days
- 46+ days
- Don't know / Not sure
- N/A

- [IF NOT "N/A"] What do you consider adequate notice of a **start date** Sunrise period? [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT ONE]

- 30 days
- 31-37 days
- 38-45 days
- 46+ days
- Don't know / Not sure

Q4c. [IF EITHER "Yes" TO Q4] Before the beginning of an **end date** Sunrise period, on average, how much notice do you receive? If you have not encountered an end date Sunrise period, please select "N/A." [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT ONE]

[End Date Sunrise: Registry has no advance notice obligation to trademark owners but must provide the Sunrise registration service for a minimum of 60 calendar days prior to General Registration, and must not use time-based allocation methods (e.g., first

come, first served). At the end of the period, requested names are allocated by the Registry and a process such as an auction is used if there is more than one claim for the same domain.]

- I receive no advance notice, on average
- Up to 7 days
- 8-14 days
- 15-30 days
- 31+ days
- Don't know / Not sure
- N/A
- [IF NOT "N/A"] What do you consider adequate notice of an **end date** Sunrise period?[MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT ONE]
 - Up to 7 days
 - 8-14 days
 - 15-30 days
 - 31+ days
 - Don't know / Not sure

Q4d. [IF EITHER "Yes" TO Q4] On average, when a Sunrise period was extended while already underway, how much notice did you receive? If you have not encountered a Sunrise period being extended, please select "N/A." [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT ONE]

- I receive no advance notice, on average
- 1-2 days
- 3-4 days
- 5-7 days
- 8-14 days
- 15+ days
- Don't know / Not sure
- N/A
- [IF NOT "N/A"] What do you consider adequate notice of an extension to a Sunrise period already underway?[MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT ONE]
 - 1-2 days
 - 3-4 days
 - 5-7 days
 - 8-14 days
 - 15+ days
 - Don't know / Not sure

Q4e. [IF EITHER "Yes" TO Q4] How long do you think the ideal mandatory length for the Sunrise period should be? [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT ONE]

- 0 days
- 30 days
- 60 days
- 90 days

- 120+ days
- Other:[OPEN TEXT]
- Don't know / Not sure
 - [IF Q4e IS NOT "Don't know / Not sure"] Please explain why you think [ANSWER TO Q4e] is the ideal length? If you prefer to not respond, you may skip this question. [OPEN TEXT FIELD, RESPONSE NOT REQUIRED]

Q4f. [IF EITHER "Yes" TO Q4] What impact does the current minimum 30-day Sunrise period have on the following outcomes (relative to having no Sunrise period), respectively? Please select all that apply. [SELECT MULTIPLE, RESPONSE REQUIRED]

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

Q4g. [SKIP IF ANSWERED DON'T KNOW TO Q4e] What impact do you think a period of [IDEAL LENGTH INDICATED IN Q4E] would have on the following outcomes (relative to having no Sunrise period), respectively? [SELECT MULTIPLE, RESPONSE REQUIRED]

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

Other: [OPEN TEXT FIELD				
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Q4h. [IF EITHER “Yes” TO Q4] What effect(s) on your business do you think would result from all registries being required to run the same standardized-term Sunrise period (relative to the current model where a standardized-term Sunrise period is not required)? [5-POINT LIKERT SCALE; RANDOMIZE ORDER EXCEPT LEAVE "Other" AT END OF LIST, REQUIRE RESPONSES]

	Decrease	Slight Decrease	No impact	Slight Increase	Increase	Don't know / Not sure
Operating costs						
Technical requirements						
Administrative burden						
Customer understanding						
Volume of Sunrise sales						
Other” [OPEN TEXT FIELD, NO RESPONSE REQUIRED]						

Q4i. [IF EITHER “Yes” TO Q4] What effect(s) on your business do you think would result if registries provided *either* the Claims Period or Sunrise period, instead of both? [5-POINT LIKERT SCALE; RANDOMIZE ORDER EXCEPT LEAVE "Other" AT END OF LIST, REQUIRE RESPONSES]

	Decrease	Slight Decrease	No impact	Slight Increase	Increase	Don't know / Not sure
Your revenue as a Registrar						
The risk to your business model as a Registrar						
Time taken to implement your business plans as a Registrar						
Your operating cost as a Registrar						
Your technical burden as a Registrar						
Other: [OPEN TEXT FIELD, NO RESPONSE REQUIRED]						

Q5. Do Registries regularly provide you with a list of reserved names? [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT ONE]

- No, never
- Yes, fewer than half of Registries
- Yes, approximately half of Registries

- Yes, more than half of Registries
- Yes, all Registries
- Don't know / Not sure

Q6. To the extent that you receive details of reserved names in advance of a new generic top-level domain (gTLD) launch, how much notice do you receive on average? [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT ONE]

- I receive no advance notice, on average
- One week
- Two to four weeks
- Five to eight weeks
- More than eight weeks
- Don't know / Not sure

Q7. Do you consider the advance notice that you receive of reserved names to be adequate, on average? [5-POINT LIKERT SCALE, REQUIRE RESPONSE, SELECT ONE]

- Completely inadequate
- Mildly inadequate
- Moderately adequate
- Mostly adequate
- Completely adequate
- Don't know / Not sure

Q8. If a Registry decides to release names that have been reserved, there is no obligation to run a second (or subsequent) Sunrise period, although the released names are subject to a Claims period. Some in the community have suggested that when a Registry plans to release reserved names they should be offered first to trademark owners with a matching mark in the TMCH. How would the implementation of this suggestion affect you, if at all? [SELECT ALL THAT APPLY; RANDOMIZE ORDER EXCEPT LEAVE "Other" AT END OF LIST, REQUIRE RESPONSE]

	Decrease	Slight Decrease	No Impact	Slight Increase	Increase	Don't know / Not sure
Your revenue as a Registrar						
The risk to your business model as a Registrar						
Time taken to implement your business plans as a Registrar						
Your operating cost as a Registrar						
Your technical burden as a Registrar						
Other: [OPEN TEXT FIELD, NO RESPONSE REQUIRED]						

Q9. Based on your experience of the Trademark Claims process, how long should the Claims period be? [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT ONE]

- Fewer than 90 days
- 90 days
- 91-180 days
- 180+ days
- Don't know / Not sure

Q9a. [IF Q9 IS NOT “Don't know / Not sure”] Please explain your answer. If you prefer to not respond, you may skip this question. [OPEN TEXT FIELD, RESPONSE NOT REQUIRED]

Q10. What impact would a **shorter** Claims period relative to the required 90-day Claims period have on the following outcomes? [SELECT MULTIPLE, RESPONSE REQUIRED]

	Would increase	No impact	Would decrease	Don't know / Not sure
Cybersquatting				
Operating cost for Registrars				
Technical burden for Registrars				
Other: [OPEN TEXT FIELD]				

Q11. What impact would a **longer** Claims period relative to the required 90-day Claims period have on the following outcomes? [SELECT MULTIPLE, RESPONSE REQUIRED]

	Would increase	No impact	Would decrease	Don't know / Not sure
Cybersquatting				
Operating cost for Registrars				
Technical burden for Registrars				
Other: [OPEN TEXT FIELD]				

Q12. What languages other than English do you use for your registration agreement with new generic top-level domain (gTLD) name registrants? Please select all that apply [MULTIPLE CHOICE, RESPONSE REQUIRED]

- Only use English
- Arabic
- Chinese
- French
- Russian
- Spanish.
- Other: [OPEN FIELD]
- Other: [OPEN FIELD]
- Other: [OPEN FIELD]

Q12a. [IF Q12 IS NOT EQUAL TO “Only use English”] Do you translate the Claims Notice into all of these languages? [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT ONE]

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

Q13. Do you, or did you ever, offer pre-order for new generic top-level domain (gTLD) names before the launch of the general availability period? [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT ONE]

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

Q13a. [IF “Yes”] In the case of such pre-orders, when was the Claims Notice submitted to the customer? [OPEN TEXT FIELD, REQUIRE RESPONSE]

Q13b. [IF “Yes”] Do you encounter challenges when sending Claims Notices for pre-order names? [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT ONE]

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

- [IF “Yes”] What types of challenges do you encounter when sending Claims Notices for pre-order names? If you prefer to not respond, you may skip this question. [OPEN TEXT FIELD, RESPONSE NOT REQUIRED]
- [IF “Yes”] How difficult are those challenges? [5-POINT LIKERT SCALE, REQUIRE RESPONSE, SELECT ONE]
 - Not challenging at all
 - A little challenging
 - Moderately challenging
 - Quite challenging
 - Very challenging
 - Don't know / Not sure

Q14. Please briefly explain your experience, if any, where administration of the Claims Service was difficult. [OPEN TEXT FIELD, RESPONSE NOT REQUIRED]

Q15. At what point in the registration process do you typically display the Claims Notice indicating whether the domain name is registered in the Trademark Clearinghouse (TMCH)? [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT ONE]

- WHOIS Lookup
- When the domain name is selected
- When the domain is added to the cart
- When the consumer logs into the Registrar account or creates an account
- When the consumer is presented with the terms and clickthrough agreements
- When the consumer is presented with renewal information
- When the consumer proceeds to check out
- Other: [OPEN TEXT FIELD]
- Don't know / Not sure

Q16. Would you and/or your resellers be willing to provide anonymized surveys to domain name applicants to understand what influences their decision to complete or abandon registrations after receipt of Trademark Claims Notice? [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT ONE]

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

Q17. Based on your own experience as an individual, have you 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, REQUIRE RESPONSE]

- 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”] Thank you for your participation in the Registrar Survey regarding the Sunrise and Trademark Claims Rights Protection Mechanisms! We appreciate your time and willingness to share your experiences and opinions. If you are willing to take a short survey regarding your personal experience completing a

domain name registration in a new gTLD, please follow this link to another survey: link
[\[https://online.ssisurveys.com/wix/p3964574.aspx?hSamp=1\]](https://online.ssisurveys.com/wix/p3964574.aspx?hSamp=1)

[IF NOT “I have completed a domain name registration and would be willing to take a survey”]
Thank you for your participation in the Registrar Survey regarding the Sunrise and Trademark Claims Rights Protection Mechanisms! We appreciate your time and willingness to share your experiences and opinions.