

Final Report of the ICANN RPM Survey

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**FINAL REPORT OF THE ICANN RPM SURVEY
October 18, 2018**

I. EXECUTIVE SUMMARY

Analysis Group and external expert Professor David Franklyn were commissioned by ICANN to develop and conduct surveys to assess the use and effectiveness of the Sunrise and Trademark Claims Rights Protection Mechanisms (RPMs) currently offered through the Trademark Clearinghouse. The surveys were commissioned as part of the policy review of the RPMs chartered by the Generic Names Supporting Organization (GNSO) Council in March 2016. The surveys were targeted to five stakeholder groups identified by the Rights Protection Mechanisms Policy Development Process Working Group (RPMs PDP WG): domain name registrants, potential domain name registrants, trademark and brand owners, new generic top-level domain (gTLD) registry operators, and registrars selling domain name registrations in the new gTLDs. Analysis Group, Professor David Franklyn, and external survey provider Research Now SSI worked with the RPMs PDP WG to refine the RPMs PDP WG's draft survey questions and create survey instruments intended to collect useful responses from the target groups. Analysis Group and Research Now SSI fielded the surveys between late August 2018 and October 5, 2018, with outreach performed by ICANN and members of the RPMs PDP WG, Analysis Group, and Research Now SSI.

We find that domain name registrants and potential domain name registrants do not appear to be strongly deterred by receiving a Trademark Claims Notice. Both groups show a limited understanding of the Trademark Claims Notice, with only half of respondents in each group recognizing that the Claims Notice refers to trademark or brand owners' rights. Although respondents in both groups indicated that receiving a Trademark Claims Notice might cause them to stop the registration process to research the Trademark Claims Notice further, they indicated they might return to complete the registration. The most frequently cited reasons among potential domain name registrants for abandoning registrations were the time and monetary costs associated with completing a domain name registration and/or developing a website.

Trademark and brand owners primarily consider Sunrise Period registration as a way to protect core and/or current business brands. Price, however, is an important determinant of whether trademark and brand owners purchase Sunrise Period registrations and can be a deterrent. There is a mixed opinion among trademark and brand owners regarding the adequacy of the Claims Notice to inform domain name applicants about the scope and limitations of trademark owners' rights.

There were few responses to the registry operator survey, making the results informative but not representative of that population. Some but not all responding registry operators acknowledged attempting to avoid offering premium pricing for brand names during and outside of the Sunrise Period. There was no consensus regarding whether respondents would support a modification to requirements to publish reserved name lists or a change in the mandatory length of the Sunrise Period.

There were also insufficient responses to the registrar survey to consider the responses representative of that population, limiting the interpretation of the results to informational. Most registrar respondents would prefer more notice of start and end date Sunrise Periods, as well as extensions of Sunrise Periods underway. When asked to consider the impact of standardizing the length of the Sunrise Period, respondents most often thought that technical and administrative burdens would decrease and customer understanding would increase.

II. INTRODUCTION

A. Overview of Engagement

Analysis Group and external expert Professor David Franklyn were hired to use their combined survey and trademark law expertise to develop surveys to analyze a variety of views regarding ICANN's Rights Protection Mechanisms (RPMs). Research Now SSI, an experienced survey provider, assisted 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 constituted the "project team."

Working with ICANN, the project team developed survey instruments specifically targeted to each of five stakeholder groups identified by the RPMs Policy Development Process Working Group (RPMs PDP WG): 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. As the basis for the surveys, 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 the project team's expertise in trademark law, the TMCH, and survey design, we considered potential changes to the Data Sub Team's questions.

Research Now SSI programmed and administered the survey for Groups 1 and 2, while Analysis Group programmed and administered the surveys for Groups 3, 4, and 5.

Working with ICANN, the project team then leveraged its experience working with and analyzing survey responses to summarize the results in a format that allowed for the ICANN community to easily digest the results of our work.

B. Objectives of the RPM Survey

The purpose of this study was 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 focused on the use and effectiveness of the Trademark Clearinghouse (TMCH) Sunrise and Trademark Claims RPMs. The study was conducted through the collection and summary of survey responses from each of the stakeholder groups identified by the 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)

III. PROJECT TIMELINE

Activity/Deliverable	Estimated Date
Task 1: Finalization of Survey Plan and Questions	August 3, 2018
<ul style="list-style-type: none"> Survey instrument pre-test phase 	August 13, 2018-August 28, 2018
Task 2: Official Launch of Surveys	Rolling basis beginning September 5, 2018
Task 3: Data Collection and Data Analysis	Late September 2018 – Mid-October 2018
<ul style="list-style-type: none"> Close surveys 	September 30, 2018 (Groups 1, 2, 3) October 5, 2018 (Groups 4, 5)
<ul style="list-style-type: none"> Present final survey results 	October 12, 2018 (First draft) October 17, 2018 (Final draft)
Task 4: Finalization of Report	October 17, 2018

IV. SURVEY PLAN

A. Survey Design

In designing the surveys, the project team attempted to balance (1) obtaining the required information while (2) achieving a sufficient number of responses to allow ICANN to draw meaningful conclusions from the data. The project team along with Data Sub Team developed a set of questions for each of the target stakeholder groups using the questions in Appendix A of the RFP as the basis for our work.

Based on our expertise in trademark law, the TMCH, and survey design, the project team considered potential changes to the Data Sub Team's questions. There was some overlap in questions across groups, but the project team ensured that questions were tailored for each of the five groups to answer the relevant questions in the RFP Appendix. The project team also suggested changes to make questions more clear and to reduce the number of open response questions asked of those taking the survey. The project team recommended removing some of the open response questions because those questions are time consuming for respondents and can lead to low survey response rates. In developing the survey questions, the project team also considered whether questions suggested in Appendix A of the RFP should be excluded from the final survey instruments and whether the surveys might benefit from questions that had not yet been included.

The final surveys were designed to minimize the number of open-ended questions so that each survey would not take more than 25 minutes of each respondent's time. In our experience, it is cost prohibitive to achieve a suitable number of responses using surveys exceeding this length and duration.

B. Survey Methodology

After the survey questions were finalized, Analysis Group and Research Now SSI coded the surveys for the five target groups. The programming for surveys fielded by Analysis Group was done using the Sawtooth Survey application. Research Now SSI programmed and hosted the surveys for Groups 1 and 2 using their own technology.

After the initial programming, the project team allowed for a pre-test phase to ensure that the instruments worked properly and that the data would be collected efficiently and accurately. Pre-testing was undertaken by members of the project team and certain members of the ICANN staff and/or members

of the RPMs PDP WG.¹ The project team then launched the survey instruments into the field after the questions were finalized.

C. Survey Outreach

The following outreach plans were 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 was offered in English and programmed and fielded by Research Now SSI. To render the results statistically significant, the desired response rate was 50 complete responses.

Outreach was conducted through the following methods:

- ICANN Sample:
 - Respondents from other target groups were 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 were directed to the domain name registrant survey.
 - ICANN Staff contacted the leadership of the entire multi-stakeholder community to request help distributing the actual registrant survey. ICANN Staff contacted GSE team to request help distributing the survey to their relevant contact.
 - ICANN Staff posted a survey announcement to the GNSO website and/or ICANN.org, and promoted via social media as appropriate.
- Panel Sample:
 - Analysis Group used Research Now SSI's online panels of survey respondents. In so doing, the project team was 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 enabled Research Now SSI to reach all of ICANN's target respondents. Consistent with industry practice, these online survey panel participants were provided a financial incentive to complete the survey.
 - Research Now SSI performed 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 was offered in English and programmed and fielded by Research Now SSI. To render the results statistically significant, the desired response rate was 150 complete responses.

Outreach was conducted through the following methods:

- ICANN Sample:
 - ICANN Staff contacted the leadership of the entire multi-stakeholder community to request help distributing the potential registrant survey. ICANN Staff contacted GSE team to request help distributing the survey to their relevant contact.
 - ICANN Staff posted a survey announcement to the GNSO website and/or ICANN.org, and promote via social media as appropriate.
- Panel Sample:
 - Analysis Group used Research now SSI's online panels to reach potential registrants in North America and English-speaking countries outside of North America (UK, Hong

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

Kong, India, Singapore, South Africa). Their global network of 17 million panelists in over 100 countries enabled Research Now SSI to reach all of ICANN's target respondents. Consistent with industry practice, these online survey panel participants were provided a financial incentive to complete the survey.

Group 3: Trademark and Brand Owner Survey

The Group 3 survey was offered in English and programmed by Analysis Group. Analysis Group included in the cover note of the survey that smaller trademark owners and law firms that represent smaller trademark owner clients were encouraged to fill out the survey. To render the results statistically significant, the desired response rate was 50 companies that are trademark owners.

Outreach was conducted through the following methods:

- ICANN Staff contacted 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 also contacted the GSE team to request help distributing the survey to their relevant contacts.
- ICANN Staff posted a survey announcement to the GNSO website and/or ICANN.org, and promoted via social media as appropriate.
- Lori Schulman helped distribute the survey to INTA's Data Protection and Internet Committees, and socialized the survey with other groups in INTA as needed. Lori was advised not to send an email blast to the entire INTA membership.
- Susan Payne helped distribute the survey to Cyberspace Team (MARQUES corollary) and the CITMA Internet Committee.
- Brian Beckham helped distribute the survey to the Internet Committee for ECTA.2
- Analysis Group provided a general link to the survey to ICANN and used cookies to allow respondents to save their progress and reopen to the survey.

Group 4: New gTLD Registry Operators Survey

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

Outreach was conducted through the following methods:

- ICANN Staff sent 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).
- ICANN Staff contacted 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 posted a survey announcement to the GNSO website and/or ICANN.org, and promoted via social media as appropriate.
- Analysis Group provided a general link to the survey to ICANN and used 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 was offered in English to registrars who offer new gTLDs. To render the results statistically significant, the desired response rate was 10% of the total universe of accredited Registrars

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

(about 45 companies). Given the survey length and its experience with the TMCH review survey, Analysis Group expected to get responses from 5% of Registrars.

Outreach was conducted through the following methods:

- ICANN Staff sent 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 contacted 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 posted a survey announcement to the GNSO website and/or ICANN.org, and promoted via social media as appropriate.
- Analysis Group provided a general link to the survey to ICANN and used cookies to allow respondents to save their progress and reopen to the survey.

V. SURVEY RESULTS

The following sections of the report discuss the results of each target group survey in turn. We overview the time that each survey spent in the field, the target response rate, and the final response rate achieved. We also discuss any considerations that should be taken when interpreting the results. For example, outreach for each survey included the distribution of a general link to the survey. This outreach method makes it impossible to prevent respondents from entering the survey multiple times, although attempts to mitigate that risk were made by programming cookies on the trademark and brand owner, registry operator, and registrar surveys. The domain name registrant, potential domain name registrant, and trademark and brand owner surveys met their target response rates. The registry operator and registrant surveys did not meet their target response rates, so the results should be interpreted as informational rather than representative of those populations.

Each section presents a demographic description of respondents in each target group. In general, respondents to each survey represent a variety of ICANN Regions. We then present summaries of the key findings for each survey, followed by results tables that provide greater detail regarding the key findings. Not all survey questions are addressed or summarized as key findings in this section of the report. The full results for all survey questions are available in Appendix A.1-A.4. Responses to open text fields or questions are not contained below, but can be found within the full survey data provided as an attachment to this report.

We find that domain name registrants and potential domain name registrants do not appear to be strongly deterred by receiving a Trademark Claims Notice. Although respondents in both groups indicated that receiving a Trademark Claims Notice might cause them to stop the registration process to research the Trademark Claims Notice further, they indicated they might return to complete the registration. The most frequently cited reasons among potential domain name registrants for abandoning registrations were the time and monetary costs associated with completing a domain name registration and/or developing a website.

Trademark and brand owners primarily consider Sunrise Period registration as a way to protect core and/or current business brands. Price, however, is an important determinant of whether trademark and brand owners purchase Sunrise Period registrations and can be a deterrent. Some but not all responding registry operators attempted to avoid offering premium pricing for brand names during and outside of the Sunrise Period. There was no consensus among registry operator respondents regarding support for a modification to requirements to publish reserved name lists or a change in the mandatory length of the Sunrise Period.

Most registrars respondents would prefer more notice of start and end date Sunrise Periods, as well as extensions of Sunrise Periods underway. When asked to consider the impact of standardizing the length of

the Sunrise Period, respondents most often thought that technical and administrative burdens would decrease and customer understanding would increase.

A. Group 1: Domain Name Registrants

The Group 1 survey was offered in English and programmed and fielded by Research Now SSI. To render the results statistically significant, the desired response rate was 50 complete responses.

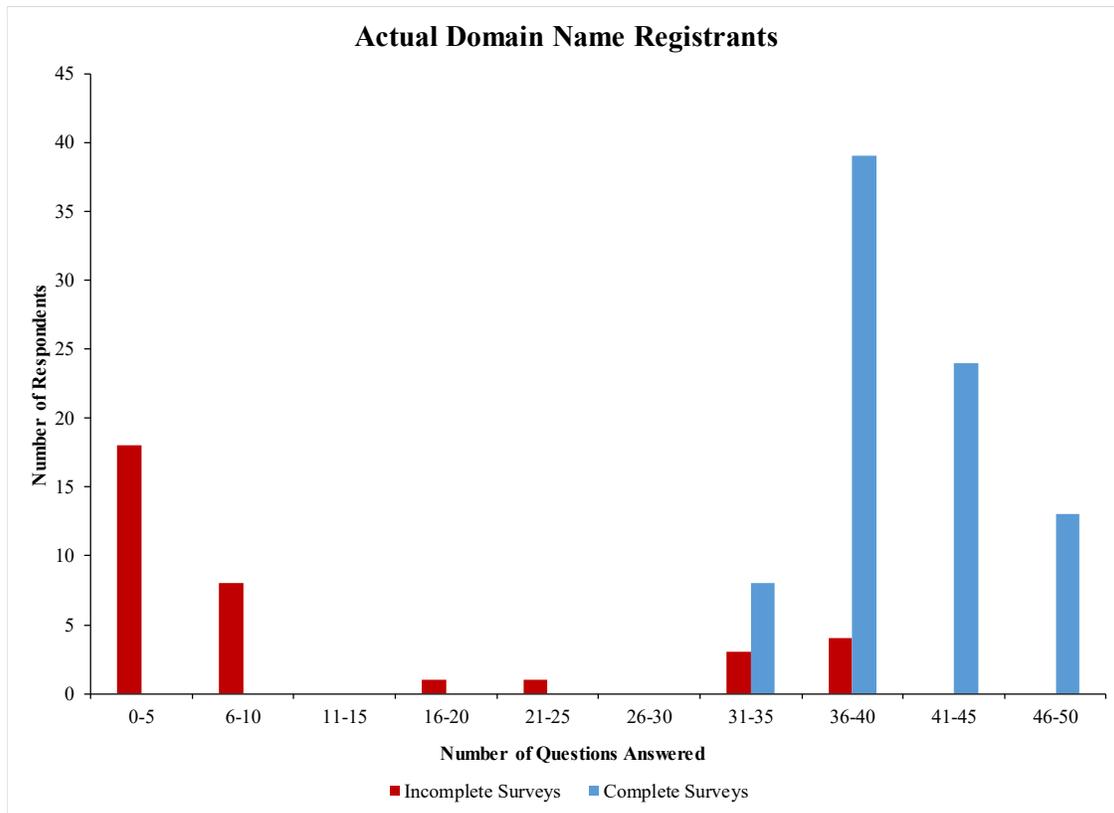
The Domain Name Registrants survey was first sent to Research Now SSI's online panels of survey respondents. For this panel sample, respondents were given personalized passwords which allowed them to re-access the survey if they were not able to complete it in one sitting. The survey opened with a soft launch on August 23, 2018, which was closed on the same day after 20 responses were received. The data from the soft launch was examined and some slight adjustments were made before the full launch occurred on August 31, 2018. With the financial incentives in place, the targeted 50 responses were achieved within the panel sample. The survey was closed on September 6, 2018 with 53 complete surveys and 22 incomplete surveys.

After hitting the target within the panel sample, the general link to the survey was distributed to the ICANN community on September 6, 2018. Unlike the panel sample, the ICANN sample respondents were not given personalized passwords, but rather a general link to a survey. The risks associated with this methodology were communicated to the Data Sub Team, namely that it (1) gave Research Now SSI no guarantee that a same respondent was not taking the survey multiple times and (2) if a respondent took the survey up to a certain point and then closed their browser for some reason, when they clicked on the survey link again to continue the survey they would have to take the survey from the start again. The Data Sub Team decided to proceed with this methodology. In the end, due to the length of the survey and the lack of financial incentives, the ICANN sample fell short of the target number of responses. The ICANN sample ended up with 31 completed surveys and 13 incomplete surveys on September 31, 2018, when the survey was closed.

After the Domain Name Registrants survey was closed, respondents that terminated the survey early or completed the survey unreasonably quickly were marked as unqualified and excluded from the data and our analyses. However, the project team chose to include the incomplete responses for the following reasons:

1. There was no apparent quality difference in the answers provided by incomplete and complete respondents.
2. Respondents that did not complete the survey would not be biased by not completing the survey nor would respondents that completed the survey be biased by completing it. Moreover, incomplete surveys would not prevent us from analyzing the questions that were answered.
3. Including more data allows more robust conclusions to be drawn.

The following histogram shows how many questions respondents answered depending on whether they completed the survey or not. Please note that the histogram includes both the Panel sample and the ICANN sample.



Due to differences between the Panel Sample and ICANN Sample (discussed in more detail in the “Respondent Demographics” key findings), we present the Panel Sample and ICANN Sample results separately and combined in each summary table of results.

Key Findings:

Respondent Demographics

- The Panel Sample includes respondents from all ICANN Regions except Antarctica and Latin America/Caribbean due to the Panel Sample’s target towards English-speaking markets. The ICANN Sample includes respondents from all ICANN Regions. *(See Q1a summary table below)*
- The ICANN Sample and Panel Sample differ in how active they are in domain name registration. *(See Q3 and Q4 summary tables below)*
 - 48 out of 100 respondents (about 50 percent) in the Total Sample had attempted to register 1-5 domain names. *(See Q3 summary table below)*
 - The ICANN Sample had attempted to register more domain names than the Panel Sample. The most common number of registrations attempts among Panel Sample respondents was 1-5, while the most common number of registrations among ICANN Sample respondents was more than 20. *(See Q3 summary table below)*
 - The ICANN Sample had successfully registered more domain names than the Panel Sample too. *(See Q4 summary table below)*

Q1a. What country do you currently live in?						
Response Options	Actual Registrants					
	Panel Sample		ICANN Sample		Total Sample	
	Count	%	Count	%	Count	%
Afghanistan	-	-	-	-	-	-
Antarctica	-	-	1	2%	1	1%
Australia	-	-	1	2%	1	1%
Austria	-	-	-	-	-	-
Belgium	-	-	-	-	-	-
Bosnia And Herzegovina	-	-	-	-	-	-
Brazil	-	-	1	2%	1	1%
Bulgaria	-	-	-	-	-	-
Canada	13	19%	-	-	13	12%
China	-	-	1	2%	1	1%
Congo, The Democratic Republic of the	-	-	-	-	-	-
Cyprus	-	-	-	-	-	-
Denmark	-	-	1	2%	1	1%
France	-	-	2	5%	2	2%
Germany	-	-	1	2%	1	1%
Greece	-	-	1	2%	1	1%
Hong Kong	5	7%	-	-	5	5%
India	8	12%	1	2%	8	7%
Italy	-	-	1	2%	1	1%
Japan	-	-	2	5%	2	2%
Jordan	-	-	2	5%	2	2%
Kuwait	-	-	1	2%	1	1%
Mauritius	-	-	1	2%	1	1%
Netherlands	-	-	5	12%	5	5%
None of the above	-	-	-	-	-	-
Pakistan	-	-	-	-	-	-
Singapore	12	17%	-	-	12	11%
Slovenia	-	-	1	2%	1	1%
South Africa	10	14%	1	2%	11	10%
Spain	-	-	2	5%	2	2%
Switzerland	-	-	2	5%	2	2%
Turkey	-	-	1	2%	1	1%
United Kingdom	10	14%	-	-	10	9%
United States	11	16%	13	31%	13	12%
Yemen	-	-	-	-	-	-
Total	69	100%	42	100%	111	100%

Q3. To the best of your recollection, how many domain names have you *attempted* to register in new gTLDs within the past five years?

Response Options	Actual Registrants					
	Panel Sample		ICANN Sample		Total Sample	
	Count	%	Count	%	Count	%
1-5	35	60%	13	31%	48	48%
6-10	11	19%	5	12%	16	16%
11-20	3	5%	3	7%	6	6%
More than 20	5	9%	20	48%	25	25%
Don't know / Not sure	4	7%	1	2%	5	5%
Total	58	100%	42	100%	100	100%

Q4. To the best of your recollection, how many domain names have you *completed* registration for in new gTLDs within the past five years?

Response Options	Actual Registrants					
	Panel Sample		ICANN Sample		Total Sample	
	Count	%	Count	%	Count	%
1-5	38	66%	13	31%	51	51%
6-10	11	19%	5	12%	16	16%
11-20	4	7%	3	7%	7	7%
More than 20	3	5%	20	48%	23	23%
Don't know / Not sure	2	3%	1	2%	3	3%
Total	58	100%	42	100%	100	100%

Claims Notice Experience

- 48 out of 94 respondents (51 percent) received a Claims Notice at least once. A higher portion of the Panel Sample received a Claims Notice than the ICANN Sample. *(See Q6 summary table below)*
- 39 out of 47 respondents (83 percent) who received a Claims Notice completed the registration attempt. *(See Q6a summary table below)*
 - The most common reason for completing the registration attempt was that the respondent consulted with someone about the notice and was told it was fine (21 out of 39 respondents). *(See Q6a.i summary table below)*
- 26 out of 47 respondents (55 percent) who received a Claims Notice recall spending less than two minutes reviewing the Notice. *(See Q6b summary table below)*
- 44 out of 92 respondents (48 percent) thought the purpose of the Claims Notice was to inform them that a trademark or protected term matched their desired domain name. *(See Q7 summary table below)*
- 75 out of 85 respondents (88 percent) are at least somewhat confident in their ability to understand the Claims Notice and what it means about their rights and a trademark owner's rights. *(See Q12 summary table below)*
- 64 out of 91 respondents (70 percent) have never received any warnings or notices of possible trademark conflict. *(See Q8 summary table below)*

- In response to a hypothetical scenario in which they were to receive a Claims Notice, most respondents reported that they would have proceeded with the registration. The next most common response was to stop and do research, with the possibility of returning to the registration process. (See Q11 summary tables below)

Q6. 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.

Response Options	Actual Registrants					
	Panel Sample		ICANN Sample		Total Sample	
	Count	%	Count	%	Count	%
Yes, I received a Claims Notice once	23	40%	8	22%	31	33%
Yes, I received a Claims Notice on more than one registration attempt	10	18%	7	19%	17	18%
No	17	30%	20	54%	37	39%
Don't know / Not sure	7	12%	2	5%	9	10%
Total	57	100%	37	100%	94	100%

Q6a. 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?

Response Options	Actual Registrants					
	Panel Sample		ICANN Sample		Total Sample	
	Count	%	Count	%	Count	%
Yes	24	75%	15	100%	39	83%
No	6	19%	-	-	6	13%
Don't know/Not sure	2	6%	-	-	2	4%
Total	32	100%	15	100%	47	100%

Q6a.i Why did you continue with the registration?

Note: Respondents were allowed to select multiple response options, so response counts will not sum to the number of Total Respondents, nor will the percentages sum to 100.

Response Options	Actual Registrants					
	Panel Sample		ICANN Sample		Total Sample	
	Count	%	Count	%	Count	%
I consulted with someone about the notice and was told it was fine	18	75%	3	20%	21	54%
I did not understand the notice	5	21%	1	7%	6	15%
I did not think the notice applied to me	2	8%	7	47%	9	23%
Other	-	-	5	33%	5	13%
Total Respondents	24	-	15	-	39	-

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?

Response Options	Actual Registrants					
	Panel Sample		ICANN Sample		Total Sample	
	Count	%	Count	%	Count	%
Less than 5 seconds	2	6%	3	20%	5	11%
Less than a minute	3	9%	4	27%	7	15%
Less than 2 minutes	12	38%	2	13%	14	30%
More than 2 minutes	13	41%	5	33%	18	38%
Don't know / Not sure	2	6%	1	7%	3	6%
Total	32	100%	15	100%	47	100%

Q7. Which of the following best describes your understanding of the purpose of the Claims Notice?

Note: Respondents were allowed to select multiple response options, so response counts will not sum to the number of Total Respondents, nor will the percentages sum to 100.

Response Options	Actual Registrants					
	Panel Sample		ICANN Sample		Total Sample	
	Count	%	Count	%	Count	%
To inform me about the potential rights of trademark owners against me should I proceed to complete registration of my selected domain name	21	38%	17	47%	38	41%
To inform me that there is a trademark owner with a trademark or a protected term that matches the domain name I have selected	22	39%	22	61%	44	48%
To offer me the right to make legal claims on my domain name against others in the future	13	23%	0	0%	13	14%
To inform me of ICANN's general policy on domain names	14	25%	0	0%	14	15%
None of the above	1	2%	1	3%	2	2%
Don't know / Not sure	6	11%	3	8%	9	10%
Total Respondents	56	-	36	-	92	-

Q8. 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.

Note: Respondents were allowed to select multiple response options, so response counts will not sum to the number of Total Respondents, nor will the percentages sum to 100.

Response Options	Actual Registrants					
	Panel Sample		ICANN Sample		Total Sample	
	Count	%	Count	%	Count	%
Uniform Rapid Suspension System (URS) or Uniform Domain Name Dispute Resolution Policy (UDRP) Complaint notice	10	18%	1	3%	11	12%
Letter from a lawyer representing a trademark owner (e.g., Cease and Desist letter from another party)	11	20%	1	3%	12	13%
Notice of a lawsuit regarding trademark infringement	5	9%	-	-	5	5%
No, I have not received any warnings or notices of possible trademark conflict regarding my choice of domain name	31	56%	33	92%	64	70%
Prefer not to answer	1	2%	-	-	1	1%
Other	1	2%	1	3%	2	2%
Don't know / Not sure	6	11%	-	-	6	7%
Total Respondents	55	-	36	-	91	-

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

Response Options	Actual Registrants - Total Sample Counts				
	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
I have a business / program / initiative that uses that name or something very similar	9	5	13	5	-
I am thinking of starting a business / program / initiative using that name	15	7	9	4	-
I might start a blog or use the domain name for a personal website	14	7	7	2	-
The domain name might be valuable someday and I'm buying it as an investment	5	4	5	3	-
I have a trademark which contains the domain name string	12	1	3	4	-
Other	2	-	1	-	-

Response Options	Actual Registrants - Panel Sample Counts				
	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
I have a business / program / initiative that uses that name or something very similar	7	2	6	1	-
I am thinking of starting a business / program / initiative using that name	11	4	5	3	-
I might start a blog or use the domain name for a personal website	9	4	6	2	-
The domain name might be valuable someday and I'm buying it as an investment	2	1	2	2	-
I have a trademark which contains the domain name string	5	1	-	1	-
Other	-	-	-	-	-
Response Options	Actual Registrants - ICANN Sample Counts				
	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
I have a business / program / initiative that uses that name or something very similar	2	3	7	4	-
I am thinking of starting a business / program / initiative using that name	4	3	4	1	-
I might start a blog or use the domain name for a personal website	5	3	1	-	-
The domain name might be valuable someday and I'm buying it as an investment	3	3	3	1	-
I have a trademark which contains the domain name string	7	-	3	3	-
Other	2	-	1	-	-

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?						
Response Options	Actual Registrants					
	Panel Sample		ICANN Sample		Total Sample	
	Count	%	Count	%	Count	%
1 - Not confident at all	2	4%	-	-	2	2%
2	2	4%	3	9%	5	6%
3 - Somewhat confident	10	19%	5	16%	15	18%
4	22	42%	11	34%	33	39%
5 - Extremely confident	14	26%	13	41%	27	32%
Don't know / Not sure	3	6%	-	-	3	4%
Total	53	100%	32	100%	85	100%

B. Group 2: Potential Domain Name Registrants Survey

The Group 2 survey was offered in English and programmed and fielded by Research Now SSI. To render the results statistically significant, the desired response rate was 150 complete responses.

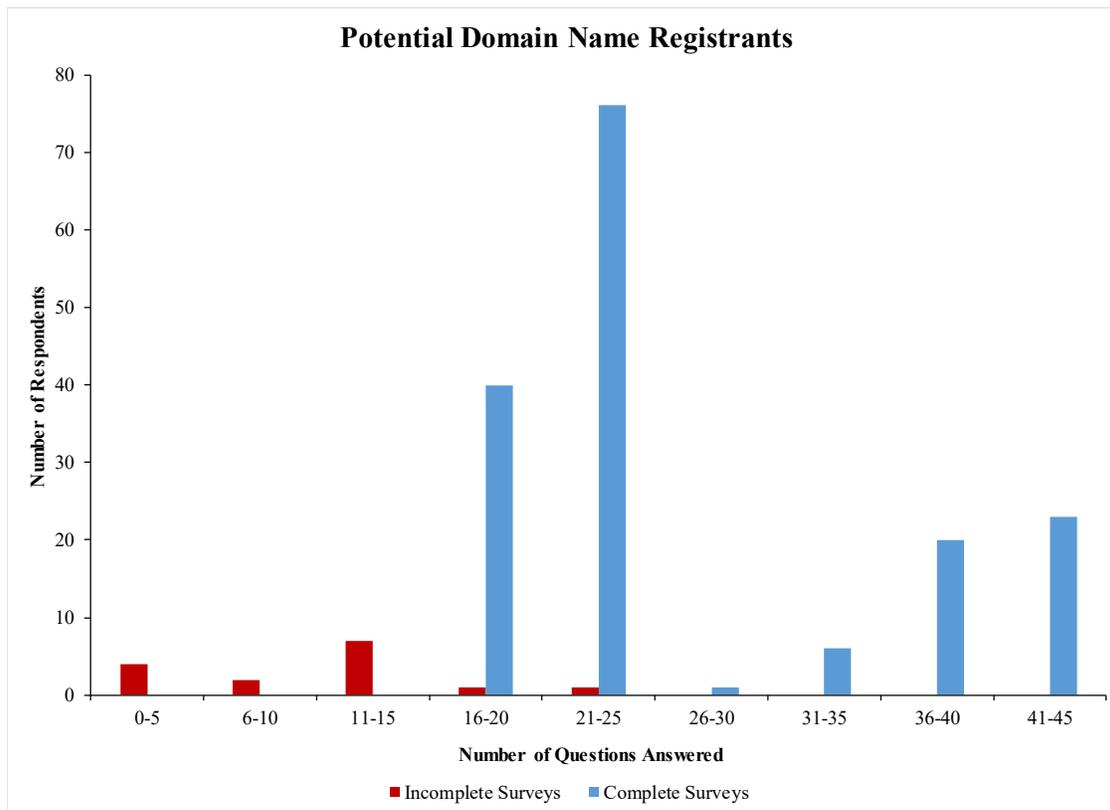
The Potential Domain Name Registrants survey was first sent to Research Now SSI's online panels of survey respondents. For this panel sample, respondents were given personalized passwords which allowed them to re-access the survey if they were not able to complete it in one sitting. The survey opened with a soft launch on August 23, 2018, which was closed on the same day after 20 responses were received. The data from the soft launch was examined before the full launch occurred on August 31, 2018. With the financial incentives in place, the targeted 150 responses was achieved within the panel sample, closing the survey on September 6, 2018 with 152 complete surveys and 7 incomplete surveys.

After hitting the target within the panel sample, the general link to the survey was distributed to the ICANN community on September 6, 2018. Unlike the panel sample, the ICANN sample respondents were not given personalized passwords, but rather a general link to a survey. The risks associated with this methodology were communicated to the Data Sub Team, namely that it (1) gave Research Now SSI no guarantee that a same respondent was not taking the survey multiple times and (2) if a respondent took the survey up to a certain point and then closed their browser for some reason, when they clicked on the survey link again to continue the survey they would have to take the survey from the start again. Despite these risks, the Data Sub Team decided to proceed with this methodology. In the end, due to the length of the survey and the lack of financial incentives, the ICANN sample fell short of the target number of responses. The ICANN sample ended up with 14 completed surveys and 8 incomplete surveys on September 31, 2018, when the survey was closed.

After the Potential Domain Name Registrants survey was closed, respondents that terminated the survey early or completed the survey unreasonably quickly were marked as unqualified and excluded from the data and our analyses. However, the project team chose to include the incomplete responses for the following reasons:

1. There was no apparent quality difference in the answers provided by incomplete and complete respondents.
2. Respondents that did not complete the survey would not be biased by not completing the survey nor would respondents that completed the survey be biased by completing it. Moreover, incomplete surveys would not prevent us from analyzing the questions that were answered.
3. Including more data allowed more robust conclusions to be drawn.

The following histogram shows how many questions respondents answered depending on whether they completed the survey or not. Please note that the histogram includes both the Panel sample and the ICANN sample.



Key Findings:

Respondent Demographics

- The Panel Sample includes respondents from all ICANN Regions except Antarctica and Latin America/Caribbean due to the Panel Sample's target towards English-speaking markets. The ICANN Sample includes respondents from all ICANN Regions except Antarctica. *(See Q1a summary table below)*
- 38 out of 53 respondents (72 percent) have attempted to register a domain name 1-5 times in a new gTLD and not completed the process. *(See Q9 summary table below)*

Q1a. What country do you currently live in?						
Response Options	Potential Registrants					
	Panel Sample		ICANN Sample		Total Sample	
	Count	%	Count	%	Count	%
Afghanistan	-	-	1	5%	1	1%
Antarctica	-	-	-	-	-	-
Australia	-	-	1	5%	1	1%
Austria	-	-	1	5%	1	1%
Belgium	-	-	1	5%	1	1%
Bosnia And Herzegovina	-	-	1	5%	1	1%
Brazil	-	-	1	5%	1	1%
Bulgaria	-	-	1	5%	1	1%
Canada	16	10%	-	-	16	9%
China	-	-	-	-	-	-
Congo, The Democratic Republic of the	-	-	1	5%	1	1%
Cyprus	-	-	1	5%	1	1%
Denmark	-	-	-	-	-	-
France	-	-	1	5%	1	1%
Germany	-	-	-	-	-	-
Greece	-	-	-	-	-	-
Hong Kong	23	15%	1	5%	24	13%
India	26	16%	-	-	26	15%
Italy	-	-	-	-	-	-
Japan	-	-	-	-	-	-
Jordan	-	-	-	-	-	-
Kuwait	-	-	-	-	-	-
Mauritius	-	-	-	-	-	-
Netherlands	-	-	-	-	-	-
None of the above	-	-	1	5%	1	1%
Pakistan	-	-	2	10%	2	1%
Singapore	25	16%	-	-	25	14%
Slovenia	-	-	-	-	-	-
South Africa	19	12%	-	-	19	11%
Spain	-	-	1	5%	1	1%
Switzerland	-	-	-	-	-	-
Turkey	-	-	1	5%	1	1%
United Kingdom	18	11%	-	-	18	10%
United States	31	20%	4	19%	35	20%
Yemen	-	-	1	5%	1	1%
Total	158	100%	21	100%	179	100%

Q9. 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.

Response Options	Potential Registrants					
	Panel Sample		ICANN Sample		Total Sample	
	Count	%	Count	%	Count	%
1-5	33	69%	5	100%	38	72%
6-10	12	25%	-	-	12	23%
11-20	1	2%	-	-	1	2%
More than 20	1	2%	-	-	1	2%
Don't know/Not sure	1	2%	-	-	1	2%
Total	48	100%	5	100%	53	100%

Claims Notice Experience

- 27 out of 51 respondents (53 percent) recalled receiving a Claims Notice during a registration attempt. *(See Q9c summary table below)*
- The three most common reasons for abandoning domain name registrations (in order) were (1) The registration process was too tedious or complicated (24 out of 51 respondents), (2) The registration cost was too expensive (18 out of 51 respondents), and (3) The time requirement to make a website was too high (16 out of 51 respondents). *(See Q9b summary table below)*
- Potential Registrants were less likely to understand the Claims Notice than the Domain Name Registrants in Group 1. *(See Q9d summary table below)*
 - 28 out of 91 respondents (31 percent) thought that the Claims Notice was intended to inform them of the potential rights of trademark owners against them if they proceeded with the domain name registration.
 - 18 out of 91 respondents (20 percent) thought that the Claims Notice was intended to inform that a trademark or protected term matched their requested domain name.
 - 15 out of 91 respondents (16 percent) thought that the Claims Notice offered them the right to make legal claims on their domain name.
 - 14 out of 91 respondents (15 percent) thought that the Claims Notice was intended to inform them of ICANN's general policy on domain names.
- 126 out of 166 respondents (76 percent) felt at least somewhat confident in their ability to understand the Claims Notice and what it means about their rights and a trademark owner's rights. *(See Q12 summary table below)*
- In response to a hypothetical scenario in which they were to receive a Claims Notice, most respondents reported that they would stop and do research, with the possibility of returning to the registration process. The next most common response was to proceed with the registration. *(See Q11 summary tables below)*

Q9b. For which of the following reasons did you decide not to register a domain name? Please note that you can select multiple options.
Note: Respondents were allowed to select multiple response options, so response counts will not sum to the number of Total Respondents, nor will the percentages sum to 100.

Response Options	Potential Registrants					
	Panel Sample		ICANN Sample		Total Sample	
	Count	%	Count	%	Count	%
The registration cost was too expensive	18	39%	-	-	18	35%
The time requirement to make a website was too high for me	16	35%	-	-	16	31%
The registration process was too tedious or complicated	24	52%	-	-	24	47%
I received a Claims Notice during the registration process	3	7%	2	40%	5	10%
I changed my plans and no longer needed a domain name	10	22%	1	20%	11	22%
I thought someone else had already registered my domain name	7	15%	1	20%	8	16%
Other	-	-	1	20%	-	-
None of the above	-	-	-	-	-	-
Don't know / Not sure	1	2%	-	-	1	2%
Total Respondents	46	-	5	-	51	100%

Q9c. Do you recall receiving a Claims Notice during any of your registration attempts? An example of such a notice is provided below.

Response Options	Potential Registrants					
	Panel Sample		ICANN Sample		Total Sample	
	Count	%	Count	%	Count	%
Yes	24	52%	3	60%	27	53%
No	19	41%	2	40%	21	41%
Don't know/Not sure	3	7%	-	-	3	6%
Total	46	100%	5	100%	51	100%

Q9d. Which of the following best describes your understanding of the purpose of the Claims Notice?

Note: Respondents were allowed to select multiple response options, so response counts will not sum to the number of Total Respondents, nor will the percentages sum to 100.

Response Options	Potential Registrants					
	Panel Sample		ICANN Sample		Total Sample	
	Count	%	Count	%	Count	%
To inform me about the potential rights of trademark owners against me should I proceed to complete registration of my selected domain name	27	59%	1	25%	28	56%
To inform me that there is a trademark owner with a trademark or a protected term that matches the domain name I have selected	16	35%	2	50%	18	36%
To offer me the right to make legal claims on my domain name against others in the future	15	33%	-	-	15	30%
To inform me of ICANN's general policy on domain names	14	30%	-	-	14	28%
None of the above	1	2%	1	25%	2	4%
Don't know / Not sure	1	2%	1	25%	2	4%
Total Respondents	46	-	4	-	50	-

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

Response Options	Potential Registrants - Total Sample Counts				
	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
I have a business / program / initiative that uses that name or something very similar	13	1	16	2	-
I am thinking of starting a business / program / initiative using that name	26	14	41	8	1
I might start a blog or use the domain name for a personal website	15	13	36	5	-
The domain name might be valuable someday and I'm buying it as an investment	19	3	17	3	-
I have a trademark which contains the domain name string	5	2	3	1	-
Other	1	-	-	-	-

Response Options	Potential Registrants - Panel Counts				
	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
I have a business / program / initiative that uses that name or something very similar	10	1	13	1	-
I am thinking of starting a business / program / initiative using that name	24	14	39	7	-
I might start a blog or use the domain name for a personal website	20	11	34	5	-
The domain name might be valuable someday and I'm buying it as an investment	18	3	15	3	-
I have a trademark which contains the domain name string	4	2	2	1	-
Other	-	-	-	-	-
Response Options	Potential Registrants - ICANN Counts				
	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
I have a business / program / initiative that uses that name or something very similar	3	-	3	1	-
I am thinking of starting a business / program / initiative using that name	2	-	2	1	1
I might start a blog or use the domain name for a personal website	6	2	2	-	-
The domain name might be valuable someday and I'm buying it as an investment	1	-	2	-	-
I have a trademark which contains the domain name string	1	-	1	-	-
Other	1	-	-	-	-

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?						
Response Options	Potential Registrants					
	Panel Sample		ICANN Sample		Total Sample	
	Count	%	Count	%	Count	%
1 - Not confident at all	5	3%	1	7%	6	4%
2	20	13%	2	14%	22	13%
3 - Somewhat confident	42	28%	3	21%	45	27%
4	54	36%	2	14%	56	34%
5 - Extremely confident	19	13%	6	43%	25	15%
Don't know / Not sure	12	8%	-	-	12	7%
Total	152	100%	14	100%	166	100%

C. Group 3: Trademark and Brand Owner Survey

The Group 3 survey was offered in English and programmed by Analysis Group. To render the results statistically significant, the desired response rate was 50 companies that are trademark owners.

Analysis Group programmed the survey in an application called Sawtooth. Respondents were not given personalized passwords to access the survey, but were instead given a general link to the survey. Sawtooth stored a cookie on the respondents' computers, which allowed them to re-access the survey if they were unable to finish it in one sitting.

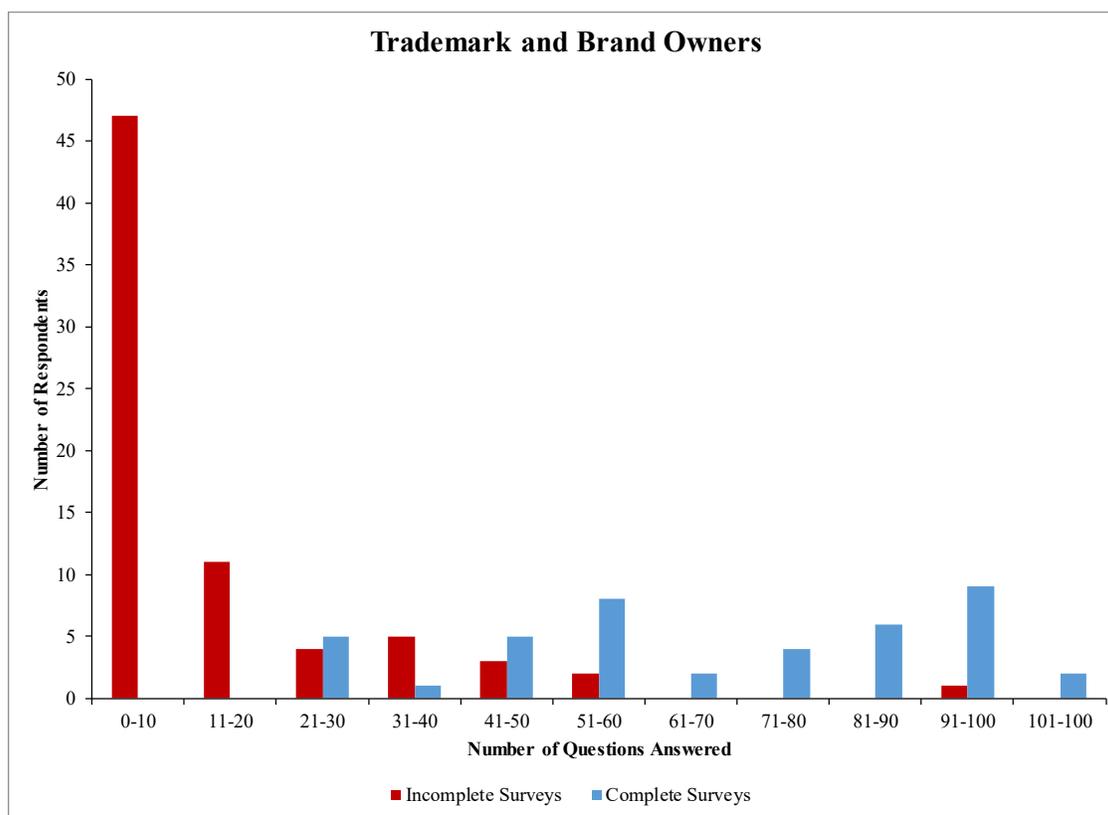
After programming the survey, the link to the Trademark and Brand Owner Survey was sent to the beta testers on August 23, 2018. The beta testers had some edits to the survey, which were received between August 25, 2018-August 31, 2018 and incorporated into the survey by September 1, 2018. The survey was officially launched on September 6, 2018 and closed at the end of September.

The desired response rate of 50 companies was achieved with 60 completed surveys and 73 incomplete surveys.

The project team chose to include the incomplete responses in our final data and analyses for the following reasons:

1. There was no apparent quality difference in the answers provided by incomplete and complete respondents.
2. Respondents that did not complete the survey would not be biased by not completing the survey nor would respondents that completed the survey be biased by completing it. Moreover, incomplete surveys would not prevent us from analyzing the questions that were answered.
3. Including more data allowed more robust conclusions to be drawn.

The following histogram shows how many questions respondents answered depending on whether they completed the survey or not.



Key Findings:

Respondent Demographics

- 64 out of 112 respondents (57 percent) work for a trademark owner or brand owner. 40 out of the same 112 respondents (36 percent) were external agents representing a trademark or brand owner. *(See Q1 summary table below)*
- Respondents represent all ICANN Regions with the exception of Antarctica. *(See Q2 summary table below)*
- Respondents range from small (owning 1-10 trademarks registrations) to large (over 1,000 trademark registrations). *(See Q3 summary table below)*
- 55 out of 93 respondents (58 percent) have recorded a trademark in the TMCH. *(See Q4 summary table below)*
 - Among the 18 respondents that did not record a trademark in the TMCH, the most common reason was because they were not intending to make any Sunrise registrations (8 out of the 18 respondents), while the second most common reason was because their company/organization relies on a watching service (selected by 7 of the 18 respondents). *(See Q4a summary table below)*
- 66 out of 73 respondents (90 percent) represent a for-profit trademark/brand owner. *(See Q5 summary table below)*

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?		
Response Options	Response Counts	Response %
I am representing the company/organization by whom I am employed	64	57%
I am an external agent for the company/organization on whose behalf I am responding	40	36%
Prefer not to respond	8	7%
Total Respondents	112	100%

Q2. Where is your company/organization headquartered?		
<i>Note: This table just shows the countries that respondents selected.</i>		
Response Options	Response Counts	Response %
Afghanistan	2	2%
Antigua and Barbuda	1	1%
Argentina	2	2%
Austria	3	3%
Belgium	1	1%
Brazil	1	1%
Bulgaria	1	1%
China	3	3%
Denmark	1	1%
Finland	2	2%
France	6	5%
Germany	8	7%
Guatemala	1	1%
Hong Kong	3	3%
Italy	1	1%
Japan	1	1%
Mexico	2	2%
Netherlands	3	3%
New Zealand	1	1%
Nigeria	2	2%
Peru	1	1%
Poland	1	1%
Spain	4	4%
Sweden	2	2%
Switzerland	3	3%
Thailand	1	1%
United Kingdom	8	7%
United States	44	40%
Vietnam	1	1%
Total Respondents	110	100%

Q3. Approximately how many trademark registrations does your company/organization own?		
Response Options	Response Counts	Response %
[Open Amount]	79	76%
None	2	2%
Don't Know / Not sure	23	22%
Total Respondents	104	100%

Respondents entered different amounts in the [Open Amount] Response Option:

[Open Amount] Responses	Response Counts
1 - 10	17
11 - 50	8
51 - 100	2
101 - 500	8
501 - 1,000	3
1,001 - 5,000	19
5,001 - 10,000	4
10,001 - 25,000	6
Over 25,000	4
Other	
over 40	1
100s	1
300-400	1
~400	1
1000+	1
over 1000	1
over 30,000	1
Many	1

Q4. Approximately how many of your company/organization's trademarks have been recorded with the Trademark Clearinghouse (TMCH)?

Response Options	Response Counts	Response %
[OPEN NUMERIC FIELD]	55	59%
None	18	19%
Don't know / Not sure	20	22%
Total Respondents	93	100%

Respondents entered different amounts in the [Open Amount] Response Option:

[Open Numeric Field] Responses	Response Counts
0	1
1	9
2	4
3	4
4	2
5	7
6	1
7	2
8	2
10	3
11	1
15	1
18	1
20	3
22	3
36	1
50	2
60	2
80	1
250	1
1000	1
Other	
~70	1
> 150	1
100s	1

Q4a. [IF “None”] Why hasn’t your company/organization recorded any trademarks with the Trademark Clearinghouse (TMCH)? Please select all that apply.

Note: Respondents were allowed to select multiple response options, so response counts will not sum to the number of Total Respondents, nor will the percentages sum to 100.

Response Options	Response Counts	Response %
Not aware of the Trademark Clearinghouse (TMCH)	5	28%
Too expensive	4	22%
Not intending to make any Sunrise registrations	8	44%
My company/organization relies on a watching service	7	39%
New generic top-level domains (gTLDs) are not important to my company/organization	4	22%
Don't know / Not sure	1	6%
Other [OPEN TEXT FIELD]	2	11%
Total Respondents	18	-

Q5. Is your company/organization a for-profit enterprise or not-for-profit?

Response Options	Response Counts	Response %
For-profit	66	90%
Not-for-profit	5	7%
Don't know / Not Sure	0	0%
Prefer not to respond	2	3%
Total Respondents	73	100%

Given the length of the survey, respondents selected areas of the survey to participate in. 55 out of 68 respondents (79 percent) selected Claims Service, 52 out of the same 68 respondents (76 percent) selected Sunrise Period, and 40 out of the 68 respondents (59 percent) selected Reserved Names. (See Q7 summary table below)

Sunrise Period Participation

- The factors most commonly cited as “Important” or “Very Important” when deciding whether to register a domain name matching trademarks during a Sunrise Period were “Trademark is a core business brand,” “Concern about risk of consumer confusion, deception, scam, or fraud,” and “New gTLD relates to a current business.” (See Q10 summary table below)
- The factors most commonly cited as “Not Important at All” or “Not Important” to registering a domain name matching trademarks during a Sunrise Period were “New gTLD relates to a geographic location of the business,” “Prevent registration by a competitor,” and “Hold for possible future use.” (See Q10 summary table below)
- 31 out of 42 respondents (~75 percent) said price affected their company’s/organization’s decision to seek Sunrise Period registrations at least “sometimes.” 20 of those 31 respondents said it affected their decision “Very Often” or “Always.” (See Q11 summary table below)

- 22 out of 35 respondents (63 percent) said that prices were higher than anticipated which made them less likely to seek Sunrise Period registrations. *(See Q11a summary table below)*
- Only 6 respondents were willing and able to provide Sunrise Period registration prices paid. *(See Appendix A.2 for these results)*

The Appropriate Length of the Sunrise Period

- Only four respondents attempted a Sunrise Period registration but missed the 30-day minimum window. *(See Q14 summary table below)*
- 23 out of 36 respondents (64 percent) thought it would be helpful to expand the Sunrise Period length to 60 days. 9 out of 36 respondents (25 percent) were not sure if 60 days would be preferable. *(See Q16 summary table below)*

Reserved Names

- Only eight respondents had attempted to register a trademark as a domain name in a Sunrise Period and could not. *(See Q17 summary table below)*
- 80 to 90 percent of 28 respondents thought that Registries should be required to provide more information about reserved names: *(See Q18, Q19, and Q20 summary tables below)*
 - ~80 percent of 28 respondents thought Registry Operators should be required to publish their reserved names lists. *(See Q18 summary table below)*
 - ~90 percent of 28 respondents thought Registry Operators should be required to provide notice to trademark owners with recorded trademarks in the TMCH if names on the reserved names list are released. *(See Q19 summary table below)*
 - ~85 percent of 28 respondents thought Registry Operators should be required to provide a priority opportunity to register the domain name to trademark owners with recorded TMCH trademarks that match the domain name. *(See Q20 summary table below)*

Trademark Claims Notices, Notifications of Registered Names (NORNs), and Exact and Non-Exact Matches

- 27 out of 41 respondents (66 percent) have received a Notification of Registered Name notifying them that a domain name matching their trademark recorded in the TMCH has been registered in a new generic top-level domain (new gTLD). *(See Q21 summary table below)*
- 22 out of 27 respondents (81 percent) who received a NORN followed up with some type of action. *(See Q21a summary table below)*
 - The most common forms of action were adding the reported domain to a list of monitored domains and/or sending a cease and desist letter (18 out of the 22 respondents for both). The least common forms of action were filing a lawsuit (zero respondents) and attempting to purchase the domain (4 out of 22 respondents). *(See Q21.a.i. summary table below)*
 - Of respondents that pursued follow-up action, the most common results were that the domain name was transferred to the respondent (17 out of 22 respondents) and/or ongoing monitoring (17 out of 22 respondents). *(See Q21.a.ii. summary table below)*
- 24 out of 41 respondents (~60 percent) thought the Claims Notice adequately informs domain name applicants of the scope and limitations of trademark owners' rights. The rest of the 41 respondents were not sure or did not think the Claims Notice was adequate. *(See Q22 summary table below)*

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.

Note: Respondents were allowed to select multiple response options, so response counts will not sum to the number of Total Respondents, nor will the percentages sum to 100.

Response Options	Response Counts	Response %
Sunrise Period	52	76%
Reserved Names	40	59%
Claims Service	54	79%
Total Respondents	68	-

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?

Response Options	Response Counts					
	Not Important at All	Not Important	Somewhat Important	Important	Very Important	Don't know/Not sure
Trademark is a core business brand	0	1	3	7	27	4
New generic top-level domain (gTLD) relates to business' goods or services	2	0	8	10	20	2
New generic top-level domain (gTLD) relates to a geographic location of the business	8	8	12	8	4	2
Prevent third party registration	2	3	5	4	25	3
Concern about risk of consumer confusion, deception, scam or fraud	0	1	5	8	26	2
Prevent registration by a competitor	4	9	8	6	13	2
New generic top-level domain (gTLD) relates to a current business	2	2	2	18	16	2
New generic top-level domain (gTLD) relates to a future business plan	3	5	8	15	9	2
Hold for possible future use	6	5	14	11	4	2
Proactive measures avoid reactive solutions like Uniform Domain-Name Dispute-Resolution Policy (UDRP) or Uniform Rapid Suspension System (URS)	1	3	8	9	18	3
Other: [OPEN TEXT FIELD]	2	0	0	0	0	0

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

Response Options	Response Counts	Response %
Always	8	19%
Very Often	12	29%
Sometimes	11	26%
Rarely	5	12%
Never	2	5%
Don't know / Not Sure	4	10%
Total Respondents	42	100%

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.

Response Options	Response Counts	Response %
Prices were higher than my company/organization was anticipating, and this made us less likely to seek Sunrise Period registrations	22	63%
Prices were lower than my company/organization was anticipating, and this made us more likely to seek Sunrise Period registrations	1	3%
Prices were higher than my company/organization was anticipating, and this had no effect on how likely we were to seek Sunrise Period registrations	3	9%
Prices were lower than my company/organization was anticipating, and this had no effect on how likely we were to seek Sunrise Period registrations	0	0%
Prices were not a factor that my company/organization considered when considering Sunrise Period registrations	5	14%
Other: [OPEN TEXT FIELD]	3	9%
Don't know/Not sure	1	3%
Total Respondents	35	100%

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?

Response Options	Response Counts	Response %
Yes	4	11%
No	27	75%
Don't know/ Not sure	5	14%
Total Respondents	36	100%

Q16. Would it be preferable for the required length of the start date Sunrise Period to be extended from 30 days to 60 days?

Response Options	Response Counts	Response %
Yes	23	64%
No	4	11%
Don't know/ Not sure	9	25%
Total Respondents	36	100%

Q17. Have you attempted to register a trademark as a domain name in a Sunrise Period and *could not*?

Response Options	Response Counts	Response %
Yes	8	29%
No	17	61%
Don't know/ Not sure	3	11%
Total Respondents	28	100%

Q18. Should Registry Operators be required to publicly publish their reserved names lists?

Response Options	Response Counts	Response %
Yes	23	82%
No	2	7%
Don't know/ Not sure	3	11%
Total Respondents	28	100%

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)?

Response Options	Response Counts	Response %
Yes	25	89%
No	1	4%
Don't know/ Not sure	2	7%
Total Respondents	28	100%

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?

Response Options	Response Counts	Response %
Yes	24	86%
No	1	4%
Don't know/ Not sure	3	11%
Total Respondents	28	100%

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

Response Options	Response Counts	Response %
Yes	27	66%
No	5	12%
Don't know/ Not sure	9	22%
Total Respondents	41	100%

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?

Response Options	Response Counts	Response %
Yes	22	81%
No	4	15%
Don't know/ Not sure	1	4%
Total Respondents	27	100%

Q21a.i. [IF “Yes”] What action did your company/organization take? Please note that you may select multiple options.

Note: Respondents were allowed to select multiple response options, so response counts will not sum to the number of Total Respondents, nor will the percentages sum to 100.

Response Options	Response Counts	Response %
Added to a list of monitored domains	18	82%
Attempted to purchase it	4	18%
Sent a cease and desist letter	18	82%
Filed a URS Complaint	5	23%
Filed a UDRP Complaint	12	55%
Filed a Lawsuit for [Provide nature of Lawsuit]	0	0%
Don't know / Not sure	0	0%
Other (Explain) [OPEN TEXT FIELD]	2	9%
Total Respondents	22	-

Q21a.ii. What was the outcome of your company/organization’s actions? Please note that you may select multiple options.

Note: Respondents were allowed to select multiple response options, so response counts will not sum to the number of Total Respondents, nor will the percentages sum to 100.

Response Options	Response Counts	Response %
Domain name application withdrawn	5	23%
Domain name registration transferred to us	17	77%
Complaint dismissed or denied	1	5%
Coexistence (by agreement or tacit acceptance)	3	14%
Ongoing monitoring	17	77%
Don't know / Not sure	0	0%
Other (Explain) [OPEN TEXT FIELD]	3	14%
Total Respondents	22	-

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?		
Response Options	Response Counts	Response %
Yes	24	59%
No	12	29%
Don't know/ Not sure	5	12%
Total Respondents	41	100%

D. Group 4: New gTLD Registry Operators Survey

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

Analysis Group programmed the survey in an application called Sawtooth. Respondents were not given personalized passwords to access the survey, but were instead given a general link to the survey. Sawtooth stored a cookie on the respondents' computers, which allowed them to re-access the survey if they were unable to finish it in one sitting.

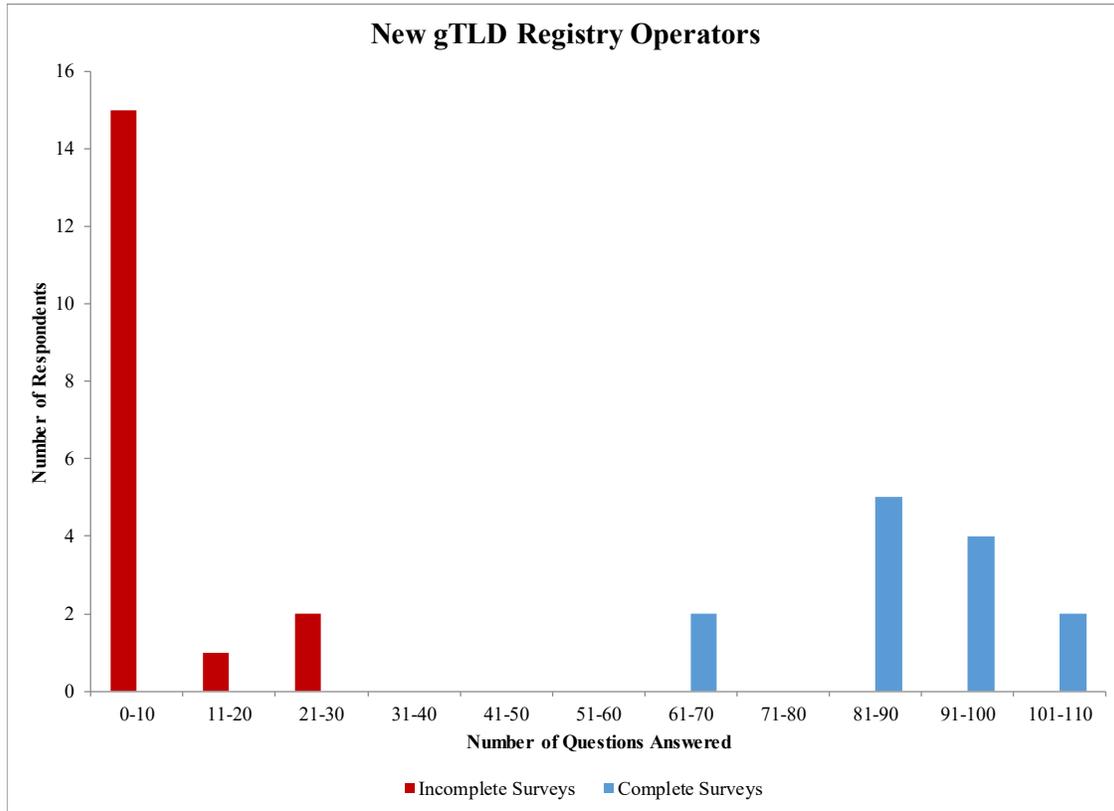
After programming the survey, the link to the Registrars survey was sent to the beta testers on August 22, 2018. The beta testers had some edits to the survey, which were received between August 24, 2018-August 28, 2018 and incorporated into the survey by August 28, 2018. The survey was officially launched on September 6, 2018. The original intention was to close the survey at the end of September, but due to low response rate the survey was extended until October 5, 2018.

Despite the extended time in the field, the 10% response rate was not achieved. Instead of achieving 50 completes, the survey was closed with 13 completed surveys and 18 incomplete surveys. The project team had indicated to the Data Sub Team before survey launch that the length of the survey would likely cause a reduction in response rates and completion rates. Due to the low response rate, these results should not be viewed as a statistically representative sample and should instead be viewed as informational only.

The project team chose to include the incomplete responses in our final data and analyses for the following reasons:

1. There was no apparent quality difference in the answers provided by incomplete and complete respondents.
2. Respondents that did not complete the survey would not be biased by not completing the survey nor would respondents that completed the survey be biased by completing it. Moreover, incomplete surveys would not prevent us from analyzing the questions that were answered.
3. Including more data allowed more robust conclusions to be drawn.
 - In particular, the Registry Operators survey did not have many complete responses. Including the incomplete responses allowed for more anecdotal evidence of the opinions of the target groups.

The following histogram shows how many questions respondents answered depending on whether they completed the survey or not.



Key Findings:

Respondent Demographics

- Note that there were very few responses to this survey, including incomplete responses. These results should be considered informational only.
- 12 out of 22 respondents (55 percent) did not have any non-brand new gTLDs that had registration eligibility restrictions. *(See Q3 summary table below)*
 - The most common registration eligibility restriction was GEO-related. *(See Q4 summary table below)*

Q3. Among the non-brand new gTLDs that you have a signed Registry Agreement, approximately how many have registration eligibility restrictions?		
Response Options	Response Counts	Response %
0	12	55%
1 - 2	7	32%
3 - 5	3	14%
6 - 10	0	0%
11 - 25	0	0%
26- 50	0	0%
50+	0	0%
Total Respondents	22	100%

Q4. 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.

Note: Respondents’ answers only ranged between 1 and 4 non-brand gTLDs.

Responses	Response Counts				
	Community Related	GEO-Related	Restricted by eligibility	Internationalized domain name	Other
1	3	6	2	2	0
2	1	3	1	0	1
3	1	1	0	0	0
4	0	0	1	1	0

Sunrise or Premium Name Pricing Practices

- 11 out of 19 respondents (58 percent) reported attempting to avoid offering premium pricing for brand names during the Sunrise Period. *(See Q5 summary table below)*
- 9 out of 16 respondents (56 percent) reported taking steps to avoid pricing brand names as premium names. *(See Q8 summary table below)*

Reserved Names

- 8 out of 16 respondents (50 percent) did not support modifying existing ICANN policy to required Registry Operators to publish reserved name lists. 5 out of 15 respondents (31 percent) were not sure. *(See Q9 summary table below)*
 - The most common reason for not supporting modification of requirements was reluctance to post competitive data (7 out of 13 respondents). *(See Q9a summary table below)*

Sunrise Period Length

- 7 out of 14 respondents (50 percent) have not run any Sunrise Period longer than 30 days in length. *(See Q13 summary table below)*
- 9 out of 14 respondents (64 percent) think the ideal Sunrise Period length is 30 days. 4 out of the 14 respondents (29 percent) are not sure of the ideal Sunrise Period length. *(See Q14 summary table below)*

Sunrise Registrations in Specialized gTLDs

- Only two respondents answered this section of the survey, so the results cannot be meaningfully represented, even for informational purposes. *(See Appendix A.3 for these results)*

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

- The questions in this section are mostly open text response. Responses are available in the raw survey response data provided to the Data Sub Team.

Sunrise Period and IDN TLDs

- Only two respondents answered this section of the survey, so the results cannot be meaningfully represented, even for informational purposes. *(See Appendix A.3 for these results)*

Trademark Claims

- Respondents are divided on the ideal length of the Claims Period. 3 out of 13 respondents (23 percent) think the ideal length is zero days, 3 other respondents (23 percent) think it is 30 days, and 3 others (23 percent) think the ideal length is perpetual. (See Q27 summary table below)

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?		
Response Options	Response Counts	Response %
Yes	11	58%
No	6	32%
Don't know / Not sure	2	11%
Prefer not to respond	0	0%
Total Respondents	19	100%

Q8. Did you take any steps to avoid pricing brand names as premium names for any of your TLDs?		
Response Options	Response Counts	Response %
Yes	9	56%
No	4	25%
Don't know / Not sure	2	12%
Prefer not to respond	1	6%
Total Respondents	16	100%

Q9. Would you support modifying existing ICANN policy to require Registry Operators (ROs) to publish their reserved names lists?		
Response Options	Response Counts	Response %
Yes	3	19%
No	8	50%
Don't know / Not sure	5	31%
Total Respondents	16	100%

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

Note: Respondents were allowed to select multiple response options, so response counts will not sum to the number of Total Respondents, nor will the percentages sum to 100.

Response Options	Response Counts	Response %
Such publication would violate local laws	1	8%
Trade secret	4	31%
Reluctance to post competitive data	7	54%
Don't know / Not sure	4	31%
Other: [OPEN TEXT FIELD]	3	23%
Total Respondents	13	-

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

Note: Respondents were allowed to select multiple response options, so response counts will not sum to the number of Total Respondents, nor will the percentages sum to 100.

Response Options	Response Counts	Response %
I have not run any Sunrise period for longer than 30 days	7	50%
31-60 days	5	36%
61-90 days	0	0%
91+ days	1	7%
Don't know/Not sure	1	7%
Total Respondents	14	-

Q14. How long (in days) do you think the ideal mandatory length for the Sunrise period should be?

Response Options	Response Counts	Response %
0	0	0%
30	9	64%
60	1	7%
90	0	0%
120+	0	0%
Other [OPEN TEXT]	0	0%
Don't know/Not sure	4	29%
Total Respondents	14	100%

Q27. What do you think is the ideal length for the Claims period?		
Response Options	Response Counts	Response %
0 day	3	23%
30 day	3	23%
60 day	1	8%
90 day	2	15%
180 day	1	8%
365 day	0	0%
Perpetual Length	3	23%
Other [OPEN TEXT]	0	0%
Total Respondents	13	100%

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

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

Analysis Group programmed the survey in an application called Sawtooth. Respondents were not given personalized passwords to access the survey, but were instead given a general link to the survey. Sawtooth stored a cookie on the respondents' computers, which allowed them to re-access the survey if they were unable to finish it in one sitting.

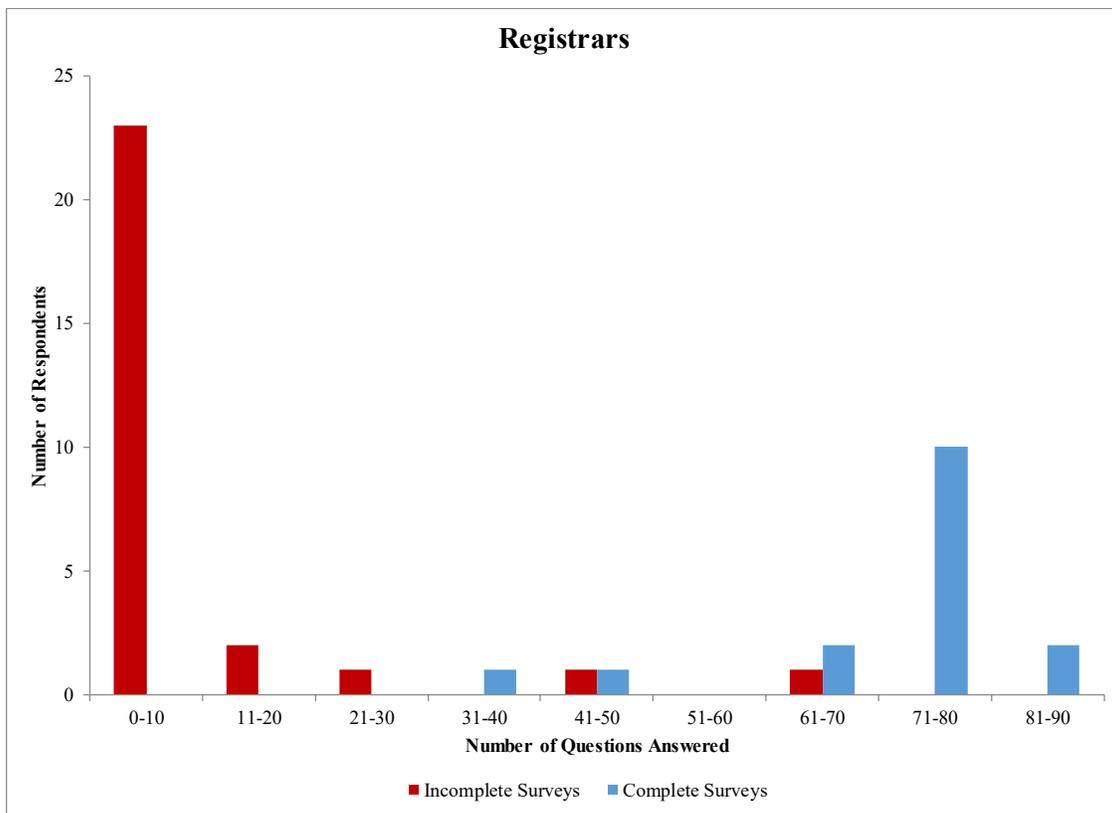
After programming the survey, the link to the Registrars survey was sent to the beta testers on August 20, 2018. The beta testers had some edits to the survey, which were received on August 24, 2018 and incorporated into the survey by August 27, 2018. The survey was officially launched on September 6, 2018. The original intention was to close the survey at the end of September, but due to the low response rate the survey was extended until October 5, 2018.

Despite the extended time in the field, the 10% response rate was not achieved. Instead of achieving 50 completes, the survey was closed with 16 completed surveys and 28 incomplete surveys. The project team had indicated to the Data Sub Team before survey launch that the length of the survey would likely cause a reduction in response rates and completion rates. Due to the low response rate, these results should not be viewed as a statistically representative sample and should instead be viewed as informational only.

The project team chose to include the incomplete responses in our final data and analyses for the following reasons:

1. There was no apparent quality difference in the answers provided by incomplete and complete respondents.
2. Respondents that did not complete the survey would not be biased by not completing the survey nor would respondents that completed the survey be biased by completing it. Moreover, incomplete surveys would not prevent us from analyzing the questions that were answered.
3. Including more data allowed more robust conclusions to be drawn.
 - In particular, the Registrars survey did not have many complete responses. Including the incomplete responses allowed for more anecdotal evidence of the opinions of the target groups.

The following histogram shows how many questions respondents answered depending on whether they completed the survey or not.



Key Findings:

Respondent Demographics

- At least one responding Registrar is located in each ICANN Region, except Africa and Antarctica. (See Q2 summary table below)
- Respondents range in size/participation in sales of new gTLDs. Most respondents (71 percent) sell more than 250 new gTLDs, while nearly one-fifth of respondents (19 percent) sell 100 new gTLDs or fewer. (See Q3 summary table below)

Q2. In what country is your Registrar headquartered?

Note: This table just shows the countries that respondents selected.

Response Options	Response Counts	Response %
Austria	1	3%
Bulgaria	1	3%
Canada	1	3%
China	2	6%
France	3	9%
Germany	6	18%
Ireland	2	6%
Italy	1	3%
Japan	1	3%
Korea, South	1	3%
Netherlands	3	9%
Panama	1	3%
Russia	1	3%
Spain	2	6%
Turkey	1	3%
United Kingdom	1	3%
United States	5	15%
Total Respondents	33	100%

Q3. Approximately how many new generic top-level domains (gTLDs) do you offer for sale?

Response Options	Response Counts	Response %
None	0	0%
1-100	6	19%
101-250	2	6%
251-500	7	23%
500+	15	48%
Don't know / Not sure	1	3%
Total Respondents	31	100%

Sunrise Period Registrations

- 27 out of 31 respondents (87 percent) have offered Sunrise Period registrations. (See Q4 summary table below)
- Sunrise Periods longer than 60 days are rare among the respondents.
 - 17 out of 25 respondents (68 percent) were not sure if they had encountered periods of that length or had never encountered periods of that length, while 8 out of the

- 25 respondents (32 percent) encountered them among less than half of the Sunrise Periods offered. *(See Q4a summary table below)*
- Only 4 out of 25 respondents (16 percent) reported receiving notice of 38 days or longer. Meanwhile, 7 out of the 25 respondents (28 percent) were unsure how much notice they usually receive. *(See Q4b summary table below)*
 - However, 17 out of the 23 respondents (74 percent) thought that adequate notice of a start date Sunrise Period was 38 days or longer. *(See Q4b.i. summary table below)*
 - Only 3 out of 21 respondents (14 percent) reported receiving notice of 31 days or longer. While 7 out of the 21 respondents (33 percent) were unsure how much notice they usually receive. *(See Q4c summary table below)*
 - However, 9 out of 19 respondents (47 percent) reported that adequate notice of an end date Sunrise Period was 31 days or longer. *(See Q4c.i. summary table below)*
 - Only 2 out of 20 respondents (10 percent) reported receiving 8 or more days of notice. 6 out of the 20 respondents (30 percent) were unsure how much notice they usually receive. *(See Q4d summary table below)*
 - However, 10 out of 13 respondents (76 percent) thought that adequate notice of the extension of a Sunrise Period already underway would be 8 or more days. *(See Q4d.i. summary table below)*
 - When asked how business would be affected by a requirement to run the same standardized-term Sunrise Period, respondents most often thought that technical requirements and administrative burden would decrease and customer understanding would increase. *(See Q4h summary table below)*

Reserved Names

- Respondents were of mixed opinion regarding the adequacy of advance notice received of reserve names. Responses were spread across the spectrum of completely inadequate to completely adequate. *(See Q7 summary table below)*

Claims Period and Claims Notices

- 7 out of 17 respondents (41 percent) thought the Claims Period should be shorter than 90 days, while 5 of the respondents (29 percent) thought that it should remain 90 days. *(See Q9 summary table below)*
 - 6 out of 15 respondents (40 percent) of respondents encountered challenges when sending Claims Notices for pre-order names. *(See Q13b summary table below)*
- 11 out of 16 respondents (69 percent) indicated that they are unwilling to provide surveys to domain name applicants regarding decisions to complete or abandon registrations after receipt of a Trademark Claims Notice. *(See Q21.a.ii. summary table below)*

Q4. Have you offered Sunrise registrations in any of the new generic top-level domains (gTLDs) that you sell?		
Response Options	Response Counts	Response %
Yes, in all or most	14	45%
Yes, in some	13	42%
No	2	6%
Don't know / Not sure	2	6%
Total Respondents	31	100%

Q4a. Of the Sunrise periods that you offered, how frequently did you encounter Sunrise periods longer than 60 days?		
Response Options	Response Counts	Response %
Never	6	24%
Less than half of the Sunrise periods offered	8	32%
About half of the Sunrise periods offered	0	0%
More than half of the Sunrise periods offered	0	0%
All/Nearly all of the Sunrise periods offered	0	0%
Don't know/ Not sure	11	44%
Total Respondents	25	100%

Q4b. 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.”

Response Options	Response Counts	Response %
I receive no advance notice, on average	2	8%
30 days	6	24%
31-37 days	4	16%
38-45 days	1	4%
46+ days	3	12%
Don't know / Not sure	7	28%
N/A	2	8%
Total Respondents	25	100%

Q4b.i. [IF NOT “N/A”] What do you consider adequate notice of a start date Sunrise period?

Response Options	Response Counts	Response %
30 days	6	26%
31-37 days	0	0%
38-45 days	6	26%
46+ days	11	48%
Don't know / Not sure	0	0%
Total Respondents	23	100%

Q4c. 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.”

Response Options	Response Counts	Response %
I receive no advance notice, on average	0	0%
Up to 7 days	1	5%
8-14 days	2	10%
15-30 days	6	29%
31+ days	3	14%
Don't know / Not sure	7	33%
N/A	2	10%
Total Respondents	21	100%

Q4c.i. [IF NOT “N/A”] What do you consider adequate notice of an end date Sunrise period?

Response Options	Response Counts	Response %
Up to 7 days	1	5%
8-14 days	3	16%
15-30 days	6	32%
31+ days	9	47%
Don't know / Not sure	0	0%
Total Respondents	19	100%

Q4d. 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.”

Response Options	Response Counts	Response %
I receive no advance notice, on average	2	10%
1-2 days	0	0%
3-4 days	1	5%
5-7 days	2	10%
8-14 days	0	0%
15+ days	2	10%
Don't know / Not sure	6	30%
N/A	7	35%
Total Respondents	20	100%

Q4d.i. [IF NOT “N/A”] What do you consider adequate notice of an extension to a Sunrise period already underway?

Response Options	Response Counts	Response %
1-2 days	0	0%
3-4 days	1	8%
5-7 days	2	15%
8-14 days	5	38%
15+ days	5	38%
Don't know / Not sure	0	0%
Total Respondents	13	100%

Q4h. 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)?

Response Options	Response Counts					
	Significant Decrease	Decrease	No Impact	Increase	Significant Increase	Don't know / Not sure
Operating costs	2	5	9	0	0	0
Technical requirements	2	9	4	1	0	0
Administrative burden	3	8	5	0	0	0
Customer understanding	1	1	2	5	7	0
Volume of Sunrise sales	0	1	7	4	1	3
Other: [OPEN TEXT FIELD]	0	0	0	0	0	1

Q7. Do you consider the advance notice that you receive of reserved names to be adequate, on average?

Response Options	Response Counts	Response %
Completely inadequate	2	11%
Mildly inadequate	2	11%
Moderately adequate	4	21%
Mostly adequate	4	21%
Completely adequate	3	16%
Don't know / Not sure	4	21%
Total Respondents	19	100%

Q9. Based on your experience of the Trademark Claims process, how long should the Claims period be?

Response Options	Response Counts	Response %
Fewer than 90 days	7	41%
90 days	5	29%
91-180 days	1	6%
180+ days	3	18%
Don't know / Not sure	1	6%
Total Respondents	17	100%

Q13b. Do you encounter challenges when sending Claims Notices for pre-order names?

Response Options	Response Counts	Response %
Yes	6	40%
No	7	47%
Don't know / Not sure	2	13%
Total Respondents	15	100%

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?

Response Options	Response Counts	Response %
Yes	2	12%
No	11	69%
Don't know / Not sure	3	19%
Total Respondents	16	100%

APPENDIX A.1
Actual & Potential Registrant Survey Results
ICANN Rights Protection Mechanisms Survey

All of the survey results are contained within spreadsheet "Registrants.xlsx". The spreadsheet also contains a tab 'Open Text Questions' which contains all the responses to the Open Questions and the user-defined "Other" fields. The tables below are intended to serve as summaries of these results. Any commentary or explanations below that accompany the summary tables are italicized to indicate that they were not part of the questions.

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]

Response Options	All Respondents			
	Panel Counts	ICANN Counts	Total Counts	Survey Group
Yes, I have registered a domain name in a new gTLD within the past five years.	75	44	119	Actual Registrants
Yes, I attempted to register a domain name in a new gTLD but did not complete the registration.	49	6	55	Potential Registrants
No, I have never attempted to register a domain name in a new gTLD but would consider doing so in the future.	110	16	126	Potential Registrants
No, I have never attempted to register a domain name in a new gTLD and am not interested in doing so.	140	5	145	Disqualified
Don't know / Not sure	22	4	26	Disqualified

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]

Response Options	Actual Registrants		
	Panel Counts	ICANN Counts	Total Counts
Afghanistan	-	-	-
Antarctica	-	1	1
Australia	-	1	1
Austria	-	-	-
Belgium	-	-	-
Bosnia And Herzegovina	-	-	-
Brazil	-	1	1
Bulgaria	-	-	-
Canada	13	-	13
China	-	1	1
Congo, The Democratic Republic of the	-	-	-
Cyprus	-	-	-
Denmark	-	1	1
France	-	2	2
Germany	-	1	1
Greece	-	1	1
Hong Kong	5	-	5
India	8	1	9
Italy	-	1	1
Japan	-	2	2
Jordan	-	2	2
Kuwait	-	1	1
Mauritius	-	1	1
Netherlands	-	5	5
None of the above	-	-	-
Pakistan	-	-	-
Singapore	12	-	12
Slovenia	-	1	1
South Africa	10	1	11
Spain	-	2	2
Switzerland	-	2	2
Turkey	-	1	1
United Kingdom	10	-	10
United States	11	13	24
Yemen	-	-	-

Response Options	Potential Registrants		
	Panel Counts	ICANN Counts	Total Counts
Afghanistan	-	1	1
Antarctica	-	-	-
Australia	-	1	1
Austria	-	1	1
Belgium	-	1	1
Bosnia And Herzegovina	-	1	1
Brazil	-	1	1
Bulgaria	-	1	1
Canada	16	-	16
China	-	-	-
Congo, The Democratic Republic of the	-	1	1
Cyprus	-	1	1
Denmark	-	-	-
France	-	1	1
Germany	-	-	-
Greece	-	-	-
Hong Kong	23	1	24
India	26	-	26
Italy	-	-	-
Japan	-	-	-
Jordan	-	-	-
Kuwait	-	-	-
Mauritius	-	-	-
Netherlands	-	-	-
None of the above	-	1	1
Pakistan	-	2	2
Singapore	25	-	25
Slovenia	-	-	-
South Africa	19	-	19
Spain	-	1	1
Switzerland	-	-	-
Turkey	-	1	1
United Kingdom	18	-	18
United States	31	4	35
Yemen	-	1	1

Q2. Are you employed by, or do you do intellectual property work on behalf of any of the following types of entities? [SELECT MULTIPLE]

Response Options	Actual Registrants		
	Panel Counts	ICANN Counts	Total Counts
Registry operator of a new gTLD	21	7	28
Domain name registrar	12	17	29
Trademark owner	8	13	21
None of the above	24	14	38

Response Options	Potential Registrants		
	Panel Counts	ICANN Counts	Total Counts
Registry operator of a new gTLD	7	1	8
Domain name registrar	29	4	33
Trademark owner	8	8	16
None of the above	115	8	123

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]

Response Options	Actual Registrants		
	Panel Counts	ICANN Counts	Total Counts
1-5	35	13	48
6-10	11	5	16
11-20	3	3	6
More than 20	5	20	25
Don't know / Not sure	4	1	5

○ *No Potential Registrants answered this question.*

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]

Response Options	Actual Registrants		
	Panel Counts	ICANN Counts	Total Counts
1-5	38	13	51
6-10	11	5	16
11-20	4	3	7
More than 20	3	20	23
Don't know / Not sure	2	1	3

○ *No Potential Registrants answered this question.*

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."]

- o Please see column C in the tab 'Open Text Questions' for the responses to Q5.

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]

Response Options	Actual Registrants		
	Panel Counts	ICANN Counts	Total Counts
Yes, I received a Claims Notice once	23	8	31
Yes, I received a Claims Notice on more than one registration attempt	10	7	17
No	17	20	37
Don't know / Not sure	7	2	9

- o No Potential Registrants answered this question or its follow-ups.

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]

Response Options	Actual Registrants		
	Panel Counts	ICANN Counts	Total Counts
Yes	24	15	39
No	6	-	6
Don't know/Not sure	2	-	2

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

Response Options	Actual Registrants		
	Panel Counts	ICANN Counts	Total Counts
I consulted with someone about the notice and was told it was fine	18	3	21
I did not understand the notice	5	1	6
I did not think the notice applied to me	2	7	9
Other	-	5	5

- o Please see column D in the tab 'Open Text Questions' for the responses to Q6a1's Other 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]

Response Options	Actual Registrants		
	Panel Counts	ICANN Counts	Total Counts
I consulted with someone about the notice and was told not to continue	1	-	1
I did not understand the notice but it worried me	3	-	3
I understood the notice and it worried me	2	-	2
Other	0	-	0
None of the above	0	-	0
Don't know / Not sure	0	-	0

- Please see column E in the tab ‘Open Text Questions’ for the responses to Q6a2’s Other field.

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]

Response Options	Actual Registrants		
	Panel Counts	ICANN Counts	Total Counts
Don't know / Not sure	2	1	3
Less than 2 minutes	12	2	14
Less than 5 seconds	2	3	5
Less than a minute	3	4	7
More than 2 minutes	13	5	18

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]

Response Options	Actual Registrants		
	Panel Counts	ICANN Counts	Total Counts
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.	5	-	5
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.	5	5	10
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].	-	2	2
Don't know / Not sure	-	-	-

- Please see columns F-H in the tab ‘Open Text Questions’ for the responses to Q6c’s open text fields.

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]

Response Options	Actual Registrants		
	Panel Counts	ICANN Counts	Total Counts
To inform me about the potential rights of trademark owners against me should I proceed to complete registration of my selected domain name	21	17	38
To inform me that there is a trademark owner with a trademark or a protected term that matches the domain name I have selected	22	22	44
To offer me the right to make legal claims on my domain name against others in the future	13	0	13
To inform me of ICANN's general policy on domain names	14	0	14
None of the above	1	1	2
Don't know / Not sure	6	3	9

- *No Potential Registrants answered this question.*
- *Please see column I in the tab ‘Open Text Questions’ for the responses to Q7’s None of the above field.*

- 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]

Response Options	Actual Registrants		
	Panel Counts	ICANN Counts	Total Counts
Uniform Rapid Suspension System (URS) or Uniform Domain Name Dispute Resolution Policy (UDRP) Complaint notice	10	1	11
Letter from a lawyer representing a trademark owner (e.g., Cease and Desist letter from another party)	11	1	12
Notice of a lawsuit regarding trademark infringement	5	-	5
No, I have not received any warnings or notices of possible trademark conflict regarding my choice of domain name	31	33	64
Prefer not to answer	1	-	1
Other	1	1	2
Don't know / Not sure	6	-	6

- No Potential Registrants answered this question.
- Please see column J in the tab ‘Open Text Questions’ for the responses to Q8’s Other field.

[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]

Response Options	Potential Registrants		
	Panel Counts	ICANN Counts	Total Counts
1-5	33	5	38
6-10	12	-	12
11-20	1	-	1
More than 20	1	-	1
Don't know/Not sure	1	-	1
Total	48	5	53

- No Actual Registrants answered this question or its follow-ups.

- 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]]
- Please see column K in the tab 'Open Text Questions' for the responses to Q9a.

- Q9b. 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]

Response Options	Potential Registrants		
	Panel Counts	ICANN Counts	Total Counts
The registration cost was too expensive	18	-	18
The time requirement to make a website was too high for me	16	-	16
The registration process was too tedious or complicated	24	-	24
I received a Claims Notice during the registration process	3	2	5
I changed my plans and no longer needed a domain name	10	1	11
I thought someone else had already registered my domain name	7	1	8
Other	-	1	-
None of the above	-	-	-
Don't know / Not sure	1	-	1

- Please see column L in the tab 'Open Text Questions' for the responses to Q9b's Other field.

- Q9c. 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]

Response Options	Potential Registrants		
	Panel Counts	ICANN Counts	Total Counts
Don't know/Not sure	3	-	3
No	19	2	21
Yes	24	3	27

- [IF “Yes”] How much time do you recall spending reading the Claims Notice? [SINGLE SELECT]

Response Options	Potential Registrants		
	Panel Counts	ICANN Counts	Total Counts
Less than 5 seconds	4	-	4
Less than a minute	5	1	6
Less than 2 minutes	7	-	7
More than 2 minutes	7	1	8
Don't know / Not sure	1	-	1

- Q9d. 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]

Response Options	Potential Registrants		
	Panel Counts	ICANN Counts	Total Counts
To inform me about the potential rights of trademark owners against me should I proceed to complete registration of my selected domain name	27	1	28
To inform me that there is a trademark owner with a trademark or a protected term that matches the domain name I have selected	16	2	18
To offer me the right to make legal claims on my domain name against others in the future	15	-	15
To inform me of ICANN's general policy on domain names	14	-	14
None of the above	1	1	2
Don't know / Not sure	6	-	6

- Please see column M in the tab ‘Open Text Questions’ for the responses to Q9d’s None of the above field.

[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]

Response Options	Actual Registrants		
	Panel Counts	ICANN Counts	Total Counts
I have a business / program / initiative that uses that name or something very	16	17	33
I am thinking of starting a business / program / initiative using that name	23	13	36
I might start a blog or use the domain name for a personal website	21	10	31
The domain name might be valuable someday and I'm buying it as an	7	10	17
I have a trademark which contains the domain name string	7	13	20
Other	-	3	3

Response Options	Potential Registrants		
	Panel Counts	ICANN Counts	Total Counts
I have a business / program / initiative that uses that name or something very	25	7	32
I am thinking of starting a business / program / initiative using that name	85	8	93
I might start a blog or use the domain name for a personal website	71	11	82
The domain name might be valuable someday and I'm buying it as an	40	3	43
I have a trademark which contains the domain name string	9	2	11
Other	-	2	2

- Please see column N in the tab 'Open Text Questions' for the responses to Q10's Other 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?

Response Options	Actual Registrants - Total Sample Counts				
	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
I have a business / program / initiative that uses that name or something very similar	9	5	13	5	-
I am thinking of starting a business / program / initiative using that name	15	7	9	4	-
I might start a blog or use the domain name for a personal website	14	7	7	2	-
The domain name might be valuable someday and I'm buying it as an investment	5	4	5	3	-
I have a trademark which contains the domain name string	12	1	3	4	-
Other	2	-	1	-	-

Response Options	Actual Registrants - Panel Sample Counts				
	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
I have a business / program / initiative that uses that name or something very similar	7	2	6	1	-
I am thinking of starting a business / program / initiative using that name	11	4	5	3	-
I might start a blog or use the domain name for a personal website	9	4	6	2	-
The domain name might be valuable someday and I'm buying it as an investment	2	1	2	2	-
I have a trademark which contains the domain name string	5	1	-	1	-
Other	-	-	-	-	-
Response Options	Actual Registrants - ICANN Sample Counts				
	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
I have a business / program / initiative that uses that name or something very similar	2	3	7	4	-
I am thinking of starting a business / program / initiative using that name	4	3	4	1	-
I might start a blog or use the domain name for a personal website	5	3	1	-	-
The domain name might be valuable someday and I'm buying it as an investment	3	3	3	1	-
I have a trademark which contains the domain name string	7	-	3	3	-
Other	2	-	1	-	-

Response Options	Potential Registrants - Total Sample Counts				
	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
I have a business / program / initiative that uses that name or something very similar	13	1	16	2	-
I am thinking of starting a business / program / initiative using that name	26	14	41	8	1
I might start a blog or use the domain name for a personal website	15	13	36	5	-
The domain name might be valuable someday and I'm buying it as an investment	19	3	17	3	-
I have a trademark which contains the domain name string	5	2	3	1	-
Other	1	-	-	-	-
Response Options	Potential Registrants - Panel Counts				
	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
I have a business / program / initiative that uses that name or something very similar	10	1	13	1	-
I am thinking of starting a business / program / initiative using that name	24	14	39	7	-
I might start a blog or use the domain name for a personal website	20	11	34	5	-
The domain name might be valuable someday and I'm buying it as an investment	18	3	15	3	-
I have a trademark which contains the domain name string	4	2	2	1	-
Other	-	-	-	-	-

Response Options	Potential Registrants - ICANN Counts				
	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
I have a business / program / initiative that uses that name or something very similar	3	-	3	1	-
I am thinking of starting a business / program / initiative using that name	2	-	2	1	1
I might start a blog or use the domain name for a personal website	6	2	2	-	-
The domain name might be valuable someday and I'm buying it as an investment	1	-	2	-	-
I have a trademark which contains the domain name string	1	-	1	-	-
Other	1	-	-	-	-

- Please see columns O-T in the tab 'Open Text Questions' for the responses to Q11's Other fields.

Q11a. [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]

Response Options	Actual Registrants		
	Panel Counts	ICANN Counts	Total Counts
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)	11	13	24
The process of completing the registration would be taking too long and it would feel difficult to continue	7	-	7
The notice is confusing and/or intimidating and I would want someone to help me understand it	12	3	15
Other	-	2	2
None of the above	3	2	5
Don't know / Not sure	3	2	5

Response Options	Potential Registrants		
	Panel Counts	ICANN Counts	Total Counts
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)	56	5	61
The process of completing the registration would be taking too long and it would feel difficult to continue	19	-	19
The notice is confusing and/or intimidating and I would want someone to help me understand it	46	1	47
Other	3	-	3
None of the above	6	-	6
Don't know / Not sure	6	-	6

- Please see column U in the tab ‘Open Text Questions’ for the responses to Q11a’s Other field.

- Q11b. [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]
- Please see column V in the tab ‘Open Text Questions’ for the responses to Q11b.

- Q11c. [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]
- Please see column W in the tab ‘Open Text Questions’ for the responses to Q11c.

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]

Response Options	Actual Registrants		
	Panel Counts	ICANN Counts	Total Counts
1 - Not confident at all	2	-	2
2	2	3	5
3 - Somewhat confident	10	5	15
4	22	11	33
5 - Extremely confident	14	13	27
Don't know / Not sure	3	-	3
Response Options	Potential Registrants		
	Panel Counts	ICANN Counts	Total Counts
1 - Not confident at all	5	1	6
2	20	2	22
3 - Somewhat confident	42	3	45
4	54	2	56
5 - Extremely confident	19	6	25
Don't know / Not sure	12	-	12

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

Response Options	Actual Registrants		
	Panel Counts	ICANN Counts	Total Counts
Don't know / Not sure	2		2
I am an expert in my country's trademark law	4	4	8
I do not know anything about my country's trademark law	4	-	4
I know a little bit about my country's trademark law	21	10	31
I know a lot about my country's trademark law	22	17	39
Response Options	Potential Registrants		
	Panel Counts	ICANN Counts	Total Counts
Don't know / Not sure	4	1	5
I am an expert in my country's trademark law	3	4	7
I do not know anything about my country's trademark law	31	-	31
I know a little bit about my country's trademark law	81	6	87
I know a lot about my country's trademark law	33	3	36

APPENDIX A.2
Trademark Owners Survey Results
ICANN Rights Protection Mechanisms Survey

All of the survey results are contained within spreadsheet "Trademark and Brand Owners.xlsx". The spreadsheet contains a tab 'Open Text Questions' which contains all the responses to the Open Questions and the user-defined "Other" fields. The tables below are intended to serve as summaries of the survey results. Any commentary or explanations below that accompany the summary tables are italicized to indicate that they were not part of the questions.

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]

Response Options	Response Counts
I am representing the company/organization by whom I am employed	64
I am an external agent for the company/organization on whose behalf I am responding	40
Prefer not to respond	8

[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]

Response Options	Response Counts
Afghanistan	2
Antigua and Barbuda	1
Argentina	2
Austria	3
Belgium	1
Brazil	1
Bulgaria	1
China	3
Denmark	1
Finland	2
France	6
Germany	8
Guatemala	1
Hong Kong	3
Italy	1
Japan	1
Mexico	2
Netherlands	3
New Zealand	1
Nigeria	2
Peru	1
Poland	1
Spain	4
Sweden	2
Switzerland	3
Thailand	1
United Kingdom	8
United States	44
Vietnam	1
Note: Respondents saw a list of all countries, but this table only reflects the countries that were selected by at least one respondent.	

Q3. Approximately how many trademark registrations does your company/organization own? [MULTIPLE CHOICE, SELECT ONE, RESPONSE REQUIRED]

Response Options	Response Counts
[Open Amount]	79
None	2
Don't Know / Not sure	23

- Among the 79 respondents that entered something into Open Amount:

[Open Amount] Responses	Response Counts
1 - 10	17
11 - 50	8
51 - 100	2
101 - 500	8
501 - 1,000	3
1,001 - 5,000	19
5,001 - 10,000	4
10,001 - 25,000	6
Over 25,000	4
Other	
over 40	1
100s	1
300-400	1
~400	1
1000+	1
over 1000	1
over 30,000	1
Many	1

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

Response Options	Response Counts
[OPEN NUMERIC FIELD]	55
None	18
Don't know / Not sure	20

- Among the 55 respondents that entered something into the Open Numeric Field:

[Open Numeric Field] Responses	Response Counts
0	1
1	9
2	4
3	4
4	2
5	7
6	1
7	2
8	2
10	3
11	1
15	1
18	1
20	3
22	3
36	1
50	2
60	2
80	1
250	1
1000	1
Other	
~70	1
> 150	1
100s	1

- 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]

Response Options	Response Counts
Not aware of the Trademark Clearinghouse (TMCH)	5
Too expensive	4
Not intending to make any Sunrise registrations	8
My company/organization relies on a watching service	7
New generic top-level domains (gTLDs) are not important to my company/organization	4
Don’t know / Not sure	1
Other [OPEN TEXT FIELD]	2

- Please see column B in the tab ‘Open Text Questions’ for the responses to Q4a’s Other field.

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

Response Options	Response Counts
For-profit	66
Not-for-profit	5
Don't know / Not Sure	0
Prefer not to respond	2

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

Response Options	Response Counts
Currency: [OPEN FIELD]	22
Amount (in currency provided above): [OPEN FIELD]	22
Don't know / Not sure	12
Prefer not to respond	36

o Among the 22 respondents that provided their revenue:

Responses	Currency
1,2 million	EUR
~12 billion	USD
800000000	USD
20m	GBP
30,000,000	EUR
5 billion	GBP
13.6 billion	GBP
60000000	RMB
8 million	RMB
8.6 milliard	EUR
79.1 Billion	USD
22	Dollar
40000000	USD
78,000m	SEK
+ 25 Billion	EUR
160,000,000,000	USD
126,000,000,000	USD
16billion	USD
781.9 billion	JPY
79.1 Billion	USD
13,866,000,000	USD
16,000,000,000	USD

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]

Response Options	Response Counts
Sunrise Period	52
Reserved Names	40
Claims Service	54

Sunrise Period Participation

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]

Response Options	Response Counts
0	5
1	3
2 - 5	12
6 - 10	5
11 - 50	8
51 - 100	2
101 - 250	0
251 - 500	1
500 +	1
Don't know / Not sure	10

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

Response Options	Response Counts
Not planning to make Sunrise registrations	1
Cost of submitting Proof of Use is greater than the benefit	1
Time and administrative work required is greater than the benefit	1
Not aware it was necessary to submit Proof of Use to make Sunrise registrations	3
Could not meet Proof of Use requirements	0
Other [OPEN TEXT FIELD]	2

- Please see column C in the tab 'Open Text Questions' for the responses to Q8a's Other 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)?

Response Options	Response Counts
Yes	34
No	9
Don't know / Not sure	4

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]

Response Options	Response Counts
0	1
1	1
2 - 5	7
6 - 10	3
11 - 50	8
51 - 100	4
101 - 250	4
251 - 500	1
500 +	3
Don't know / Not sure	5

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]

Response Options	Response Counts					
	Not Important at All	Not Important	Somewhat Important	Important	Very Important	Don't know/Not sure
Trademark is a core business brand	0	1	3	7	27	4
New generic top-level domain (gTLD) relates to business' goods	2	0	8	10	20	2
New generic top-level domain (gTLD) relates to a geographic	8	8	12	8	4	2
Prevent third party registration	2	3	5	4	25	3
Concern about risk of consumer confusion, deception, scam or fraud	0	1	5	8	26	2
Prevent registration by a competitor	4	9	8	6	13	2
New generic top-level domain (gTLD) relates to a current	2	2	2	18	16	2
New generic top-level domain (gTLD) relates to a future business	3	5	8	15	9	2
Hold for possible future use	6	5	14	11	4	2
Proactive measures avoid reactive solutions like Uniform Domain-Name Dispute-Resolution Policy	1	3	8	9	18	3
Other: [OPEN TEXT FIELD]	2	0	0	0	0	0

○ Please see column D in the tab 'Open Text Questions' for the responses to Q10's Other field.

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

Response Options	Response Counts
Always	8
Very Often	12
Sometimes	11
Rarely	5
Never	2
Don't know / Not Sure	4

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]

Response Options	Response Counts
Prices were higher than my company/organization was anticipating, and this made us less likely to seek Sunrise Period registrations	22
Prices were lower than my company/organization was anticipating, and this made us more likely to seek Sunrise Period registrations	1
Prices were higher than my company/organization was anticipating, and this had no effect on how likely we were to seek Sunrise Period registrations	3
Prices were lower than my company/organization was anticipating, and this had no effect on how likely we were to seek Sunrise Period registrations	0
Prices were not a factor that my company/organization considered when considering Sunrise Period registrations	5
Other: [OPEN TEXT FIELD]	3

- Please see column E in the tab ‘Open Text Questions’ for the responses to Q11a’s Other field.

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]

Response Options	Response Counts
My company/organization waited until the general availability period	3
My company/organization chose not to register in the generic top-level domain (gTLD) at all	0
My company/organization registered during the Sunrise Period of a different new generic top-level domain (gTLD)	1
My company/organization registered during the general availability period of a different new generic top-level domain (gTLD)	0
Don't know / Not sure	0
Other [OPEN TEXT FIELD]	1

- Please see column F in the tab ‘Open Text Questions’ for the responses to Q11b’s Other 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]

Response Options	Response Counts
Made it impossible for my company/organization to obtain a Sunrise Period registration	0
Made it difficult for my company/organization to obtain a Sunrise Period registration	0
Had no effect on my company/organization's ability to obtain a Sunrise Period registration	3
Made it easier for my company/organization to obtain a Sunrise Period registration	0
Don't know / Not sure	0
Other [OPEN TEXT FIELD]	2

- Please see column G in the tab ‘Open Text Questions’ for the responses to Q11c’s Other 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]

- Please see column H in the tab ‘Open Text Questions’ for the responses to Q12.

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]

Response Options	Response Counts
Currency: [OPEN FIELD]	6
Amount (in currency provided above): [OPEN FIELD]	6
Don't know / Not sure	13
Prefer not to respond	22

- Of the 6 respondents that provided the approximate price:

Responses	Currency
0	Dollar
418	GBP
2500	USD
2649	USD
3,800	USD
100000 (if I remember correctly)	USD

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]

- Please see column I in the tab 'Open Text Questions' for the responses to Q13.

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]

Response Options	Response Counts
Currency: [OPEN FIELD]	4
Amount (in currency provided above): [OPEN FIELD]	4
Don't know / Not sure	11
Prefer not to respond	23

- Of the 4 respondents that provided the highest price:

Responses	Currency
12	USD
100	USD
200	USD
1560	USD

The Appropriate Length of the 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]

Response Options	Response Counts
Yes	4
No	27
Don't know/ Not sure	5

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.]

Response Options	Response Counts
The Sunrise Period was too short	1
The company/organization wasn't notified and/or aware of the Sunrise Period end date	2
I was unable to decide or obtain a decision from managers or the company/organization during the Sunrise Period	1
The timing of Sunrise Period (Start-date/End-date) confused me	1
Other: [OPEN TEXT FIELD]	2
Don't know / Not sure	0

- Please see column J in the tab 'Open Text Questions' for the responses to Q14a's Other field.

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]

Response Options	Response Counts
Yes	19
No	12
Don't know/ Not sure	5

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.]

Response Options	Response Counts
Yes	23
No	4
Don't know/ Not sure	9

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

- o Please see column K in the tab 'Open Text Questions' for the responses to Q16a.

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]

Response Options	Response Counts
Yes	8
No	17
Don't know/ Not sure	3

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

Response Options	Response Counts
It was on the reserved names list	5
It was already registered	1
Don't know/Not sure	1
Other [OPEN TEXT FIELD]	1

- o Please see column L in the tab 'Open Text Questions' for the responses to Q17a's Other 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]

Response Options	Response Counts
Yes	6
No	1
Don't know/ Not sure	1

- [IF “Yes”] Were you able to get the name released to register? [MULTIPLE CHOICE]

Response Options	Response Counts
Yes	1
No	4
Don't know/ Not sure	1

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

Response Options	Response Counts
Yes	23
No	2
Don't know/ Not sure	3

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

- Please see column M in the tab ‘Open Text Questions’ for the responses to Q18a.

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

- Please see column N in the tab ‘Open Text Questions’ for the responses to Q18b.

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]

Response Options	Response Counts
Yes	25
No	1
Don't know/ Not sure	2

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]

- o Please see column O in the tab ‘Open Text Questions’ for the responses to Q19a.

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]

Response Options	Response Counts
Yes	24
No	1
Don’t know/ Not sure	3

Trademark Claims Notices, Notifications of Registered Names (NORNs), and Exact and Non-Exact Matches

[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]

Response Options	Response Counts
Yes	27
No	5
Don’t know/ Not sure	9

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]

Response Options	Response Counts
Yes	22
No	4
Don’t know/ Not sure	1

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

Response Options	Response Counts
Added to a list of monitored domains	18
Attempted to purchase it	4
Sent a cease and desist letter	18
Filed a URS Complaint	5
Filed a UDRP Complaint	12
Filed a Lawsuit for [Provide nature of Lawsuit]	0
Don't know / Not sure	0
Other (Explain) [OPEN TEXT FIELD]	2

- Please see columns P and Q in the tab ‘Open Text Questions’ for the responses to Q21ai’s Other fields.
- [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]

Response Options	Response Counts
Domain name application withdrawn	5
Domain name registration transferred to us	17
Complaint dismissed or denied	1
Coexistence (by agreement or tacit acceptance)	3
Ongoing monitoring	17
Don't know / Not sure	0
Other (Explain) [OPEN TEXT FIELD]	3

- Please see column R in the tab ‘Open Text Questions’ for the responses to Q21aii’s Other 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]

Response Options	Response Counts
Yes	1
No	23
Don’t know/ Not sure	3
Not Applicable	0

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 GRAPHIC] [MULTIPLE CHOICE]

Response Options	Response Counts
Yes	24
No	12
Don't know/ Not sure	5

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

- Please see column S in the tab 'Open Text Questions' for the responses to Q22a.

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

- Please see column T in the tab 'Open Text Questions' for the responses to Q22b.

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 GRAPHIC] [MULTIPLE CHOICE]

Response Options	Response Counts
Yes	23
No	10
Don't know/ Not sure	8

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

- Please see column U in the tab 'Open Text Questions' for the responses to Q23a.

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

- Please see column V in the tab 'Open Text Questions' for the responses to Q23b.

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

Response Options	Response Counts
At the time they apply for the domain name	36
At the time their domain name is registered	2
Never	0
Don't know / Not sure	3

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]]), Uniform Rapid Suspension System (URS [<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]

Response Options	Response Counts
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.	8
Yes, my company/organization has brought proceedings in respect of domain names in new gTLDs. Approximately: [OPEN NUMERIC FIELD]	26
Don't know / Not sure	7

- Among the 26 respondents that chose the second option:

Responses	Response Counts
1	2
3	2
5	8
6	1
8	1
10	4
14	1
15	1
20	1
30	1
40	1
50	1
120	1
20 in the first half of 2018	1

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]

Responses	Response Counts
0	4
1	2
2	1
5	2
6	1
8	1
10	1
15	1
25	1

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]

Response Options	Response Counts
0%	1
1-25%	0
26-50%	0
51-75%	2
76-100%	0
Don't know / Not sure	9

- [IF NEITHER Q25a NOR Q25aa ARE “0”] In approximately how many of these cases were you *successful*? [RESPONSE REQUIRED]

Response Options	Response Counts
[OPEN NUMERIC FIELD]	16
Don't know / Not sure	5

- Among the 16 respondents that chose the first option:

Responses	Response Counts
100%	2
1	1
2	1
3	1
5	4
6	1
8	1
10	2
20	1
23	1
114	1

- [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 Options	Response Counts
0%	0
1-25%	0
26-50%	0
51-75%	0
76-100%	2
Don’t know / Not sure	3

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]

Responses	Response Counts
0	2
1	2
2	2
3	1
5	3
6	2
7	1
8	1
15	1
20	2

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]

Response Options	Response Counts
0%	0
1-25%	1
26-50%	0
51-75%	1
76-100%	3
Don't know / Not sure	3

- [IF NEITHER Q25a NOR Q25aa ARE "0"] In approximately how many of these cases were you *successful*? [RESPONSE REQUIRED]

Response Options	Response Counts
[OPEN NUMERIC FIELD]	17
Don't know / Not sure	5

- Among the 17 respondents that chose the first option:

Responses	Response Counts
100%	2
1	3
2	2
3	1
5	4
6	2
8	1
15	1
18	1

- [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 Options	Response Counts
0%	0
1-25%	0
26-50%	0
51-75%	0
76-100%	2
Don't know / Not sure	3

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]

Responses	Response Counts
0	11
2	2
5	2
10	2

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]

Response Options	Response Counts
0%	0
1-25%	1
26-50%	0
51-75%	0
76-100%	1
Don’t know / Not sure	4

- [IF NEITHER Q25a NOR Q25aa ARE “0”] In approximately how many of these cases were you *successful*? [RESPONSE REQUIRED]

Response Options	Response Counts
[OPEN NUMERIC FIELD]	8
Don’t know / Not sure	4

- Among the 8 respondents that chose the first option:

Responses	Response Counts
100%	1
2	1
5	4
10	1
14	1

- [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]

Response Options	Response Counts
0%	0
1-25%	0
26-50%	0
51-75%	0
76-100%	0
Don’t know / Not sure	4

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]

Responses	Response Counts
0	5
1	1
2	3
3	1
5	2
7	1
10	1
20	1

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]

Response Options	Response Counts
0%	0
1-25%	1
26-50%	0
51-75%	0
76-100%	1
Don’t know / Not sure	4

- [IF NEITHER Q25a NOR Q25aa ARE “0”] In approximately how many of these cases were you *successful*? [RESPONSE REQUIRED]

Response Options	Response Counts
[OPEN NUMERIC FIELD]	11
Don't know / Not sure	5

- Among the 11 respondents that chose the first option:

Responses	Response Counts
100%	1
1	1
2	3
3	1
5	3
10	1
18	1

- [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]

Response Options	Response Counts
0%	0
1-25%	0
26-50%	0
51-75%	0
76-100%	1
Don't know / Not sure	4

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]

Responses	Response Counts
0	6

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]

Response Options	Response Counts
0%	0
1-25%	0
26-50%	0
51-75%	0
76-100%	0
Don't know / Not sure	4

- [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]
 - Please see column W in the tab ‘Open Text Questions’ for the responses to Q25e1.
- [IF NEITHER Q25a NOR Q25aa ARE “0”] In approximately how many of these cases were you *successful*? [RESPONSE REQUIRED]

Response Options	Response Counts
[OPEN NUMERIC FIELD]	0
Don't know / Not sure	4

- Please see column X in the tab ‘Open Text Questions’ for the responses to Q25e2’s Open Numeric field.
- [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]

Response Options	Response Counts
0%	0
1-25%	0
26-50%	0
51-75%	0
76-100%	0
Don't know / Not sure	3

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]

Response Options	Response Counts
Yes	23
No	7
Don't know/ Not sure	4

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]

Response Options	Response Counts
Yes	21
No	2
Don't know/ Not sure	0

- [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]
 - *Please see column Y in the tab ‘Open Text Questions’ for the responses to Q26a1.*
- [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]
 - *Please see column Z in the tab ‘Open Text Questions’ for the responses to Q26a2.*

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]

Response Options	Response Counts				
	1 Most preferable	2 More preferable	3 Neutral	4 Less preferable	5 Least peferable
Sunrise Period is required, Claims Period is optional	2	22	11	6	0
Sunrise Period is optional, Claims Period	4	11	12	13	1
Sunrise and Claims Periods are both required	34	5	2	0	0
Sunrise and Claims Periods are both optional	0	0	4	5	32
Either Sunrise or Claims is required, but the Registry has the option to decide which	1	3	12	17	8

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

- Please see column AA in the tab 'Open Text Questions' for the responses to Q27a.

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]

Response Options	Response Counts
I have never completed a domain name registration	11
I have completed a domain name registration and would be willing to take a survey	8
I have completed a domain name registration but would not like to take a survey	20
Don't know / Not sure	3

APPENDIX A.3
Registry Operators Survey Results
ICANN Rights Protection Mechanisms Survey

All of the survey results are contained within spreadsheet "Registry Operators.xlsx". The spreadsheet contains a tab 'Open Text Questions' which contains all the responses to the Open Questions and the user-defined "Other" fields. The tables below are intended to serve as summaries of the survey results. Any commentary or explanations below that accompany the summary tables are italicized to indicate that they were not part of the questions.

Introductory Questions

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

Response Options	Response Counts
[OPEN TEXT FIELD]	22
Prefer not to respond	11

- o *Please see column B in the tab 'Open Text Questions' for the responses to Q1's Open Text field.*

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]

Responses	Response Counts
0	5
1	11
2	2
3	4
4	1
5	1
6	1
22	2
241	1

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]

Response Options	Response Counts
0	12
1 - 2	7
3 - 5	3
6 - 10	0
11 - 25	0
26- 50	0
50+	0

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]

Respondents answered between 1 and 4 non-brand new gTLDs:

Responses	Response Counts				
	Community Related	GEO-Related	Restricted by eligibility terms	Internationalized domain name	Other
1	3	6	2	2	0
2	1	3	1	0	1
3	1	1	0	0	0
4	0	0	1	1	0

- Please see column C in the tab 'Open Text Questions' for the responses to Q4's Other 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]

Response Options	Response Counts
Yes	11
No	6
Don't know / Not sure	2
Prefer not to respond	0

Q7. 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]

Respondent	Standard Sunrise	Premium Sunrise	Standard general availability	Premium general availability	Currency
1	10	400	12	500	USD
2	40	40	40	various	EUR
3	60	-	30	500	EUR
4	100	-	25	-	USD
5	500	-	25	-	EUR
6	500	500	51	51	BRL
7	900	-	20	-	-
8	900	-	18	-	EUR
9	1 980	1 980	260	-	RUB

- Only 9 respondents answered this question and provided their average pricing ranges

Q8. Did you take any steps to avoid pricing brand names as premium names for any of your TLDs? [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT 1]

Response Options	Response Counts
Yes	9
No	4
Don't know / Not sure	2
Prefer not to respond	1

Q8a. [IF Q8 IS “Yes”] Did you check to see if your reserved names list included trademarked names? [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT 1]

Response Options	Response Counts
Yes	8
No	1
Don't know / Not sure	0
Prefer not to respond	0

Q8b. [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]

- Please see column D in the tab ‘Open Text Questions’ for the responses to Q8b.

Reserved Names

Q9. Would you support modifying existing ICANN policy to require Registry Operators (ROs) to publish their reserved names lists? [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT 1]

Response Options	Response Counts
Yes	3
No	8
Don't know / Not sure	5

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

Response Options	Response Counts
Such publication would violate local laws	1
Trade secret	4
Reluctance to post competitive data	7
Don't know / Not sure	4
Other: [OPEN TEXT FIELD]	3

- Please see column E in the tab ‘Open Text Questions’ for the responses to Q9a’s Other field.

Q10. In the event a Registry has placed terms on its reserved names list and later decides to release them for registration, should the Registry be required to provide notice of the release to Trademark Owners who have recorded trademarks in the TMCH that match the name(s) being released? [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT 1]

Response Options	Response Counts
Yes	4
No	9
Don't know / Not sure	2

Q10a. [IF “Yes”] Why? If you prefer to not respond, you may skip this question. [OPEN TEXT FIELD, NO RESPONSE REQUIRED]

- Please see column F in the tab ‘Open Text Questions’ for the responses to Q10a.

Q10b. [IF “No”] Why not? If you prefer to not respond, you may skip this question. [OPEN TEXT FIELD, NO RESPONSE REQUIRED]

- Please see column G in the tab ‘Open Text Questions’ for the responses to Q10b.

Q11. [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]

Response Options	Response Counts
Yes	10
No	0
Don't know / Not sure	0

Q11a. [IF “Yes”] Are they generally blocked or can the names be released to certain parties? [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT 1]

Response Options	Response Counts
They are blocked	2
They can be released to certain parties	8
Don't know / Not sure	0

Q11b. [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]

- Please see column H in the tab ‘Open Text Questions’ for the responses to Q11b.

Q12. [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]

Response Options	Response Counts
Yes	7
No	1
Don't know / Not sure	1

Q12a. [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]

- Please see column I in the tab ‘Open Text Questions’ for the responses to Q12a.

Sunrise Period Length

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

Response Options	Response Counts
I have not run any Sunrise period for longer than 30 days	7
31-60 days	5
61-90 days	0
91+ days	1
Don't know/Not sure	1

Q14. How long (in days) do you think the ideal mandatory length for the Sunrise period should be? [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT 1]

Response Options	Response Counts
0	0
30	9
60	1
90	0
120+	0
Other [OPEN TEXT]	0
Don't know/Not sure	4

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

Response Options	Response Counts			
	Will Increase	No impact	Will decrease	Don't know / Not sure
Cybersquatting	0	7	3	3
Sunrise registrations	6	5	0	2
Your revenue as a Registry Operator	1	6	2	4
Difficulty of technical readiness for launch of Sunrise periods	5	7	0	1
The cost of operating the Sunrise Period	6	5	1	1
The risk to your business model as a Registry Operator	3	8	1	1
Your technical burden as a Registry Operator	4	7	1	1
Your operating cost as a Registry Operator	7	5	0	1
Time taken to implement your business plans as a Registry Operator	6	5	1	1
Other: [OPEN TEXT FIELD]	1	1	0	1

- Please see column J in the tab 'Open Text Questions' for the responses to Q15's Other field.

Q16. [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]

Response Options	Response Counts			
	Will increase	No impact	Will decrease	Don't know / Not sure
Cybersquatting	0	6	2	2
Sunrise registrations	4	5	0	1
Your revenue as a Registry Operator	2	4	1	3
Difficulty of technical readiness for launch of Sunrise periods	3	6	0	1
The cost of operating the Sunrise Period	4	5	0	1
The risk to your business model as a Registry Operator	3	5	0	2
Your technical burden as a Registry Operator	3	6	0	1
Your operating cost as a Registry Operator	3	6	0	1
Time taken to implement your business plans as a Registry Operator	4	4	1	1
Other: [OPEN TEXT FIELD]	0	0	0	2

- Please see column K in the tab ‘Open Text Questions’ for the responses to Q16’s Other field.

Sunrise Registrations in Specialized gTLDs

Q17. [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]

Response Options	Response Counts
Yes	0
No	1
Don't know / Not sure	1

Q17a. [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]

Response Options	Response Counts
End-date Sunrise so we could control allocation of domains	0
Sunrise registrations were only open to eligible registrants. (â€œeli	0
Used a Founders Program or similar pre-launch program.	0
Made an exception to the eligibility requirements for Sunrise regist	0
Other [OPEN TEXT FIELD]	0

- Please see column L in the tab ‘Open Text Questions’ for the responses to Q17a’s Other field.

Q18. [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]

Response Options	Response Counts
Yes	1
No	0
Don't know / Not sure	1

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

Q19. 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]

Response Options	Response Counts
Approved Launch	1
Qualified Launch	6
Limited Registration	8
Founder's Period	2
Other pre-general-availability program:	0
None of the above	1
Don't know / Not sure	1

- Please see column M in the tab 'Open Text Questions' for the responses to Q19's Other pre-general availability program field.

Q20. [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]

Response Options	Response Counts
Yes	4
No	7
Don't know / Not sure	0

Q20a. [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]

- Please see column N in the tab 'Open Text Questions' for the responses to Q20a.

Q21. 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]

- Please see column O in the tab 'Open Text Questions' for the responses to Q21.

Q22. 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]

- Please see column P in the tab 'Open Text Questions' for the responses to Q22.

Sunrise Period and IDN TLDs

Q23. [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]

Response Options	Response Counts
Yes	1
No	0
Don't know / Not sure	1

Q24. [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]

Response Options	Response Counts
Yes	0
No	2
Don't know / Not sure	0

Trademark Claims

Q25. 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]

Response Options	Response Counts
I haven't offered a Claims period for longer than 90 days	7
91-120 days	0
121-150 days	0
151-180 days	0
181+ days	5
Don't know / Not sure	1

Q26. 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]

Response Options	Response Counts			
	Will increase	No impact	Will decrease	Don't know / Not sure
Cybersquatting	0	6	2	2
Sunrise registrations	4	5	0	1
Your revenue as a Registry Operator	2	4	1	3
Difficulty of technical readiness for launch of Sunrise periods	3	6	0	1
The cost of operating the Sunrise Period	4	5	0	1
The risk to your business model as a Registry Operator	3	5	0	2
Your technical burden as a Registry Operator	3	6	0	1
Your operating cost as a Registry Operator	3	6	0	1
Time taken to implement your business plans as a Registry Operator	4	4	1	1
Other: [OPEN TEXT FIELD]	0	0	0	2

- Please see column Q in the tab 'Open Text Questions' for the responses to Q26's Other field.

Q27. What do you think is the ideal length for the Claims period? [MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT 1]

Response Options	Response Counts
0 day	3
30 day	3
60 day	1
90 day	2
180 day	1
365 day	0
Perpetual Length	3
Other [OPEN TEXT]	0

- Please see column R in the tab 'Open Text Questions' for the responses to Q27's Other field.

Q28. 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]

Response Options	Response Counts			
	Will increase	No impact	Will decrease	Don't know / Not sure
Cybersquatting	0	6	2	2
Sunrise registrations	4	5	0	1
Your revenue as a Registry Operator	2	4	1	3
Difficulty of technical readiness for launch of Sunrise periods	3	6	0	1
The cost of operating the Sunrise Period	4	5	0	1
The risk to your business model as a Registry Operator	3	5	0	2
Your technical burden as a Registry Operator	3	6	0	1
Your operating cost as a Registry Operator	3	6	0	1
Time taken to implement your business plans as a Registry Operator	4	4	1	1
Other: [OPEN TEXT FIELD]	0	0	0	2

- o Please see column S in the tab 'Open Text Questions' for the responses to Q28's Other field.

Q29. 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]

Response Options	Response Counts				
	1 Most Preferable	2 More Preferable	3 Neutral	4 Less Preferable	5 Least Preferable
Sunrise Period is required, Claims Period is optional	4	1	4	2	0
Sunrise Period is optional, Claims Period is required	1	0	2	6	2
Sunrise and Claims Periods are both required	2	1	0	2	6
Sunrise and Claims Periods are both optional	3	3	1	1	3
Don't know / Not sure	1	6	4	0	0

Q29a. 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]

- o Please see column T in the tab 'Open Text Questions' for the responses to Q29a.

Q29b. 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]

- o Please see column U in the tab 'Open Text Questions' for the responses to 29b.

Q30. 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]

Response Options	Response Counts
I have never completed a domain name registration	4
I have completed a domain name registration and would be willing to take a survey	3
I have completed a domain name registration but would not like to take a survey	5
Don't know / Not sure	1

APPENDIX A.4
Registrars Survey Results
ICANN Rights Protection Mechanisms Survey

All of the survey results are contained within spreadsheet "Registrars.xlsx". The spreadsheet contains a tab 'Open Text Questions' which contains all the responses to the Open Questions and the user-defined "Other" fields. The tables below are intended to serve as summaries of the survey results. Any commentary or explanations below that accompany the summary tables are italicized to indicate that they were not part of the questions.

Q1. By which Registrar are you employed? If you prefer to not respond, you may skip this question.

[OPEN TEXT FIELD, RESPONSE NOT REQUIRED]

- o *Please see column B in the tab 'Open Text Questions' for the responses to Q1.*

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

Response Options	Response Counts
Austria	1
Bulgaria	1
Canada	1
China	2
France	3
Germany	6
Ireland	2
Italy	1
Japan	1
Korea, South	1
Netherlands	3
Panama	1
Russia	1
Spain	2
Turkey	1
United Kingdom	1
United States	5

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

Response Options	Response Counts
None	0
1-100	6
101-250	2
251-500	7
500+	15
Don't know / Not sure	1

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]

Response Options	Response Counts
Yes, in all or most	14
Yes, in some	13
No	2
Don't know / Not sure	2

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]

Response Options	Response Counts
Never	6
Less than half of the Sunrise periods offered	8
About half of the Sunrise periods offered	0
More than half of the Sunrise periods offered	0
All/Nearly all of the Sunrise periods offered	0
Don't know/ Not sure	11

- 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]

Response Options	Response Counts
I receive no advance notice, on average	2
30 days	6
31-37 days	4
38-45 days	1
46+ days	3
Don't know / Not sure	7
N/A	2

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

Response Options	Response Counts
30 days	6
31-37 days	0
38-45 days	6
46+ days	11
Don't know / Not sure	0

- 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]

Response Options	Response Counts
I receive no advance notice, on average	0
Up to 7 days	1
8-14 days	2
15-30 days	6
31+ days	3
Don't know / Not sure	7
N/A	2

[IF NOT “N/A”] What do you consider adequate notice of an **end date** Sunrise period?[MULTIPLE CHOICE, REQUIRE RESPONSE, SELECT ONE]

Response Options	Response Counts
Up to 7 days	1
8-14 days	3
15-30 days	6
31+ days	9
Don't know / Not sure	0

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]

Response Options	Response Counts
I receive no advance notice, on average	2
1-2 days	0
3-4 days	1
5-7 days	2
8-14 days	0
15+ days	2
Don't know / Not sure	6
N/A	7

[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]

Response Options	Response Counts
1-2 days	0
3-4 days	1
5-7 days	2
8-14 days	5
15+ days	5
Don't know / Not sure	0

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]

Response Options	Response Counts
0 days	0
30 days	7
60 days	10
90 days	3
120+ days	0
Other: [OPEN TEXT]	0
Don't know / Not sure	0

- Please see column C of the tab ‘Open Text Questions’ for the responses to Q4e’s Other field.
- [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]
 - Please see column D of the tab ‘Open Text Questions’ for the responses to Q4e1.

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]

Response Options	Response Counts			
	Will increase	No impact	Will decrease	Don't know / Not sure
Cybersquatting	4	5	4	6
Sunrise registrations	7	7	3	2
Your revenue as a Registrar	4	7	5	3
Difficulty of technical readiness for launch of Sunrise periods	12	4	3	0
The cost of operating the Sunrise Period	12	6	1	0
The risk to your business model as a Registrar	4	13	1	1
Time taken to implement your business plans as a Registrar	12	6	1	0
Your operating cost as a Registrar	9	7	1	2
Your technical burden as a Registrar	10	5	2	2
Other: [OPEN TEXT FIELD]	0	0	0	2

- Please see column E of the tab ‘Open Text Questions’ for the responses to Q4f’s Other 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]

Response Options	Response Counts			
	Would increase	No impact	Would decrease	Don't know / Not sure
Cybersquatting	0	4	6	6
Sunrise registrations	8	4	0	4
Your revenue as a Registrar	4	7	1	4
Difficulty of technical readiness for launch of Sunrise periods	7	4	4	1
The cost of operating the Sunrise Period	6	7	2	1
The risk to your business model as a Registrar	3	9	3	1
Time taken to implement your business plans as a Registrar	7	5	3	1
Your operating cost as a Registrar	7	5	3	1
Your technical burden as a Registrar	6	6	3	1
Other: [OPEN TEXT FIELD]	0	0	0	1

- Please see column F of the tab 'Open Text Questions' for the responses to Q4g's Other field.

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]

Response Options	Response Counts					
	Significant Decrease	Decrease	No Impact	Increase	Significant Increase	Don't know / Not sure
Operating costs	2	5	9	0	0	0
Technical requirements	2	9	4	1	0	0
Administrative burden	3	8	5	0	0	0
Customer understanding	1	1	2	5	7	0
Volume of Sunrise sales	0	1	7	4	1	3
Other: [OPEN TEXT FIELD]	0	0	0	0	0	1

- Please see column G of the tab 'Open Text Questions' for the responses to Q4h's Other field.

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]

Response Options	Response Counts					
	Significant Decrease	Decrease	No Impact	Increase	Significant Increase	Don't know / Not sure
Operating costs	2	4	5	2	0	3
Technical requirements	0	4	5	3	3	1
Administrative burden	1	6	6	2	1	0
Customer understanding	2	3	9	1	1	0
Volume of Sunrise sales	2	5	6	2	0	1
Other: [OPEN TEXT FIELD]	1	0	0	0	0	1

- Please see column H of the tab 'Open Text Questions' for the responses to Q4i's Other field.

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

Response Options	Response Counts
No, never	0
Yes, fewer than half of Registries	7
Yes, approximately half of Registries	3
Yes, more than half of Registries	8
Yes, all Registries	0
Don't know / Not sure	2

- 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]

Response Options	Response Counts
I receive no advance notice, on average	2
One week	4
Two to four weeks	7
Five to eight weeks	1
More than eight weeks	0
Don't know / Not sure	5

- 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]

Response Options	Response Counts
Completely inadequate	2
Mildly inadequate	2
Moderately adequate	4
Mostly adequate	4
Completely adequate	3
Don't know / Not sure	4

- 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]

Response Options	Response Counts					
	Decrease	Slight Decrease	No Impact	Slight Increase	Increase	Don't know / Not sure
Your revenue as a Registrar	1	3	7	4	1	1
The risk to your business model as a Registrar	1	1	12	2	1	0
Time taken to implement your business plans as a Registrar	0	0	4	7	6	0
Your operating cost as a Registrar	0	0	7	7	3	0
Your technical burden as a Registrar	0	1	3	7	6	0
Other: [OPEN TEXT FIELD]	0	0	0	0	1	0

- o Please see column I of the tab 'Open Text Questions' for the responses to Q8's Other field.

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

Response Options	Response Counts
Fewer than 90 days	7
90 days	5
91-180 days	1
180+ days	3
Don't know / Not sure	1

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]

- Please see column J in the tab ‘Open Text Questions’ for the responses to Q9a.

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]

Response Options	Response Counts			
	Would increase	No impact	Would decrease	Don't know / Not sure
Cybersquatting	3	8	2	4
Operating cost for Registrars	1	13	3	0
Technical burden for Registrars	2	11	4	0
Other: [OPEN TEXT FIELD]	1	0	1	1

- Please see column K in the tab ‘Open Text Questions’ for the responses to Q10’s Other 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]

Response Options	Response Counts			
	Would increase	No impact	Would decrease	Don't know / Not sure
Cybersquatting	0	8	5	4
Operating cost for Registrars	5	11	1	0
Technical burden for Registrars	4	12	1	0
Other: [OPEN TEXT FIELD]	2	0	2	0

- Please see column L in the tab ‘Open Text Questions’ for the responses to Q11’s Other 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]

Response Options	Response Counts
Only use English	6
Arabic	0
Chinese	0
French	4
Russian	1
Spanish	3
Other	7
Other	2
Other	1

- Please see columns M-O in the tab 'Open Text Questions' for the responses to Q12's Other fields.

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]

Response Options	Response Counts
Yes	6
No	5
Don't know / Not sure	0

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]

Response Options	Response Counts
Yes	15
No	2
Don't know / Not sure	0

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

- Please see column P in the tab 'Open Text Questions' for the responses to Q13a.

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

Response Options	Response Counts
Yes	6
No	7
Don't know / Not sure	2

- [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]
 - Please see column Q in the tab ‘Open Text Questions’ for the responses to Q13b1.
- [IF “Yes”] How difficult are those challenges? [5-POINT LIKERT SCALE, REQUIRE RESPONSE, SELECT ONE]

Response Options	Response Counts
Not challenging at all	0
A little challenging	2
Moderately challenging	1
Quite challenging	1
Very challenging	2
Don't know / Not sure	0

- Q14. Please briefly explain your experience, if any, where administration of the Claims Service was difficult. [OPEN TEXT FIELD, RESPONSE NOT REQUIRED]
- Please see column R in the tab ‘Open Text Questions’ for the responses to Q14.

- 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]

Response Options	Response Counts
WHOIS Lookup	0
When the domain name is selected	3
When the domain is added to the cart	1
When the consumer logs into the Registrar account or creates an account	0
When the consumer is presented with the terms and clickthrough agreements	0
When the consumer is presented with renewal information	0
When the consumer proceeds to check out	8
Other: [OPEN TEXT FIELD]	4
Don't know / Not sure	0

- Please see column S in the tab ‘Open Text Questions’ for the responses to Q15’s Other field.

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]

Response Options	Response Counts
Yes	2
No	11
Don't know / Not sure	3

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]

Response Options	Response Counts
I have never completed a domain name registration	3
I have completed a domain name registration and would be willing to take a survey	9
I have completed a domain name registration but would not like to take a survey	4
Don't know / Not sure	0

APPENDIX B.1
Actual & Potential Registrant Survey Questions
ICANN Rights Protection Mechanisms 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]
 - 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]

Q9b. 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

Q9c. 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

Q9d. 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]

Q11a. [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

Q11b. [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]

Q11c. [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.2
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 4a7d548900000000008454718 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 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 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

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 B.3
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.

[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.

Q3. 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
- Q8a. [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

Q8b. [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

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

Q10a. [IF “Yes”] Why? If you prefer to not respond, you may skip this question. [OPEN TEXT FIELD, NO RESPONSE REQUIRED]

Q10b. [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

Q11a. [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

Q11b. [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

Q12a. [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

Q17a. [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

Q20a. [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

Q29a. 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]

Q29b. 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]

Q29. 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>]

[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 B.4
Registrars 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!

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				

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.