TMCH Sunrise & Trademark Claims Surveys: Inception Report, Distribution Plan, Final Report, Data Files

I. Final Surveys

Target	URL
Registry Operator: Companies that operate non-brand new gTLDs	http://icannregistryoperators.cloudssi.com/login.html
Registrar: Companies that sell new gTLDs	http://icannregistrar.cloudssi.com/login.html
Trademark Owner/Representative: Individuals and companies that own trademarks OR represent trademark owners (e.g., law firm)	http://icanntrademarkholders.cloudssi.com/login.html
Actual/Potential Registrant: Individuals and companies that have registered a domain name in new gTLDs, attempted to register a domain name in new gTLDs, OR considered registering a domain name in new gTLDs	https://online.ssisurveys.com/wix/p3964574.aspx?hSamp=1

II. Inception Report - 06 Sep 2018

It includes the project management plan, survey methodologies, survey targets, outreach plan, and final survey questions post beta testing.

9.6.2018 Inception Report.pdf

III. Survey Distribution Plans

1. Registry Survey

- ICANN Staff to send out the survey directly through the GDD Customer Support Team to Registry Operators
    - According to GDD, the total number of unique registry companies is about 540; there are about 270 unique registry companies that manage multiple TLDs
    - If a respondent identifies as brand registries, terminate the survey OR redirect them to other surveys to complete
- ICANN Staff to contact the leadership of CPH/RySG to request help distributing the survey to their membership & mailing list, with GDD facilitating the communication
    - There are 85 companies in the RySG membership roster
- **Response rate**: The desired response rate is 10% of the total universe of Registry Operators (about 50 companies).

2. Registrar Survey

- ICANN Staff to send out the survey directly through the GDD Customer Support Team to Registrars
    - According to GDD, the total number of unique ICANN accredited registrar companies (including registrar families) is about 450. They all have signed the 2013 RAA with ICANN
    - Only registrars that offer new gTLDs will be requested to complete the survey.
- ICANN Staff to contact the leadership of CPH/RrSG to request help distributing the survey to their membership & mailing list, with GDD facilitating the communication
    - There are 107 companies in the RrSG membership roster
- **Response rate**: The desired response rate is 10% of the total universe of accredited Registrars (about 45 companies).

3. TM & Brand Owner Survey

- AG to include in the cover note of the TM survey: smaller TM owners and law firms that represent smaller TM owner clients are encouraged to fill out the survey
- ICANN Staff to contact the leadership of CSG/IPC/BC to request help distributing the survey to their membership & mailing list, stressing the outreach to smaller TM owners.
- ICANN Staff to contact GSE team to request help distributing the survey to their relevant contact
- Lori Schulman to help distribute the survey to INTA's Data Protection and Internet Committees, and to socialize the survey with other groups in INTA as needed
- Analysis Group to contact Deloitte to request help distributing the survey to trademark and brand owners with validated trademarks in the TMCH and/or their trademark agents
- Susan Payne to help distribute the survey to Cyberspace Team (MARQUES corollary) and the CITMA Internet Committee
- Brian Beckham to help distribute the survey to ECTA: http://www.ecta.org/committees/detail/internet-committee
- **Response rate:** The desired response rate is 50 companies that are trademark owners.

4. Actual/Potential Registrant Survey

- Analysis Group to use Research now SSI's online panels to reach actual/potential registrants in North America and English-speaking countries outside of North America (UK, Hong Kong, India, Singapore, South Africa)
- ICANN Staff to contact the leadership of the entire multistakeholder community to request help distributing the survey
- ICANN Staff to request either the Secretariats supporting the RySG and RrSG or the GNSO secretariat staff, or both, to send a note to the RySG and RrSG mailing lists noting the registrant survey and requesting assistance (voluntary) in getting more registrants to fill it out
- ICANN Staff to contact GSE team to request help distributing the survey to their relevant contact
- On each survey for other target groups, AG would ask if the respondent has registered a domain name in a new gTLD and if so if they would be willing to take another short survey (i.e., the actual registrant survey). AG has added a question for the respondent to indicate his/her original target group for the Sub Team/WG to evaluate the results.
- **Response rate:** The desired response rate is 50 responses from actual registrants, and 150 responses from potential registrants

5. Other Channels (ICANN Staff to coordinate, if appropriate)

- GNSO website announcement / homepage & GNSO Twitter: to be used to promote all surveys
- ICANN.org announcement & ICANN Social Media channels (e.g., Twitter, Linkedin, Facebook): to be used to promote the actual/potential registrant survey

IV. Final Report

Final ICANN RPM... 2018.10.18.pdf
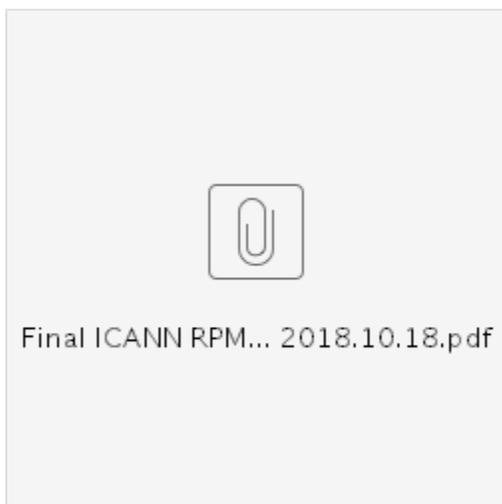
V. Data Files - Open Text Responses to Survey Questions

Please reference tab 2 for the open text responses. Question numbers are indicated in row 1.

Registrar Survey Raw Data	Registry Operators Survey Raw Data	Registrant/Potential Registrant Survey Data	Trademark/Brand Owners Survey Data
Registrars Survey Data.xlsx	Registry Operators Survey Data.xlsx	Registrants Survey Data.xlsx	Trademark and Brand Owners Survey Data.xlsx

VI. Background Document

Request for Proposal: Rights Protection Mechanisms Survey