Attendees:  
*Team:* Jonathan Zuck, Jordyn Buchanan, Stan Besen, Gao Mosweu, Carlos Raul Gutierrez, Dejan Djukic, Calvin Browne, David Taylor, Drew Bagley, Kaili Kan, Megan Richards, Waudo Siganga, Carlton Samuels

*Observers:* Finn Petersen, Maria Cecelia Perez Arajuo, Nicolal Benz, Francis Olivier Cubahir, Crescent Ezekwu, Hector Gonzalez, Sabine Meyer, Feng, Miguel Muñoz

*Staff:* Pamela Smith, Brenda Brewer, Margie Milam, Alice Jansen, Jean-Baptiste Deroulez, Antonietta Mangiacotti, Eleeza Agopian, Brian Aitchison

*Apologies:* Laureen Kapin, Fabro Stiebel

Agenda:

1. **Welcome, roll-call, Sol** (2 min)  
2. Reach final agreement on findings  
   i. Trademarks – (5 min)  
   ii. Duplicates – (5 min)  
   iii. Do consumers trust New gTLDs? – (5 min)

3. Provide overview of amendments - (10 min)  
   i. Industry structures)  
   ii. Basic Market Share Calculations  
   iii. Benefits vs confusion  
   iv. Concentration ratios

4. High Level Findings Discussion - (30 min)

5. Deliver overview of papers/findings  
   i. Registry policies – (15 min)  
   ii. Registrar competition with registries – (15 min)  
   iii. Price analysis – (15 min)  
   iv. Have these efforts had an impact on public perception of DNS – (15 min)

6. A.O.B. (3 min)

Documents:

- TRADEMARKS MB 10102016  
- Duplicate Names Summary  
- Do consumers trust new gTLDs  
- INDUSTRY STRUCTURES MB 10102016  
- BASIC MKT STRUCTURES MB 10102016  
- Benefits vs confusion v2  
- Summary1.4-Basic Market Share Calcs  
- Competition and Consumer Choice Findings  
- Registry policies - C_C_sub_team_Policy_EA  
- Registrar price competition within registries  
- PRICE ANALYSIS MB 10102016  
- ST-09.Are consumers aware of new gTLDs  
- Has consumer trust in the DNS improved overall since the introduction of new gTLDs?

Recordings:

- Adobe Connect  
- mp3

Chat Transcript: EN

Transcript: EN

Notes:

- ACTION ITEM: ALL - Raise any issues you may have with Trademarks (Stan), Consumer Trust in New gTLDs (Laureen) and Duplicate Names (Jordyn) papers with paper owners asap.
- ACTION ITEM: ALL - Send comments regarding Benefits vs. Confusion document to Megan who will amend it.
ACTION ITEM: Staff to ask Nielsen for cross-tabs on new gTLD registrants and use of alternative identities

ACTION ITEM: Jordyn to insert narratives placeholder in the high level findings