

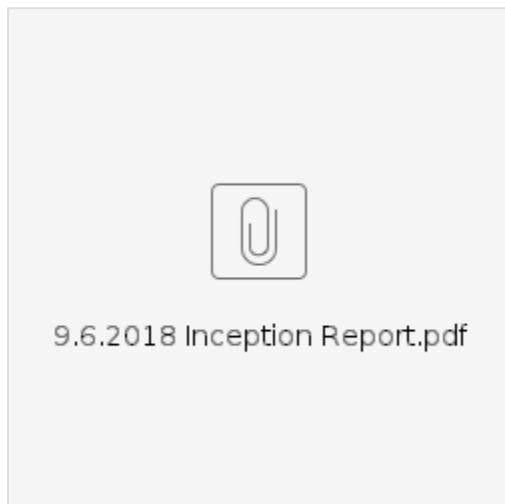
TMCH Sunrise & Trademark Claims Surveys: Inception Report, Distribution Plan, Final Report, Data Files

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.



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](http://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