***PRELIMINARY DRAFT***

***Subject to Change***

***Registrant Survey***

**Domain Name Registration Survey**

This survey is about domain names and the process of registering domain names. Examples of domains are amazon.com, shoes.co.uk, petdogs.de. 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.

# **Introductory Questions**

1. What country do you currently live in? [DROP DOWN MENU]
2. Have you, within the last three years, registered or initiated the registration of a domain in the “new” types of top-level domains (“new gTLD”)? (Examples of new gTLDs include: [Provide list of new gTLDs available for registrants to review].) [MULTIPLE CHOICE]

* Yes, I have registered a domain name in a new gTLD within the past three years.
* No, I registered a domain name in a new gTLD more than three years ago, but would consider doing so again in the future.
* No, I attempted to register a domain name in a new gTLD but did not complete the registration.
* No, I have never attempted to register a domain name in a new gTLD but would consider doing so in the future.
* No, I have never attempted to register a domain name in a new gTLD and am not interested in doing so.
* Don’t know/Not sure

[TERMINATE IF RESPONDENT DOES NOT SELECT “Yes, I have registered...”]

* 1. [IF “Yes”] What country do you currently live in? [DROP DOWN MENU]
  2. [IF “Yes”] How many domain names have you attempted to register in new gTLDs within the past three years? [MULTIPLE CHOICE ]
     + 1-5
     + 6-10
     + 11-20
     + More than 20
     + Don’t know/Not sure
  3. [IF “Yes”] How many domain names have you registered in new gTLDs within the past three years? [MULTIPLE CHOICE ]
     + 1-5
     + 6-10
     + 11-20
     + More than 20
     + Don’t know/Not sure
  4. [IF “Yes”] If you recall which gTLD or gTLDs did you register your domain name in? [OPEN TEXT FIELD]
  5. When you attempted to register your domain names, did you ever receive a Claims Notice of possible trademark conflict? [MULTIPLE CHOICE]
     + Yes
     + No
     + Don’t know/Not sure
* [IF “Yes”] Did you register the domain name for which you received a Claims Notice? [MULTIPLE CHOICE]
  + - * + Yes
        + No
        + Don't know/Not sure
* [IF “Yes”] Have you received such a Claims Notice on more than one occasion? [MULTIPLE CHOICE]
  + - * + Yes
        + No
        + Don't know/Not sure
  1. [IF “Yes”] After you registered your domain name(s), did you ever receive any of the following types of warning or notice 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]
     + URS or UDRP notice [link to definition]
     + Letter from a lawyer representing a trademark owner (e.g., Cease and Desist letter from another party)
     + Notice of a lawsuit regarding trademark infringement
     + Other: [OPEN TEXT FIELD]
     + Don’t know/Not sure

[Header] Now, we want to ask you about registrations that you attempted, but did not necessarily complete.

* 1. [IF “Yes”] How many times in the past three years have you begun to register a domain name in a new gTLD and not completed the process? [MULTIPLE CHOICE]
     + 0
     + 1-5
     + 6-10
     + 11-20
     + More than 20
     + Don’t know/Not sure
  2. [IF “Yes”] Which of the following explain why you decided 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
     + Someone else had already registered my domain name
     + Other: [OPEN TEXT FIELD]
     + None of the above
     + Don’t know/Not sure

[Header] Please answer the following questions based on the registration attempts that you did not complete.

Q2g(i). [IF RESPONDENT HAD >0 DOMAIN NAMES ATTEMPTED BUT NOT COMPLETED] Do you recall receiving a Claims Notice during any of your registration attempts? [MULTIPLE CHOICE]

* + - Yes
    - No
    - Don’t Know/ Not sure
* [IF “Yes”] How much time do you recall spending reading it? [Multiple choice]
  + - * + Less than 5 seconds
        + Less than a minute
        + Less than 2 minutes
        + More than 2 minutes
* [IF “Yes”] Which of the following best describes your understanding of the purpose of the 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 register my domain name
        + 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
        + To inform me that someone else previously registered my domain name
        + None of the above
        + Don’t know/Not sure

[Header] [Show example of a claims notice] Assume you were attempting to register the domain name virtue.food, 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.

Q2g(ii). [IF “Yes” AND RESPONDENT HAD >0 DOMAIN NAMES ATTEMPTED BUT NOT COMPLETED] Would you consult with an attorney about this Claims Notice before deciding to proceed with this registration? [MULTIPLE CHOICE]

* + - Yes
    - No
    - Don’t Know/ Not sure
* [IF “Yes”] Why would you consult with an attorney? [OPEN TEXT FIELD]
* [IF “No”] Why would you not consult with an attorney? [OPEN TEXT FIELD]

Q2g(iii). [IF “Yes” AND RESPONDENT HAD >0 DOMAIN NAMES ATTEMPTED BUT NOT COMPLETED] Which best describes your level of knowledge regarding trademark law in the country in which you live? [MULTIPLE CHOICE]

* + - 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

Q2g(iv). [IF “Yes” AND RESPONDENT HAD >0 DOMAIN NAMES ATTEMPTED BUT NOT COMPLETED] On a scale of 1-5, what describes your level of confidence in your ability to determine whether the language in this Claims Notice affects your legal liability for trademark infringement if you registered the domain name? [5-POINT LIKERT SCALE]

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

Q2h(i). [IF “Yes” AND RESPONDENT HAD >0 DOMAIN NAMES ATTEMPTED BUT NOT COMPLETED AND RESPONDENT CITED THE CLAIMS NOTICE IN Q2h] Which, if any, of the following reasons explain why you decided to abandon the registration 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 thought it would expose me to legal risk (i.e., I thought I could be sued or subject to legal action in some way)
    - The process of completing the registration was taking too long and it felt difficult to continue.
    - Other: [OPEN TEXT FIELD]
    - None of the above.
    - Don't know/Not sure