***PRELIMINARY DRAFT***

***Subject to Change***

***Registrars Survey***

**ICANN Rights Protection Mechanisms Survey**

ICANN has commissioned our team 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, 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 to 20 minutes.

# **Introductory Questions**

1. What registrar do you represent? [OPEN TEXT FIELD]
2. In what country is your registrar located? [DROP DOWN MENU]
3. How many new generic top-level domains (gTLDs) do you offer for sale? [MULTIPLE CHOICE]

* None
* 1-100
* 101-250
* 251-500
* 500+
* Don’t know/ Not sure

1. Have you offered Sunrise registrations in any of the new generic top-level domains (gTLDs) that you sell? [MULTIPLE CHOICE]

* Yes, in all or most
* Yes, in some
* No
* Don’t know / Not sure
  1. [IF “Yes”] Of the Sunrise periods that you offered, how frequently did you encounter Sunrise periods longer than 60 days? [MULTIPLE CHOICE]
     + 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

1. [IF “Yes”] Before the beginning of a *start date* Sunrise period, on average, how much notice do you receive

? If you have not encountered a start

* 1. date Sunrise period, please select “N/A.”[MULTIPLE CHOICE]
     + I receive no advance notice, on average
     + 30 days
     + 31-37 days
     + 38-45 days
     + 46+ days
     + N/A
  2. 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]
     + 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
  3. [IF “Yes”] Have you experienced the duration of a Sunrise period being extended when already underway? [MULTIPLE CHOICE]
     + Yes
     + No
     + Don’t know/ Not sure
  4. [IF “Yes”] On average, when a Sunrise period was extended while already underway, how much notice do you receive? [MULTIPLE CHOICE]
     + 1-2 days
     + 3-4 days
     + 5-7 days
     + 8-14 days
     + 15+ days
  5. [IF “Yes”] What do you consider adequate notice for the following Sunrise scenarios[SELECT ALL THAT APPLY, ONLY SHOW SCENARIOS WHERE RESPONDENT HAS NOT SELECTED “N/A” TO PREVIOUS QUESTIONS OR HAS INDICATED THEY EXPERIENCED THAT TYPE OF SUNRISE]

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | 1-2 days | 3-4 days | 5-7 days | 8-14 days | 15+ days | N/A |
| Beginning of a start date Sunrise period |  |  |  |  |  |  |
| Beginning of an end date Sunrise period |  |  |  |  |  |  |
| Extension of a Sunrise period already underway |  |  |  |  |  |  |

* 1. [IF “Yes”] How do you think a 30-daySunrise period is likely to affect the following factors (relative to having no Sunrise period)?: [5-POINT LIKERT SCALE; RANDOMIZE ORDER EXCEPT LEAVE "Other" AT END OF LIST]







|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Will decrease |  | Will not be affected |  | Will increase | Don't Know/Not Sure |
|  | 1 | 2 | 3 | 4 | 5 |  |



|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 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] |  |  |  |  |  |  |

* 1. [IF “Yes”] 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]

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Will decrease |  | Will not be affected |  | Will increase | Don't Know/Not Sure |
|  | 1 | 2 | 3 | 4 | 5 |  |
| Operating costs |  |  |  |  |  |  |
| Technical requirements |  |  |  |  |  |  |
| Administrative burden |  |  |  |  |  |  |
| Customer understanding |  |  |  |  |  |  |
| Volume of Sunrise sales |  |  |  |  |  |  |
| Other” [OPEN TEXT FIELD] |  |  |  |  |  |  |

1. How long do you think the ideal mandatory length for the Sunrise period should be

* 0 days
* 30 days
* 60 days
* 120+ days
* Other [NUMERICAL OPEN TEXT]
* Don’t know/Not sure

1. [IF RESPONDENT DID NOT SELECT "0" DAYS IN Q5] You indicated above that you think the ideal mandatory length for the Sunrise period should be [X = OPTION SELECTED IN Q5] days. How do you think a Sunrise period of the length that you selected is likely to affect the following outcomes (relative to a 30-day mandatory Sunrise period): [5-POINT LIKERT SCALE]

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Will decrease |  | Will not be affected |  | Will increase | Don't Know/Not Sure |
|  |  |  |  |  |  |  |
| 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 |  |  |  |  |  |  |
| Your revenue as a registrar |  |  |  |  |  |  |
| Difficulty of technical readiness for launch of Sunrise periods |  |  |  |  |  |  |
| Other: [OPEN TEXT FIELD] |  |  |  |  |  |  |

1. [IF “Yes”] 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]

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Will decrease |  | Will not be affected |  | Will increase | Don't Know/Not Sure |
|  | 1 | 2 | 3 | 4 | 5 |  |
| 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 |  |  |  |  |  |  |
| Your revenue as a registrar |  |  |  |  |  |  |
| Other” [OPEN TEXT FIELD] |  |  |  |  |  |  |

1. Do registries provide you with a list of reserved names? [MULTIPLE CHOICE]

* Yes, less than half of registries
* Yes, approximately half of registries
* Yes, more than half of registries
* Yes, all registries

1. On average, how much notice do you receive of reserved names, in advance of a new generic top-level domain (gTLD) launch?
2. Do you consider the advance notice that you receive of reserved names to be adequate, on average? [5-POINT LIKERT SCALE]

* 2 = Mildly adequate
* 3 = Moderately adequate
* 4 = Mostly adequate

1. 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 where a registry plans to release reserved names they should be offered first to trademark owners with a 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" and “DK/Not sure” AT END OF LIST]

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Will decrease |  | Will not be affected |  | Will 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 |  |  |  |  |  |  |
| Your revenue as a registrar |  |  |  |  |  |  |
| Other” [OPEN TEXT FIELD] |  |  |  |  |  |  |

1. How long, *in days*, should the Claims period be? [MULTIPLE CHOICE]

* Less than 90 days
* 90 days
* 91-180 days
* 180+ days
* Don't know/Not sure

Q12a. Please explain your answer. [OPEN TEXT FIELD]

1. How do you think the following outcomes are likely to be affected if the length of the required Claims period were extended?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Will decrease |  | Will not be affected |  | Will increase | Don't Know/Not Sure |
|  | 1 | 2 | 3 | 4 | 5 |  |
| Cybersquatting |  |  |  |  |  |  |
| Operating cost for registrars |  |  |  |  |  |  |
| Technical burden for registrars |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

1. How do you think the following outcomes are likely to be affected if the length of the required Claims period were reduced?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Will decrease |  | Will not be affected |  | Will increase | Don't Know/Not Sure |
|  | 1 | 2 | 3 | 4 | 5 |  |
| Cybersquatting |  |  |  |  |  |  |
| Operating cost for registrars |  |  |  |  |  |  |
| Technical burden for registrars |  |  |  |  |  |  |
| Other: [OPEN TEXT FIELD] |  |  |  |  |  |  |

1. What languages other than English do you use for your registration agreement with new generic top-level domain (gTLD) name registrants? [DROP DOWN MENU]

Q15a. [IF A LANGUAGE OTHER THAN ENGLISH IS SELECTED] Do you translate the Claims Notice into all of these languages? [MULTIPLE CHOICE]

* + - Yes
    - No
    - Don’t know / Not sure







|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |



|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |



|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  |



1. 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]

* Yes
* No
* Don’t know / Not sure

1. [IF “Yes”] When was the Claims Notice submitted to the customer? [OPEN TEXT FIELD]
2. [IF “Yes” to Q16] Do you encounter challenges when sending Claims Notices for pre-order names? [MULTIPLE CHOICE]

* Yes
* No
* Don’t know / Not sure

1. [IF “Yes”] What types of challenges do you encounter? [OPEN TEXT FIELD]
2. [IF “Yes”] How difficult are those challenges? [5-POINT LIKERT SCALE]
   * + 1 = Not challenging at all
     + 2 = A little challenging
     + 3 = Moderately challenging
     + 4 = Quite challenging
     + 5 = Very challenging
     + Don't know/Not sure
3. Please describe your experience, if any, where administration of the Claims Service was difficult. [OPEN TEXT FIELD]
4. do you typically query whether the domain name is registered in the Trademark Clearinghouse (TMCH)? [MULTIPLE CHOICE]

* [add additional options]

1. Would you and/or your resellers be willing to provide surveys to domain name applicants to understand what influences their decision to complete or abandon registrations after receipt of Trademark Claims Notice