

Attendance: (6 Members)

Lori Schulman
Susan Payne
Michael Graham
Kathy Kleiman
Kristine Dorrain
Greg Rafert - Analysis Group
Stacey Chan - Analysis Group

Audio only:
David Franklyn

Staff:
Julie Hedlund
Ariel Liang
Antonietta Mangiacotti
Michelle DeSmyter

AC chat:

Michelle DeSmyter: Dear all, welcome to the Review of all Rights Protection Mechanisms (RPMs) Sub Team for Data call on Wednesday, 18 July 2018 at 17:00 UTC.

Michelle DeSmyter: Agenda wiki page: https://urldefense.proofpoint.com/v2/url?u=https-3A_community.icann.org_x_ioxHBQ&d=DwICaQ&c=FmY1u3PjP6wrcrwl3mSVzgfkbPSS6sJms7xcl4I5cM&r=8_WhWIPqsLT6TmF1Zmyci866vcPSF04VShFqESGe_5iHWGIBLwwwehFBfjrsjWv9&m=MYbgmni7gRP8qbiCgBBW_bpnkV2roezzeF5nwBxq4SI&s=uK83R6yCLKA43PpD7VZgRQsdIG71ToMyjJZK8ZsqV8w&e=

Kathy Kleiman: dialing in...

Michael R. Graham: Just joined

Kristine Dorrain: Good idea Julie

Ariel Liang: Registrars: https://urldefense.proofpoint.com/v2/url?u=https-3A_docs.google.com_document_d_1K3njd0IP8-2D-2DFSxskS0JAMDrDEnS-5Fwel5iqqqil3EgE4_edit-3Fusp-3Dsharing&d=DwICaQ&c=FmY1u3PjP6wrcrwl3mSVzgfkbPSS6sJms7xcl4I5cM&r=8_WhWI PqsLT6TmF1Zmyci866vcPSF04VShFqESGe_5iHWGIBLwwwehFBfjrsjWv9&m=MYbgmni7g RP8qbiCgBBW_bpnkV2roezzeF5nwBxq4SI&s=8UtZRQBgOsuFppxZvmlWp7DyiUTKMXGZy -XjpKPrXJ4&e=

Kristine Dorrain:Why not make a PDF of the questions and allow respondents to preview the questions?

Lori Schulman:Hi everyone.

Lori Schulman:TM owners will not answer 56 questions.

Lori Schulman:We learned that.

Kristine Dorrain:I can't imagine anyone would take a full minute to read most of those questions, though I do appreciate that even 40 is a lot.

Kathy Kleiman:Only we are crazy enough to spend that type of time :-)

Kristine Dorrain:LOL--true Kathy

Lori Schulman:Kathy: Truer words were never spoken on this call.

Kathy Kleiman::-)

Lori Schulman:If we can support the yes or no, is it worth the beating?

Greg and Stacey - AG:I like the idea of providing something like a PDF to allow them to preview the questions.

Lori Schulman:This is the rabbit hole we went down with CCRT

Lori Schulman:We are sacrificing speed for quality. I think that's one of the issues.

Kristine Dorrain:Agree with that!

Kristine Dorrain:We could also give everyone a short survey and ask after if they're willing to dive deeper.

Lori Schulman:I did not tar the survey

Lori Schulman:I am concerned about how we get the right respondents

Greg and Stacey - AG:We agree that the registrant/potential registrant surveys are much more managable.

Lori Schulman:Buying domains is not like buying detergent

Michael R. Graham:@Lori -- Agree -- This is not the same as "consumer surveys" used in market research/litigation support.

Michael R. Graham:@Rebecca: I think the issue is WHO is targeted (especially for the "potential registrant" survey) and how, not whether.

Lori Schulman:I have no problem with surveying registrants as long as we know that we have targeted the correct group

Lori Schulman:Rebecca has mischaracterized my intervention

Kathy Kleiman:Are we in the Trademark Owners Survey?

Greg and Stacey - AG:The online platform let's one see what percentage of the survey they've completed.

Kathy Kleiman:I thought we were in Registrars Survey...

Kristine Dorrain:I think we're on length overall.

Kristine Dorrain:The TM survey is the longest.

Susan Payne:@Kathy - no my comment was just in terms of being someone who has routinely been asked to complete surveys. I don't think it matters if it's the brand owner one, the registry, the registrar, whatever

Kathy Kleiman:Greg/Stacey - would it make sense to say who should consider answering a survey for a registry, registrar or TM owner?

Kathy Kleiman:And to say who data they might consider bringing?

Michael R. Graham:I'd love to reduce the length of the TM owner survey -- but need "fresh eyes" to review -- in light of the Questions we are trying to address. Again -- perhaps a short and a long survey for those willing to spend the time?

Kathy Kleiman:Time to go!

Kathy Kleiman:We have to get these out....

Greg and Stacey - AG:I think it would (@Kathy). We can add more to the survey preamble as one option.

Lori Schulman:I think Kristine's suggestion makes sense,.

Susan Payne:or we say - click here to answer Qs on Claims; here to answer on Sunrise?

Kristine Dorrain:Yes, something like that.

Kathy Kleiman:What do Stacey and Greg say?

Michael R. Graham:+1 for Kristine suggestions --

Greg and Stacey - AG:I think that will be doable and easiest.

Kristine Dorrain:Fourth option. Separate surveys. TM owners get 3 links. They can take as many as they'd like.

Greg and Stacey - AG:That is also quite doable.

Kristine Dorrain:@Kathy, I think people will do that anyway. They'll lose interest and quite.

Kristine Dorrain:quit

Lori Schulman:Kathy's point is a good one. The reason that the INTA required answers to all questions was for that reason. It's what our provider recommended.

Lori Schulman:But the rule cost us 2/3 of survey entrants.

Kristine Dorrain:Agree Lori, it's better to get the data we can get rather than "all or nothing." I think we're trying to learn from INTA's experience.

Lori Schulman:can you post the registrar's survey?

Susan Payne:really sorry - I have to drop now

Kristine Dorrain:Thanks for joining Susan.

Kristine Dorrain:What is the name of the registrar completing this survey or something...

Kristine Dorrain:@ Lori: https://urldefense.proofpoint.com/v2/url?u=https-3A_docs.google.com_document_d_1K3njd0IP8-2D-2DFSxskS0JAMDrDEnS-5Fwel5iqqkil3EgE4_edit-3Fusp-3Dsharing&d=DwICaQ&c=FmY1u3PJp6wrcrwl3mSVzgfkbPSS6sJms7xcl4I5cM&r=8_WhWI PqsLT6TmF1Zmyci866vcPSF04VShFqESGe_5iHWGIBLwwwehFBfjrsjWv9&m=MYbgmni7gRP8qbiCgBBW_bpnkV2roezzeF5nwBxq4SI&s=8UtZRQBgOsuFppxZvmlWp7DyiUTKMXGZy-XjpKPrXJ4&e=

Kristine Dorrain:Again with FEWER though

Kathy Kleiman:Ok with Analysis Group?

Kathy Kleiman:If so, OK with me.

Greg and Stacey - AG:Yes!

Kathy Kleiman:Great!

Kathy Kleiman:I like this question (Q19)!

Kathy Kleiman:OK, good point.

Kathy Kleiman:Reword?

Kathy Kleiman:At what point in the registration process do you display the Trademark Claims notice...

Michael R. Graham:@Kristine revision +1

Greg and Stacey - AG:We like that revision.

Kathy Kleiman:Down to 3 or 4 options?

Kristine Dorrain:Yes...we do provide other for oddball scenarios

Kristine Dorrain:So 3-4 should be fine.

Kristine Dorrain:Totally agree with anonymize

Kristine Dorrain:Or similar

Ariel Liang:https://urldefense.proofpoint.com/v2/url?u=https-3A_docs.google.com_document_d_1ql3-5Fl2W9dSq-2DdDAvDuSWggJF4Icww4j6G98va9-2DX7oo_edit-3Fusp-3Dsharing&d=DwICaQ&c=FmY1u3PJp6wrcrwl3mSVzgfkbPSS6sJms7xcl4I5cM&r=8_WhWIPqsLT6TmF1Zmyci866vcPSFO4VShFqESGe_5iHWGIBLwwwwehFBfjrsjWv9&m=MYbgmni7gRP8qbiCgBBW_bpnkV2roezzeF5nwBxq4SI&s=4wgAEIQXrUJ7V7A5EmcYI1aWTtrFGoFojqf7vYUQjC8&e=

Greg and Stacey - AG:That's helpful; thank you.

Lori Schulman:I think we certainly need a menu of choices not one and blank.

Kristine Dorrain:Right. And that one choice is for maybe one jurisdiction.

Kathy Kleiman:AG OK with another text field?

Lori Schulman:The single reason creates the impression that is the only reason.

Lori Schulman:I think the more options the better.

Kathy Kleiman:Alternatively : Such publication would violate local laws, trade secret or reluctance to post competitive data, OPEN

Lori Schulman:To avoid the bias issue that people were concerned about before

Michael R. Graham:@Kristine -- Q16 Agree -- Move to end

Greg and Stacey - AG:We also agree.

Greg and Stacey - AG:That makes sense.

Lori Schulman:Kristines sound keeps cutting out. Are other people experience that too? Or is it my connection? I hear Kathy perfectly.

Kathy Kleiman:Can we just cross out the parentheses?

Kristine Dorrain:AH got it. Yes.

Kristine Dorrain:That's fine!

Kristine Dorrain:Yep, same grid-combining point.

Greg and Stacey - AG:No concerns here.

Ariel Liang:https://urldefense.proofpoint.com/v2/url?u=https-3A_docs.google.com_document_d_1i-5F1Eu8gON2j-5FUsl1d113cUEa7MI0E8Lt6d3bzW1Xqf4_edit-3Fusp-3Dsharing&d=DwICaQ&c=FmY1u3PJp6wrcrwl3mSVzgfkbPSS6sJms7xcl4I5cM&r=8_WhWIPqsLT6TmF1Zmyci866vcPSFO4VShFqESGe_5iHWGIBLwwwwehFBfjrsjWv9&m=MYbgmni7gRP8qbiCgBBW_bpnkV2roezzeF5nwBxq4SI&s=4-2X6Sycq627qNFPKE4GlwCu9zWmy0IvOiZlr1YIMgg&e=

Kathy Kleiman:based on last time's discussion

Kathy Kleiman:makes sense

Greg and Stacey - AG:We agree with Rebecca on this question.

Kristine Dorrain:Agree that we'd like to hear from them - just thought Open Ended could provide that opportunity without making it onerous. Not a hill I'll die on.

Lori Schulman:They are very fair additions.

Kristine Dorrain:I just have to say I love that the law professor has a term for that question "a distractor." Now the Bar Exam makes more sense. :) LOL

Lori Schulman:A distractor aka red herring

Kathy Kleiman:I deleted my previous comment/edit from the doc - full disclosure!

Lori Schulman:I am sure that Rebecca administers tough yet fair exams

Kristine Dorrain:I am sure of that too!

Lori Schulman:I fixed a typo "on" to "or" in the q above.

Lori Schulman:I am no longer IPC Treasurer for full disclosure but gmail likes that moniker

Lori Schulman:I will have to open a new account

Kristine Dorrain:At least you're not Anonymous Cheetah. :)

Kathy Kleiman:my favorite phrase for the day - the clearly stupid answer -- great!

Kristine Dorrain:lol...you mean NOT my spelling for the transcript, of "patootie"?

Kathy Kleiman::-) great too!

Kristine Dorrain:Cringing, but call on Friday? That will let us think about how to break it up or present it?

Kristine Dorrain:also, I think this survey has more comments in it..

Lori Schulman:Because we need more homework.

Lori Schulman::)

Kristine Dorrain:Right?

Greg and Stacey - AG:I (Greg) cannot attend but Stacey can on Friday.

Kristine Dorrain:I can move my Friday around to accomodate.

Michael R. Graham:I could attend

Kathy Kleiman:what time Eastern?

Lori Schulman:I may have an immovable conflict

Kathy Kleiman:I can attend - tx for conversion :-)

Lori Schulman:with my CEO

Kristine Dorrain:we were all converting the time

Lori Schulman:ok

Kristine Dorrain:I know it's hard for Susan too. Dare we suggest 11 am Eastern?Does that help anyone or make it worse?

Michael R. Graham:@Lori -- invite Etienne! ;-)

Lori Schulman:Actually, I think I am OK with the tie,

Lori Schulman:time

Lori Schulman:Will make it if I can.

Greg and Stacey - AG:Thank you everyone!

Kristine Dorrain:Thanks all. Great work herding cats, Julie!

Lori Schulman:Bye

Lori Schulman:Getting feathers to go with my tar.