***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 20 minutes.

# Introductory Questions

1. By which registrar are you employed? [OPEN TEXT FIELD]
2. In what country is your registrar headquartered? [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

[IF “None” TERMINATE SURVEY]

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

Q4a. [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

Q4b. [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 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
    - Don’t know / Not sure
    - N/A

Q4c. [IF “Yes”] 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

Q4d. [IF “Yes”] On average, when a Sunrise period was extended while already underway, 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
    - 1-2 days
    - 3-4 days
    - 5-7 days
    - 8-14 days
    - 15+ days
    - Don't know / Not sure
    - N/A

Q4e. [IF “Yes”] What do you consider adequate notice for the following Sunrise scenarios? Please note that you can select multiple options. [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 |  |
| Beginning of a start date Sunrise period |  |  |  |  |  |  |
| Beginning of an end date Sunrise period |  |  |  |  |  |  |
| Extension of a Sunrise period already underway |  |  |  |  |  |  |

Q4f. [IF “Yes”] How long do you think the ideal mandatory length for the Sunrise period should be? [MULTIPLE CHOICE]

* + - 0 days
    - 30 days
    - 60 days
    - 90 days
    - 120+ days
    - Other [NUMERICAL OPEN TEXT]

Q4g. What impact does the current 30-day Sunrise period have on the following outcomes (relative to having no Sunrise period), respectively? Please select all that apply. [SELECT MULTIPLE]



|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 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 | Don’t know/Not sure |
| Will increase |  |  |  |  |  |  |  |  |  |  |  |
| No impact |  |  |  |  |  |  |  |  |  |  |  |
| Will decrease |  |  |  |  |  |  |  |  |  |  |  |

Q4g.i. What impact do you think a period of [insert ideal length indicated in Q4f] would have on the following outcomes (relative to having no Sunrise period), respectively? Please select all that apply. [SELECT MULTIPLE]

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | 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 | Don’t know/Not sure |
| Would increase |  |  |  |  |  |  |  |  |  |  |  |
| No impact |  |  |  |  |  |  |  |  |  |  |  |
| Would decrease |  |  |  |  |  |  |  |  |  |  |  |

Q4h. [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 |  | No impact |  | 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. [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 |  | No impact |  | 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 |  |  |  |  |  |  |



|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Other: [OPEN TEXT FIELD] |  |  |  |  |  |  |

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

* No, never
* Yes, fewer than half of registries
* Yes, approximately half of registries
* Yes, more than half of registries
* Yes, all registries
* Don’t know / Not sure

1. On average, how much notice do you receive of reserved names, in advance of a new generic top-level domain (gTLD) launch? [MULTIPLE CHOICE]

* I receive no advance notice, on average
* One week
* Two to four weeks
* Five to eight weeks
* More than eight weeks
* Don't know / Not sure

1. Do you consider the advance notice that you receive of reserved names to be adequate, on average? [5-POINT LIKERT SCALE]

* 1 = Completely inadequate
* 2 = Mildly inadequate
* 3 = Moderately adequate
* 4 = Mostly adequate
* 5= Completely adequate
* Don't know / Not sure

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" AT END OF LIST]

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Will decrease |  | No impact |  | 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 |  |  |  |  |  |  |



|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Other: [OPEN TEXT FIELD] |  |  |  |  |  |  |

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

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

Q10a. Please explain your answer. [OPEN TEXT FIELD]

1. What impact would a shorter Claims period relative to the required 90-day Claims period have on the following outcomes? Please select all that apply. [SELECT MULTIPLE]



|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Cybersquatting | Operating cost for registrars | Technical burden for registrars | Other: [OPEN TEXT FIELD] | Don’t know /  Not sure |  |
| Would increase |  |  |  |  |  |
| No impact |  |  |  |  |  |
| Would decrease |  |  |  |  |  |

Q11a. What impact would a longer Claims period relative to the required 90-day Claims period have on the following outcomes? Please select all that apply. [SELECT MULTIPLE]



|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Cybersquatting | Operating cost for registrars | Technical burden for registrars | Other: [OPEN TEXT FIELD] | Don’t know /  Not sure | |
| Would increase |  |  |  |  |  |
| No impact |  |  |  |  |  |
| Would decrease |  |  |  |  |  |

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]

Q12a. [IF A LANGUAGE OTHER THAN ENGLISH IS SELECTED] Do you translate the Claims Notice into all of these languages? [MULTIPLE CHOICE]

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

Q13a. [IF “Yes”] When was the Claims Notice submitted to the customer? [OPEN TEXT FIELD]

Q13b. [IF “Yes”] Do you encounter challenges when sending Claims Notices for pre-order names? [MULTIPLE CHOICE]

* + - Yes
    - No
    - Don’t know / Not sure
* [IF “Yes”] What types of challenges do you encounter when sending Claims Notices for pre-order names? [OPEN TEXT FIELD]
* [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

1. Please briefly explain your experience, if any, where administration of the Claims Service was difficult. [OPEN TEXT FIELD]
2. At what point in the registration process do you typically display the Claims Notice indicating whether the domain name is registered in the Trademark Clearinghouse (TMCH)? [MULTIPLE CHOICE]

* WHOIS Lookup
* When the domain name is selected
* When the domain is added to the cart
* When the consumer logs into the registrar account or creates an account
* When the consumer is presented with the terms and clickthrough agreements
* When the consumer is presented with renewal information
* When the consumer proceeds to check out
* Other: [OPEN TEXT FIELD]
* Don’t know / Not sure

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

* Yes
* No
* Don’t know / Not sure

1. If you have completed a domain name registration in a new generic top-level domain (gTLD), would you be willing to answer a short survey about your experience? [MULTIPLE CHOICE]

* I have never completed a domain name registration in a new gTLD
* I have completed a domain name registration in a new gTLD and would be willing to take a survey
* I have completed a domain name registration in a new gTLD but would not like to take a survey
* Don’t know / Not sure
  + - [IF “I have completed a domain name registration, and would be willing to take a survey” REDIRECT TO REGISTRANT SURVEY]