

Instructions:

This table was built to assist the Sunrise Data Review Sub Team in its analysis as to whether, and how, the Analysis Group survey results answer each of the final agreed Charter questions. Specifically, the Analysis Group survey gathered data to help answer the questions highlighted in yellow. Relevant survey data can be found in the following tabs/rows in the [survey analysis tool](#), including, but not limited to:

- “TM & Brand Owners” tab, row 28-32
- “Registries & Registrars” tab, row 33-45

When providing input, please note the tab title and cell number (if applicable) as reflected in the survey analysis tool.

Sunrise Charter Question 5(a):

Does the current 30-day minimum for a Sunrise Period serve its intended purpose, particularly in view of the fact that many registry operators actually ran a 60-day Sunrise Period?

(i) Are there any unintended results?

(ii) Does the ability of Registry Operators to expand their Sunrise Periods create uniformity concerns that should be addressed by this WG?

(iii) Are there any benefits observed when the Sunrise Period is extended beyond 30 days?

(iiii) Are there any disadvantages?

Sub Team Member Name	Do the survey results help answer Sunrise Charter Question 5(a)?	If yes, which sub question(s) do the survey results assist?	How do the survey results assist (e.g. “Registries responses in tab/cell X demonstrate Y”)?	Tab Title & Cell Number (if applicable)
Several Sunrise Sub Team members (names to be added)	Yes (to a limited extent)	5(a), 5(a)(iii)	<p>It seems that the current 30-day minimum for Sunrise Period serves its intended purpose, as only 4 TM & brand owner respondents missed the 30-day deadline.</p> <p>However, 23 TM & brand owner respondents indicated it would be preferable to extend from 30 days to 60 days for the start date Sunrise Period, but with no tradeoff/cost attach to the extension.</p> <p>Registry and registrar respondents have different opinion -- 9 out of 14 registry operators (64%) think the ideal Sunrise Period length is 30 days; 4 out of the 14 respondents (29%) are not sure of the ideal Sunrise Period length.</p>	<p>TM & Brand Owners, F28, G28, F31;</p> <p>Registries & Registrars, F41, G41, H41</p>

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Kristine Dorrain	Yes	5(a)(ii) & (iii)	<p>.It seems that there is a mix of opinions within the CPs. Most want to get to selling, but everyone’s business model is different. Allowing the Ry to choose the model that fits for them seems important. Rrs seem mostly to care about notice and marketing time and ease of integration.-</p> <p>Brand owners slightly prefer sunrise over claims, and generally preferred as much time as possible to allow corporate decision-makers to act. In lieu of time, they would like notice.</p> <p>Anecdotally, as a RO and from the group discussions, there was confusion about the two types of Sunrise periods, though most ROs ran a start date sunrise. This might be considered an unintended result or a disadvantage, though I contend a model that allows maximum flexibility to RO business models is preferable, since it doesn’t seem to unduly burden the other community participants like Rrs and brandowners. I think in this case the STI/IRT got the balance right. 30 days notice for a 30- day start date sunrise allows people to get things lined up. No notice is needed for an end-date sunrise as there is no rush to apply.</p>	Ry/Rr G42, Ry Q16/Rr Q4g, TM F32
George Kirikos	Yes*	5(a)(i),(ii),(iii) & (iv)	<p>.* As discussed previously [see: https://mm.icann.org/pipermail/gnso-rpm-trademark/2018-December/000092.html], there were serious statistical problems with the survey, so any “Yes” must include an “asterisk”, given the low weight that should be attached to any results.</p>	Registry & Registrar - Q15 & Q4f tab, cells B10-14,

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			<p>The first row of comments above (above Kristine) from already captured much of my input from last week's call. Although, some of the responses were likely from corporate-oriented registrars (i.e. like MarkMonitor, CSC, etc.), which likely skewed the results relative to a truly random and representative sample of all registrars.</p> <p>Adding to that, the Registry & Registrar - Q15 & Q4f tab indicates that having a sunrise period (vs the hypothetical of not having a sunrise period) is having unintended negative impacts on both registrars and registries (see cells referenced at right).</p> <p>The uniformity concerns (Q5(a)(ii)) seem to be hinted at via the responses in cells E8 and F8 of the Registrar-Q4h tab (would increase customer understanding if it was standardized, implying there's less understanding at present with non-uniformity).</p> <p>As for benefits/disadvantages of a longer sunrise [last 2 parts of the question], obviously it benefits brandowners, to the disadvantage of some of the registrars/registries (as per the negative impacts noted above of having any sunrise at all). While some registrars (see Registry & Registrar - Q16 & q4g tab, cells D26-34) responded that their revenues would increase from a longer sunrise, presumably those were the Corporate-oriented niche registrars who responded (some of whom claimed their risk to their business model would decrease with the longer sunrise, implying that they are sunrise-focused registrars).</p>	<p>B22-B27</p> <p>Registrar - Q4h, cells B5-7, C5-7, E8, F8</p> <p>Registry & Registrar -Q16 &Q4g, D26-34</p>

