

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.

Clarifying Note: This agreed Charter Question was not directly included in Analysis Group’s development of the surveys. It is nevertheless included in the Sub Team review as the survey results may be relevant to answering the agreed Charter Question.

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

Sunrise Charter Question 10:

Explore use and the types of proof required by the TMCH when purchasing domains in the sunrise period.

Sub Team Member Name	Do the survey results help answer Sunrise Charter Question 10?	How do the survey results assist (e.g. “Registries responses in tab/cell X demonstrate Y”)?	Tab Title & Cell Number (if applicable)
George Kirikos	Yes*	<p>[asterisk with my usual disclaimer for “Yes”, given the statistical deficiencies in the survey]</p> <p>Cells F14-15 of the TM & Brand Owners tab have responses on how many TMCH recordals had proof of use submitted (albeit absolute values, not relative to the TMCH recordals themselves!), and reasons why proof of use wasn’t submitted (only a handful of responses, so not statistically strong evidence; 1 response said “not planning to make sunrise registrations”, 1 said cost exceeded benefit, another said time/work exceeded benefit, 3 cited lack of awareness, 1 said scope of protection was too narrow, and another said proof of use not required by registrar).</p>	TM & Brand Owners tab, cells F14-15
Kristine Dorrain	No	I don’t think the survey helps us here, but we do have data from the TMCH about what types of proof were required and accepted and how many people took advantage of that.	
Susan Payne	No	Not covered by the survey questions. I don’t think the responses George identifies really go to this question: a couple of brand owners have said the time/cost/admin of submitting POU was not worthwhile but this doesn’t really go to the nature of the proof required. During the preparation of the	

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		Staff Report, however, a number of brand owners did give examples of practical problems	