

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

Q1. By which registrar are you employed? [OPEN TEXT FIELD]

Q2. In what country is your registrar headquartered? [DROP DOWN MENU]

Q3. 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]

Q4. 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

• [IF NOT “N/A”] What do you consider adequate notice of a *start date* Sunrise period? If you have not encountered a start date Sunrise period, please select “N/A.” [MULTIPLE CHOICE]

- 30 days
- 31-37 days
- 38-45 days
- 46+ days
- Don’t know / Not sure

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

- [IF NOT “N/A”] What do you consider adequate notice of an *end date* Sunrise period? If you have not encountered a start date Sunrise period, please select “N/A.” [MULTIPLE CHOICE]

- Up to 7 days
- 8-14 days
- 15-30 days
- 31+ days
- Don't know / Not sure

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 a Sunrise period being extended, 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

- [IF NOT “N/A”] What do you consider adequate notice of an extension to a Sunrise period already underway? If you have not encountered a start date Sunrise period, please select “N/A.” [MULTIPLE CHOICE]
 - 1-2 days
 - 3-4 days
 - 5-7 days
 - 8-14 days
 - 15+ days
 - Don’t know / Not sure

Q4e. [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]
- Don’t know / Not sure

Q4f. What impact does the current minimum 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											

Q4f.i. What impact do you think a period of [insert ideal length indicated in Q4e] would have on the following outcomes (relative to having no Sunrise period), respectively? Please select all that apply. [SELECT MULTIPLE]

	Cybersquatt ing	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											

Q4g. [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]						

Q5. [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]						

Q6. 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

Q7. 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

Q8. 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

Q9. 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 matching 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]						

Q10. 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]

Q11. 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					

Q12. 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]

- Yes
- No
- Don't know / Not sure

Q13. 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

Q14. Please briefly explain your experience, if any, where administration of the Claims Service was difficult. [OPEN TEXT FIELD]

Q15. 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

Q16. 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

Q17. Based on your own experience as an individual, 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]