

Thursday, September 6, 2018 at 4:57 PM

From: ICANN Global Support <noreply-globalsupport@icann.org>

Date: Thursday, September 6, 2018 at 4:57 PM

Subject: The Sunrise and Trademark Claims survey



The Sunrise and Trademark Claims survey is now available for individuals interested in sharing their feedback about these Rights Protection Mechanisms (RPMs). The Sunrise and Trademark Claims RPMs were adopted as part of ICANN's New Generic Top-Level Domain (gTLD) Program. This feedback will be essential to the evaluation of these Rights Protection Mechanisms and ICANN's data collection efforts related to them.

- **Registry Operator:** If your company operates non-brand new gTLDs, [take the survey here](#)
- **Registrar:** If your company sells registrations in new gTLDs, [take the survey here](#)

Thank you in advance for your input!

What to Expect

Participants' responses are voluntary and will remain anonymous and confidential.

Survey completion time is approximately 20-25 minutes. Your responses will be saved automatically, and you may return to the web address of the survey to complete it.

The survey launches today and will run until **Friday, 28 September 2018**.

Background

The ICANN Organization commissioned Analysis Group, Inc., an external consulting firm, to develop and administer the survey in close collaboration with the Review of All RPMs for All gTLDs Policy Development Process (PDP) Working Group of the Generic Names Supporting Organization (GNSO). The RPMs PDP Working Group is mandated to conduct the first-ever policy review of all existing RPMs.

RPMs refer to policies and processes developed to provide workable mechanisms for trademark owners to either prevent or remedy certain unauthorized uses of their trademarks in the Domain Name System (DNS).

Sunrise and Trademark Claims RPMs are services provided through ICANN's Trademark Clearinghouse (TMCH). The Sunrise service provides priority access to rights holders to request domain names associated with their trademark(s). The Trademark Claims service provides notification to rights holders when domain names matching their trademarks are registered. As Sunrise and Trademark Claims RPMs have not been subject to a policy review before, no comprehensive, publicly available data exists that measures the mechanisms' effectiveness.

Regards from,
GNSO Review of All Rights Protection Mechanisms (RPMs) in All gTLDs PDP Working Group

To reference past registry operator communications please click [here](#).
To reference past registrar communications please click [here](#).

