



IPC User Journeys/Use Cases for ICANN GDPR Ad-Hoc Group

1. IP Related Use Cases From EWG Final Report

1.1 General IP

Intellectual Property Owner Legal Actions Use Cases (EWG)

User Type	Data Elements	Purpose(s)
As an intellectual property owner (e.g. trademark owner and/or copyright owner) or an investigator/agent representing intellectual property owners	I use <ul style="list-style-type: none"> ● Domain Name ● IP Address ● Name Server(s) ● Registrar ● Creation Date ● Expiration Date ● Updated Date ● Domain Status ● Last Update of WHOIS database ● Registry Expiry Date ● Registrant Name ● Registrant Organization ● Registrant Email ● Registrant Phone Number ● Registrant Street ● Registrant City ● Registrant State/Province ● Registrant Country ● Registrant Postal Code ● Registrar Abuse Contact Email ● Registrar Abuse Contact Phone ● Reseller ● Tech Contact Fields ● Admin Contact Fields 	<p>In order to enable contact with parties using a domain name that is being investigated for trademark/brand infringement or copyright theft.</p> <p>To Combat Fraudulent Use of Registration Data by facilitating identification of and response to fraudulent use of legitimate data (e.g., address) for domain names belonging to another Registrant by using Reverse Query on identity-verified data.</p> <p>To collect domain name registration history and to enable historical research about a domain name registration (WhoWas) during IP infringement research</p> <p>To enable identification of all domains registered with a given name or address (Reverse query) during IP infringement research.</p>

1.2 Trademark Use Cases

TM and Name Infringement Use Case, Proxy Registration Enforcement Use Case (EWG)

User Type	Data Elements	Purpose(s)
As a trademark owner or agent of a trademark owner	<p>I use</p> <ul style="list-style-type: none"> ● Domain Name ● IP Address ● Name Server(s) ● Registrar ● Creation Date ● Expiration Date ● Updated Date ● Domain Status ● Last Update of WHOIS database ● Registry Expiry Date ● Registrant Name ● Registrant Organization ● Registrant Email ● Registrant Phone Number ● Registrant Street ● Registrant City ● Registrant State/Province ● Registrant Country ● Registrant Postal Code ● Registrar Abuse Contact Email ● Registrar Abuse Contact Phone ● Reseller ● Tech Contact Fields ● Admin Contact Fields 	<p>To enable identification of domain name Registrants to support trademark clearance (risk analysis) when establishing new brands.</p> <p>To identify a registrant (or a privacy/proxy service associated with a registrant) who is the subject of a trademark or brand infringement action.</p> <p>To help confirm (or disprove) a third-party's date of first use/priority date while conducting trademark clearance (risk analysis) when establishing new brands.</p> <p>To help confirm (or disprove) elements of a third-party's trademark application (such as date of first use/priority date) during inter partes proceedings at the TTAB (e.g., cancellation or opposition).</p>

UDRP Resolution Use Case (EWG)

User Type	Data Elements	Purpose(s)
As a UDRP service provider	<p>I use</p> <ul style="list-style-type: none"> ● Domain Name ● IP Address ● Name Server(s) ● Registrar 	<p>To verify domain name and contact information in order for the UDRP Provider to abide by the rules as delineated in the UDRP. This includes: 1) Complaint verification,</p>

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	<ul style="list-style-type: none"> ● Creation Date ● Expiration Date ● Updated Date ● Domain Status ● Last Update of WHOIS database ● Registry Expiry Date ● Registrant Name ● Registrant Organization ● Registrant Email ● Registrant Phone Number ● Registrant Street ● Registrant City ● Registrant State/Province ● Registrant Country ● Registrant Postal Code ● Registrar Abuse Contact Email ● Registrar Abuse Contact Phone ● Reseller ● Tech Contact Fields ● Admin Contact Fields 	<p>2) Determining the Registrar, 3) Completing the administrative compliance check, 4) determining the jurisdiction to seat the panel, and 5) post panel decision logistics. (informing registrar, registrant and ICANN)</p>
<p>As a UDRP Panelist</p>	<p>I use</p> <ul style="list-style-type: none"> ● Domain Name ● Registrant Name ● Registrant Organization ● Registrant Email ● Registrant Phone Number ● Registrant Street ● Registrant City ● Registrant State/Province ● Registrant Country ● Registrant Postal Code ● Registrar ● Creation Date ● Expiration Date ● Updated Date ● Domain Status 	<p>To verify allegation in the UDRP Complaint and to fill in missing undisputed facts related to a domain name registration at issue in the proceeding.</p>

1.3 Other Use Cases

Consumer Protection Use Case (EWG)

User Type	Data Elements	Purpose(s)
As an individual Internet User	<p>I use</p> <ul style="list-style-type: none"> ● Registrant Name ● Registrant Organization ● Registrant Email ● Registrant Phone Number ● Registrant Street ● Registrant City ● Registrant State/Province ● Registrant Country ● Registrant Postal Code 	<p>To afford a lightweight mechanism for consumers to contact domain name Registrant-designated Business Contact (e.g., on-line retailer customer service) to resolve issues quickly, without LE/OpSec intervention</p> <p>For relevant investigative research into an individual or business Registrant.</p>

Merger/Acquisition/Spinoff or Audit Use Case

User Type	Data Elements	Purpose(s)
As Company Buyer or Seller or Agent (e.g., Law Firm, Investment Bank or Accounting Firm that might be handling due diligence)	<p>I use</p> <ul style="list-style-type: none"> ● Registrant Name ● Registrant Organization ● Registrant Email ● Registrant Phone Number ● Registrant Street ● Registrant City ● Registrant State/Province ● Registrant Country ● Registrant Postal Code ● Registrar ● Creation Date ● Expiration Date ● Updated Date ● Domain Status 	<p>To conduct “due diligence” and prepare/review schedules -- need to verify domain names, status and contact information on domains that are being bought through an acquisition or spinoff.</p> <p>NewCo is seeking to buy Company A and spinoff a division to Company B. NewCo needs to verify: 1) the domains that are owned by Company A, and 2) the information on domains NewCo owns that it intends to sell to Company B. It needs to run a Reverse Whois search to determine what other domain names are owned by Company A that was not disclosed to NewCo. Simultaneously, Company B needs to verify the domains that are owned by NewCo. Company B also needs to run a Reverse Whois search to determine what other domain names are</p>

		<p>owned by the NewCo division that were not disclosed to Company B.</p> <p>In order to conduct internal audits that enable a business or other enterprise to collect information about and ascertain the scope of its domain portfolio (where information has not been centrally located or shared amongst different parts of a business), with a view to consolidating or tracking ownership of the portfolio.</p> <p>In order to conduct compliance audits on a licensee or business partner to ensure their compliance with terms that govern the third party's right to register particular domains.</p> <p>In order to enable identification of all domains registered with a given name or address (Reverse query) while conducting external audits ("benchmarking") that enable a business to determine whether the size and scope of its domain portfolio is consistent with industry practices.</p>
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2. Additional IP Related Use Cases

2.1 Notice and Referral Sending

User Type	Data Elements	Purpose
<p>As an intellectual property owner (e.g. trademark owner and/or copyright owner) or an investigator or agent representing intellectual property owners</p>	<p>I use</p> <ul style="list-style-type: none"> ● Domain Name ● IP Address ● Name Server(s) ● Registrar ● Creation Date ● Expiration Date ● Updated Date ● Domain Status 	<p>In order to identify and contact name server providers whose services are being used to infringe IP.</p> <p>In order to identify and contact domain registrar whose services are being used to infringe IP</p>

	<ul style="list-style-type: none"> ● Last Update of WHOIS database ● Registry Expiry Date ● Registrant Name ● Registrant Organization ● Registrant Email ● Registrant Phone Number ● Registrant Street ● Registrant City ● Registrant State/Province ● Registrant Country ● Registrant Postal Code ● Registrar Abuse Contact Email ● Registrar Abuse Contact Phone ● Reseller ● Tech Contact Fields ● Admin Contact Fields 	<p>To contact registrant that does not provide abuse or DMCA agent contact information on their site or through the US Copyright Office’s list of DMCA agents (or similar mechanisms in other jurisdictions).</p> <p>To determine whether similar domains are owned by the same entity and to track infringing sites that frequently hop domains.</p> <p>In order to identify and contact parties associated with domains which are linked to trademark or copyright infringement, which are also suspected of being sources of malware, phishing or other security risks.</p> <p>To detect the usage of anonymization services during investigations, such as Cloudflare and WHOIS proxy services. WHOIS information is used to identify next step in contacting the site operator.</p> <p>In order to locate the Registrar/Registry of abusive domains in order to make referrals.</p> <p>In order to determine the jurisdiction (country and location) of registrants of domains that provide infringing content.</p>
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2.2 Civil Litigation

User Type	Data Elements	Purpose
<p>As an intellectual property owner (e.g. trademark owner and/or copyright owner) or an investigator/agent representing intellectual</p>	<p>I use</p> <ul style="list-style-type: none"> ● Domain Name ● IP Address ● Name Server(s) ● Registrar ● Creation Date 	<p>In order to accurately identify and/or confirm other web domains used in connection with defendant(s) alleged IP infringements (including whether previous actions taken against</p>

<p>property owners</p>	<ul style="list-style-type: none"> ● Expiration Date ● Updated Date ● Domain Status ● Last Update of WHOIS database ● Registry Expiry Date ● Registrant Name ● Registrant Organization ● Registrant Email ● Registrant Phone Number ● Registrant Street ● Registrant City ● Registrant State/Province ● Registrant Country ● Registrant Postal Code ● Registrar Abuse Contact Email ● Registrar Abuse Contact Phone ● Reseller ● Tech Contact Fields ● Admin Contact Fields 	<p>registrant). As well as to facilitate the service of legal process by hand-delivery, mail service or service by email.</p>
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2.3 Third Party Inquiries

User Type	Data Elements	Purpose
<p>As an intellectual property owner (e.g. trademark owner and/or copyright owner) or an investigator representing intellectual property owners</p>	<p>I use</p> <ul style="list-style-type: none"> ● Domain Name ● IP Address ● Name Server(s) ● Registrar ● Creation Date ● Expiration Date ● Updated Date ● Domain Status ● Last Update of WHOIS database ● Registry Expiry Date ● Registrant Name ● Registrant Organization ● Registrant Email ● Registrant Phone 	<p>In order to respond to inquiries about domains associated with illicit sites distributing infringing content (e.g., submissions to government agencies, responses to law enforcement including police, prosecutors and other government agencies) including information about service providers, registrants, registrars</p> <p>In order to respond to inquiries from third party service providers (search engines, payment providers, hosting providers, etc.) regarding identifying information</p>

	<ul style="list-style-type: none"> Number ● Registrant Street ● Registrant City ● Registrant State/Province ● Registrant Country ● Registrant Postal Code ● Registrar Abuse Contact Email ● Registrar Abuse Contact Phone ● Reseller ● Tech Contact Fields ● Admin Contact Fields 	<p>about the domains associated with a service, including name, email, and address.</p>
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2.4 Domain Name Acquisition use case

User Type	Data Elements	Purpose
<p>As an individual or business or an investigator or legal advisor representing them</p>	<p>I use</p> <ul style="list-style-type: none"> ● Domain Name ● IP Address ● Name Server(s) ● Registrar ● Creation Date ● Expiration Date ● Updated Date ● Domain Status ● Last Update of WHOIS database ● Registry Expiry Date ● Registrant Name ● Registrant Organization ● Registrant Email ● Registrant Phone Number ● Registrant Street ● Registrant City ● Registrant State/Province ● Registrant Country ● Registrant Postal Code ● Registrar Abuse Contact Email ● Registrar Abuse Contact Phone 	<p>In order to help evaluate domain acquisition options and to enable identification of domain name Registrants for the purposes of making an offer to purchase a domain name</p>

	<ul style="list-style-type: none"> ● Reseller ● Tech Contact Fields ● Admin Contact Fields 	
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2.5 Investment/Fund-Raising/Private Placement Use Case

User Type	Data Elements	Purpose
As Investor or Agent (e.g., Law Firm, Investment Bank or Accounting Firm that might be handling due diligence and advising on transaction)	I use <ul style="list-style-type: none"> ● Registrant Name ● Registrant Organization ● Registrant Email ● Registrant Phone Number ● Registrant Street ● Registrant City ● Registrant State/Province ● Registrant Country ● Registrant Postal Code ● Registrar ● Creation Date ● Expiration Date ● Updated Date ● Domain Status ● Tech Contact Fields ● Admin Contact Fields 	To evaluate “Company A” (target), conduct “due diligence” and prepare/review schedules -- need to verify domain names, status and contact information on domains owned by Company A. Investor or Venture Capital Firm is considering investing in Company A. Investor/VC needs to verify the domains that are owned by Company A. It needs to run a Reverse Whois search to determine what other domain names are owned by Company A that were not disclosed to Investor/VC.

2.6 Borrower/Lender (and then Debtor/Creditor)

User Type	Data Elements	Purpose
As Lender or Lender’s Agent (e.g., Law Firm, Investment Bank or Accounting Firm that might be handling due diligence and advising on transaction)	I use <ul style="list-style-type: none"> ● Registrant Name ● Registrant Organization ● Registrant Email ● Registrant Phone Number ● Registrant Street ● Registrant City ● Registrant State/Province ● Registrant Country ● Registrant Postal Code ● Registrar 	To evaluate “Company A” (target), conduct “due diligence” and prepare/review schedules -- need to verify domain names, status and contact information on domains owned by Company A. Companies often borrow using their assets as collateral, including intangible assets such as IP and domain names. Where a bank or other lender is considering lending to Company A. Company A will

	<ul style="list-style-type: none"> ● Creation Date ● Expiration Date ● Updated Date ● Domain Status ● Tech Contact Fields ● Admin Contact Fields 	<p>need to prepare and provide schedules detailing their domain name portfolio. The Lender or their Agents will need to verify the list of domains that are owned by Company A using publicly available resources. Lender will needs to run a Reverse Whois search to determine what other domain names are owned by Company A that were not disclosed to the Lender.</p> <p>The Borrower and/or their Agents will verify information received from registrars against publicly available information, including running Whois and Reverse Whois searches to see if the if there are domain names with other registrars that the Borrower does not have in its records.</p> <p>Once the loan is made, the Debtor is typically obligate to maintain the collateral (i.e., to renew all domain names), subject to certain “business judgment” carveouts. Lender or its Agents will use Whois to confirm the status of domains and to determine if Debtor is meeting its obligations. Borrower or its Agents will also refer to Whois to confirm that the renewals have been made, the records have promulgated and that the public record reflects the current status of the domains.</p>
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2.7 Other Trademark

User Type	Data Elements	Purpose
<p>As an intellectual property owner (e.g. trademark owner and/or copyright owner) or an investigator/agent representing intellectual property owners</p>	<p>I use</p> <ul style="list-style-type: none"> ● Domain Name ● IP Address ● Name Server(s) ● Registrar ● Creation Date ● Expiration Date ● Updated Date ● Domain Status ● Last Update of WHOIS database ● Registry Expiry Date ● Registrant Name ● Registrant Organization ● Registrant Email ● Registrant Phone Number ● Registrant Street ● Registrant City ● Registrant State/Province ● Registrant Country ● Registrant Postal Code ● Registrar Abuse Contact Email ● Registrar Abuse Contact Phone ● Reseller ● Tech Contact Fields ● Admin Contact Fields 	<p>In order to evaluate the merits of a claim and the likely effectiveness of administrative and legal options,</p> <p>In order to determine dates of first use of a mark related to a website or domain name.</p> <p>In order to determine dates of abandonment of a mark related to a website of domain name.</p>