

# Brand Protection

## Domain Blocking Primer

The launch of the new generic Top-Level Domains (gTLD) has ushered in a new era of naming conventions. This creates opens up new avenues for marketing and branding opportunities both small and large corporations, but it also exposes them to new challenges online.

As the list of available extensions grows, brands now face an uphill challenge of identifying, registering, and defending their brands against cybersquatting. With that in mind, several domain registries have launched domain blocking programs to provide a mechanism for blocking unauthorized third parties from registering domain names that infringe upon a legitimate registrant's trademark.

Since 2011, the world's largest brands have been utilizing blocking programs to protect their brands from public registration, without actually having to register the domain names.

### What are Domain Blocking Programs?

Domain blocking programs are proactive services offered through specific registry operators that prevent non-rights holders from performing infringing domain registrations across select domain extensions.

By purchasing a single product at a fraction of the cost of performing copious traditional defensive domain registrations or pursuing URS (Uniform Rapid Suspension System) or UDRP (Uniform Domain Name Resolution Policy) proceedings, a domain blocking program is extremely cost effective. The service fee covers ALL new gTLD extensions offered by the respective registry products, for one fee.

### What are the benefits of using Domain Blocking Services?

**Comprehensive:** Domain blocking services allow you to protect your brand and trademark across all the different gTLDs or new domain extensions each respective registry manages. This prevents your competitors and bad actors from infringing and registering domain names that contain your brand or trademark.

**Control and Flexibility:** Domain blocking offers a high degree of control and flexibility. Not only can you block domain registrations that contain or directly match your trademark, but some programs offer the flexibility to unblock domains for specific campaigns or promotions, giving you the freedom to move domains in and out of your blocklist as needed.

**Simple:** Domain blocking services offer a comprehensive solution to ensure all attempted domain name registrations associated with a brand or trademark are safeguarded. Once a block is put in place, it provides a blanket of protection against potential threats for the subscribed term. This all-encompassing coverage eliminates the need for individual domain registration, thereby reducing the costs associated with monitoring, administration and maintenance.

**Affordable:** Domain blocking offers an effective solution against trademark infringement. Traditionally, resolving domain disputes involved submitting a UDRP claim, with separate fees, ranging from \$1000 - \$2000+ for each complaint. This could become costly, especially when multiple domains were in contention.

An alternative to this approach is to register all domain names that contain a brand's keyword and variations. However, this can be an expensive option, particularly for organizations with extensive domain portfolios. This makes domain blocking programs a cost-effective mechanism for brand protection.

## How do Domain Blocking Programs work?

Domain blocking programs are the industry's answer to high-cost voluminous defensive domain registrations. Via a single product purchase, the future ability for another party to register a domain matching your brand is blocked - across hundreds of domain extensions. These programs are highly cost-effective as compared to defensive domain registrations and offer peace of mind to your brand and legal teams. Here's how it works:

- 1. Interception:** When a user tried to register a domain name, the request is intercepted by the domain blocking service.
- 2. Checking:** The service checks the requested domain name against a predefined blocklist or denylist. This list contains all the domain names that the service is set to block.
- 3. Blocking:** if the requested domain name is found on the blocklist, the service responds with a blocking message. This prevents the user from registering the domain name.

It is important to note that domain blocking is not a domain registration - conceptually it is the opposite. A domain block prevents registrations for domain names that match or contain a trademark. There are instances where identical marks can be owned by two or more parties simultaneously to accommodate for variations in legal rights that exist due to different countries,

classes or jurisdictions to ensure that marks owners can protect their own legal rights. When this happens, there are processes in place should a legitimate mark owner wish to register a domain previously blocked by another rights holder.

## What is an eligible trademark?

For basic domain blocking programs, marks submitted must be an **exact match** or **contain the exact match** of your trademarks.

- One to two letter characters are **not permitted**; and
- Three-character terms are only accepted if they are an exact match of the trademark submitted.

Here is an example of acceptable versus unacceptable terms:

Trademark	Trademark Term	Is the term valid?	Reason
Webnames	Webnames	Yes	Trademark term is an exact match of trademark.
Webnames	MyWebnames	Yes	Trademark term contains the trademark.
Webnames	WebnamesEmail	Yes	Trademark term contains the trademark.
ABC	ABC	Yes	Trademark term is exact match of trademark.
ABC	ABCservices	No	Trademark term is not eligible for a "contains" block.
AB	ABservices	No	Trademark is fewer than four characters in length.
A	Aservices	No	Trademark is fewer than four characters in length.
Webnames	W3bnames	No	Trademark term is a misspelling that does not contain the exact match of the trademark.
Webnames	Websnames	No	Trademark term contains an extra "s" and does not contain an exact match of the trademark.

*Note: Domain blocks typically exist in two variations, the regular of which blocks an exact match to a term/brand/mark, while a Plus variant adds in coverage for misspellings and other variations worthy of protection.*

## How many variants of my trademark will the Domain Blocking service protect?

When subscribing to a domain blocking program, not all your mark labels will be blocked automatically by one subscription. For example, if your company was called “Trade & Mark”, you may have registered three variants of your label to be trademarked:

- TradeandMark
- Trade-and-Mark
- Trade-Mark

In this example, Trade & Mark would need to purchase three blocks to cover all the labels they own.

*Note: Domain blocking services that offer a “plus” version will typically allow additional marks without having to subscribe to more blocks. Please contact us for more information on the protection provided for the program you are interested in subscribing to.*

## What if I want to use a blocked domain name?

You can unblock specific domain names that your organization wants to use. Each domain blocking service has different methods and fees associated with these unblocking mechanisms. Please contact us for more information on how to unblock on the program you are interested in.

*Note: Some programs have a fee associated with unblocking and some don't, but with all these programs you will need to pay the registration fee to register the domain once it's unblocked.*

## What are the different Domain Blocking services Webnames Corporate offers?

### Brand Safety Alliance: GlobalBlock & GlobalBlock+

**Program Overview:** GlobalBlock instantly blocks all available names matching your brand in over 600 domain extensions simultaneously, providing a level of protection for brand owners not previously possible.

**Key Features:** Both GlobalBlock and GlobalBlock+ offer instant match coverage across 600+ domains, including premium domain names. GlobalBlock+ offers increased protection that additionally blocks a select range of look-alike variations that are often used in online scams.

**Eligibility:** GlobalBlock and GlobalBlock+ are open to registered trademarks, unregistered trademarks, company or organization names, and celebrity names. New applicants will first need to undergo a verification process to demonstrate mark ownership or brand proof of use. This process is free of charge, and existing TMCH SMD files will be honoured as valid forms of verification.

**Domain Count:** 600+ (Please contact us for the most up-to-date list of domains for this program.)

## Identity Digital: DPML & DPML+

**Program Overview:** DPML, or Domains Protected Marks List, is a service that allows brand owners to block the registration of their trademark-related terms in all the Identity Digital TLDs.

**Key Features:** Both DPML and DPML+ block the registration of your brand on all the extensions Identity Digital manages. DPML+ offers variant blocking and blocking of premium domain names.

**Eligibility:** New applicants will first need to undergo a verification process to demonstrate mark ownership. The verification process involves a one-time fee and results in the issuance of a Signed Mark Data (SMD) file that you will use as part of future DPML purchases.

**Domain Count:** 300+

.AAA.PRO	.AC	.ACADEMY	.ACA.PRO	.ACCOUNTANTS	.ACCT.PRO
.ACTOR	.AGENCY	.AIRFORCE	.APARTMENTS	.ARCHI	.ARMY
.ASSOCIATES	.ATTORNEY	.AVOCAT.PRO	.AUCTION	.BAND	.BARGAINS
.BAR.PRO	.BET	.BIKE	.BINGO	.BIO	.BLACK
.BLUE	.BOUTIQUE	.BROKER	.BUILDERS	.BUSINESS	.CAB
.CAFE	.CAMERA	.CAMP	.CAPTIAL	.CARDS	.CARE
.CAREERS	.CASH	.CASINO	.CATERING	.CENTER	.CHARITY
.CHAT	.CHEAP	.CHURCH	.CITY	.CLAIMS	.CLEANING
.CLINIC	.CLOTHING	.CO.AC	.COACH	.CODES	.COFFEE
.CO.IO	.COM.AC	.COM.IO	.COMMUNITY	.COMPANY	.COMPUTER
.COM.SH	.CONDOS	.CONSTRUCTION	.CONSULTING	.CONTACT	.CONTRACTORS
.COOL	.CO.SH	.COUPONS	.CPA.PRO	.CREDIT	.CREDITCARD
.CRUISES	.DANCE	.DATING	.DEALS	.DEGREE	.DELIVERY
.DEMOCRAT	.DENTAL	.DENTIST	.DIAMONDS	.DIGITAL	.DIRECT
.DIRECTORY	.DISCOUNT	.DOCTOR	.DOG	.DOMAINS	.EDUCATION
.EDU.IO	.EDU.SH	.EMAIL	.ENERGY	.ENGINEER	.ENGINEERING
.ENG.PRO	.ENTERPRISES	.EQUIPMENT	.ESTATE	.EVENTS	.EXCHANGE
.EXPERT	.EXPOSED	.EXPRESS	.FAIL	.FAMILY	.FAN
.FARM	.FINANCE	.FINANCIAL	.FISH	.FITNESS	.FLIGHTS
.FLORIST	.FOOTBALL	.FOREX	.FORSALE	.FOUNDATION	.FUND
.FURNITURE	.FUTBOL	.FYI	.GALLERY	.GAMES	.GIFTS
.GIVES	.GLASS	.GLOBAL	.GMBH	.GOLD	.GOLF
.GOV.AC	.GOV.IO	.GOV.SH	.GRAPHICS	.GRATIS	.GREEN
.GRIPE	.GROUP	.GUIDE	.GURU	.HAUS	.HEALTHCARE
.HOCKEY	.HOLDINGS	.HOLIDAY	.HOSPITAL	.HOUSE	.IMMO
.IMMOBILIEN	.INDUSTRIES	.INFO	.INSTITUTE	.INSURE	.INTERNATIONAL
.INVESTMENTS	.IO	.IRISH	.JETZT	.JEWELRY	.JUR.PRO
.KAUFEN	.KIM	.KITCHEN	.LAND	.LAW.PRO	.LAWYER
.LEASE	.LEGAL	.LGBT	.LIFE	.LIGHTING	.LIMITED
.LIMO	.LIVE	.LLC	.LOANS	.LOTTO	.LTD
.MAISON	.MANAGEMENT	.MARKET	.MARKETING	.MARKETS	.MBA
.MEDIA	.MED.PRO	.MEMORIAL	.MIL.AC	.MIL.IO	.MIL.SH
.MOBI	.MODA	.MONEY	.MORTGAGE	.MOVIE	.NAVY
.NET.AC	.NET.IO	.NET.SH	.NETWORK	.NEWS	.NINJA
.OBSERVER	.ORG.AC	.ORG.IO	.ORG.SH	.ORGANIC	.PARTNERS

.PARTS	.PET	.PHOTOGRAPHY	.PHOTOS	.PICTURES	.PINK
.PIZZA	.PLACE	.PLUMBING	.PLUS	.POKER	.PRO
.PRODUCTIONS	.PROMO	.PROPERTIES	.PUB	.REALTY	.RECHT.PRO
.RECIPES	.RED	.REHAB	.REISE	.REISEN	.RENTALS
.REPAIR	.REPORT	.REPUBLICAN	.RESTAURANT	.REVIEWS	.RIP
.ROCKS	.RUN	.SALE	.SALON	.SARL	.SCHOOL
.SCHULE	.SERVICES	.SH	.SHIKSHA	.SHOES	.SHOPPING
.SHOW	.SINGLES	.SKI	.SOCCER	.SOCIAL	.SOFTWARE
.SOLAR	.SOLUTIONS	.STUDIO	.STYLE	.SUPPLIES	.SUPPLY
.SUPPORT	.SURGERY	.SYSTEMS	.TAX	.TAXI	.TEAM
.TECHNOLOGY	.TENNIS	.THEATER	.TIENDA	.TIPS	.TIRES
.TODAY	.TOOLS	.TOURS	.TOWN	.TOYS	.TRADING
.TRAINING	.TRAVEL	.UNIVERSITY	.VACATIONS	.VENTURES	.VET
.VIAJES	.VIDEO	.VILLAS	.VIN	.WATCH	.WATCHES
.WINE	.WORKS	.WORLD	.WTF	.ZONE	.企业
.娱乐	.游戏	.商店	.网站	.移动	

## TMCH: TREx

**Program Overview:** TREx is a joint effort between the Trademark Clearinghouse and various registries.

**Key Features:** This block protects your verified trademarks across 43 different new gTLDs, including a range of geographic TLDs. TREx blocks only exact matches of your verified marks and there is no premium version available that covers additional labels.

**Eligibility:** New applicants will first need to undergo a verification process to demonstrate mark ownership. The verification process involves a one-time fee and results in the issuance of a Signed Mark Data (SMD) file that you will use as part of future TREx purchases.

**Domain Count:** 43 (21 generic TLDs & 22 geographic TLDs)

.BEER	.CASA	.COLLEGE	.COOKING	.EARTH	.FASHION
.FISHING	.FIT	.GARDEN	.HORSE	.MOE	.RENT
.RODEO	.SURF	.TUBE	.VIP	.VODKA	.WEDDING
.WORK	.XYZ	.YOGA			
.BAYERN	.BOSTON	.CAPETOWN	.CAT	.COLOGNE	.DE
.DURBAN	.EUS	.FRL	.GAL	.JOBURG	.KOELN
.LA	.LONDON	.MIAMI	.NRW	.OSAKA	.QUEBEC
.RUHR	.SCOT	.TIROL	.WIEN		

## UNR: Uni EPS & Uni EPS+

**Program Overview:** The Uni EPS service covers both standard and premium domains the UNR registry manages. (Note: The UNR registry offers its platform to other registries, and they can opt to add their extensions to both the Uni EPS and Uni EPS+ services.) The Uni EPS+ service is an enhanced version of the basic Uni EPS with the key differences being that Uni EPS+ includes all

Unicode IDN variants at no extra cost and includes all additional labels in the SMD file.

**Key Features:** Uni EPS blocks one label contained in the SMD file, while Uni EPS+ blocks all labels contained in the SMD file, plus all homoglyph look-alike domain variations.

**Eligibility:** New applicants will first need to undergo a verification process to demonstrate mark ownership. The verification process involves a one-time fee and results in the issuance of a Signed Mark Data (SMD) file that you will use as part of future Uni EPS purchases.

**Domain Count:** 10

.CLICK	.COUNTRY	.GIFT	.HELP	.HIPHOP	.HIV
.JUEGOS	.LINK	.SEXY	.TATTOO		

### ICM: AdultBlock & AdultBlock+

**Program Overview:** This program protects your trademark across four different extensions used by the adult industry.

**Key Features:** Both AdultBlock and AdultBlock+ have the same powerful features of domain blocking across all four adult themed TLDs, where the names are not currently registered. This includes premium domain names, as well as the future registration of names already registered. AdultBlock+ goes even further by providing unlimited blocking of all additional look-alike names generated using the Unicode Consortium standard.

**Eligibility:** Trademark holders with a valid SMD file issued by TMCH, dotXXX Sunrise B participants, and registered trademark, unregistered trademark, company names or celebrity names that can supply appropriate documentation for verification of rights. Please contact us for more information on the verification process and the documentation required.

**Domain Count:** 4 - .ADULT, .PORN, .SEX & .XXX

### Trademark Sentry: .CLUB Domain

**Program Overview:** A service launched by .CLUB Domains, LLC, offering comprehensive protection in the .CLUB namespace.

**Key Features:** Blocks a trademark from appearing in any portion of a domain with the .CLUB extension.

**Eligibility:** The trademark must be fanciful, as defined by the USPTO, and meet the .CLUB Registry's additional requirements. Please contact us for more information on what a fanciful trademark is and what the additional requirements are.

**Domain Count:** 1 - .CLUB