



domain.xxx	doma1n.xxx
d0main.xxx	ðomain.xxx
d0måin.xxx	dömain.xxx
d0ma1n.xxx	ð0ma1n.xxx
domain.xxx	doma1n.xxx
d0main.xxx	ðomain.xxx

Fact Sheet

AdultBlock and AdultBlock+

The AdultBlock and AdultBlock+ service is a new rights protection blocking service provided by ICM Registry specifically for brand holders.

ICM Registry was the first operator to present a protection service to validated right holders in 2011 through the dotXXX Sunrise B program. As the ten-year anniversary of the service approaches, ICM Registry is pleased to introduce an expanded protection service that includes dotSEX, dotPORN and dotADULT in addition to dotXXX.

The AdultBlock service allows brand owners to block terms either previously registered in the Trademark Clearinghouse (TMCH) or already registered in the Sunrise B program. The AdultBlock service ensures the registered term is blocked from registration across all four adult-themed Top-Level Domains (TLDs).

The AdultBlock+ service goes a step further, combining the protections of AdultBlock along with the functionality to block all look-alike variations that appear confusingly similar to the trademarked term.

Key Benefits of the Service

The blocking service is available in two unique product offerings, AdultBlock and AdultBlock+.

Both services have the same powerful core 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. Unlimited blocking applies to all labels generated by the TMCH and contained within the Signed Mark Data (SMD) file. These look-alike variations are susceptible to abuse as they appear confusingly similar to the trademarked

term. With an average of three labels per mark and the scope for thousands of variations per name, as a result of Internationalized Domain Name (IDN) script variants and homoglyph characters, phishers often use these look-alike domain names to confuse users.

AdultBlock+ customers no longer need to choose which labels they want to protect as all labels and variants are covered.

The enhanced service provides brands with a powerful tool in combatting this threat both now and in the future.

Sunrise B participants can also receive these additional features while utilizing their original trademark data without any further verification steps or associated fees if purchased before December 2021.

Features of Each Service	AdultBlock	AdultBlock+
Feature		
Block the label across all 4 TLDs	●	●
Premium domain name blocking	●	●
Blocking of domains when they become available	●	●
Variant labels in SMD file and Sunrise B		●
Unicode variant blocking - homoglyphs & IDNs potentially tallying in the thousands for each label		●
Labels Covered	1	Unlimited
Registration Periods	1, 3, 5 and 10 years	1, 3, 5 and 10 years

Coverage Across the Services

To assist rights-holders determine the service that best suits their needs, a sample of their trademark variants along with the resulting number of matches using a SMD file or text version of their label is available at <http://adultblock.adult>.

For brands wanting to protect their marks, their business and their customer experience, AdultBlock+ provides the strongest level of protection by including all look-alike variations in one straightforward package.

**To learn about the AdultBlock service
please visit <http://adultblock.adult>**