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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), already registered in the Sunrise B program and now includes new extended eligibility in the form of registered and unregistered trademarks. 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.

Updated Eligibility Criteria

There are now even more ways to protect your rights with AdultBlock and Adultblock+.

Following the success of the AdultBlock launch and through consultation with rights holders and partners, ICM Registry is pleased to announce new and more inclusive eligibility criteria.

At present, there are two ways to qualify for an AdultBlock product, owning an existing dotXXX Sunrise B block which can be grandfathered into an AdultBlock product before 1st December 2021. The second is to hold a valid Trademark Clearinghouse (TMCH) SMD file.

Starting in mid-May 2021, ICM Registry will begin to accept orders from holders of registered trademarks that are not in the TMCH, owners of unregistered trademarks such as business names and individuals.

Using an expert third-party verification agent, AdultBlock accredited partners will be able to submit the rights to be verified to ICM Registry along with any required evidence. Once those rights are confirmed, the AdultBlock accredited partner will be able to offer the registrant's choice of an AdultBlock or AdultBlock+ product.

Verification comes at no additional cost to registrants and is available through all AdultBlock accredited partners.

Updated Eligibility Criteria

	Registered Trademark	Unregistered Trademark	Company	Celebrity Name
Criteria	<p>A nationally or regionally registered trademark that is in force at the date the application is examined. The applicant must be the holder of the name or an appointed representative</p> <p>Examples of national and regional intellectual property registration offices:</p> <p>United States Patent and Trademark Office - https://www.uspto.gov/trademarks</p> <p>UK Intellectual Property Office - https://www.gov.uk/search-for-trademark</p> <p>European Union Intellectual Property Office - https://euipo.europa.eu/eSearch/</p> <p>Benelux Office for Intellectual Property - https://www.boip.int/en</p>	<p>An unregistered trademark is a mark created by a business or individual to signify or distinguish a product or service.</p> <p>An unregistered trademark utilises graphics, images, words or symbols, or a combination of such, to signify the distinctiveness or source of a product or service.</p>	Registered Companies & Trading As names	Any person applying for an AdultBlock in their name will be given an exact match
Acceptable Proof of Use	<ul style="list-style-type: none"> • Certified Copy of trademark registration (pdf, jpeg, png) • Screenshot of online record of Intellectual Property body database (pdf, jpeg, png) • Documentary evidence confirming (e.g. certificate of authorisation) that the applicant is an authorised representative of the registered owner of the trade mark 	<ul style="list-style-type: none"> • Dated advertising and marketing materials (e.g. brochures, pamphlets, catalogues, product manuals, displays or signage, press releases, social media marketing materials etc.); • Links to websites, screen shots from websites; • Headed and dated stationery, receipts, invoices; • Dated photographs or scans of product labels, storefronts, billboards; • Articles of Incorporation / Articles of Association. <p>What constitutes complete and satisfactory evidence of an Eligible Right shall be in the Registry's sole discretion.</p>	<ul style="list-style-type: none"> • Invoices • Bills • Articles of Incorporation / Articles of Association • Screenshots of website - URL and business name must be visible • Company letter head, promotional items, invoices from and too company • Ownership details • Copy of registration documentation for registered companies (or a company registration number) 	<ul style="list-style-type: none"> • Links to websites, screen shots from websites relating to sale or advertisement • Registered trademark number if one exists • Proof of status e.g.: IMDB (more than 6 months old), poster of movie or TV show, some form of leaflet showing their name associated with a show, team roster, advert with their name on it, actors registration number (US and Europe) • Political party lists • Pamphlets • Listing on a government page (provide link to page) • Other forms of proof which justify application

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>**