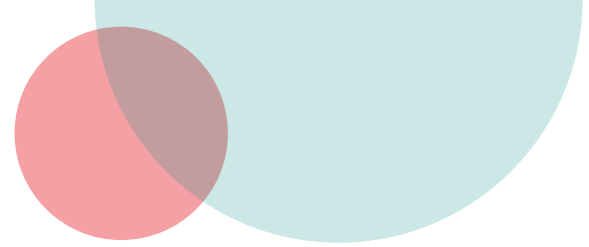




Adult block

Fact sheet

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



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

What is adult block?

The AdultBlock and AdultBlock+ service is a new rights protection blocking service specifically designed to protect brand names. In the past that protection ensured brand owners were safeguarded by blocking dotXXX.

This new service allows for that protection to continue but to be expanded to include:

- dotSEX
- dotPORN
- dotADULT

The AdultBlock and AdultBlock+ service is a new rights protection blocking service

As the ten-year anniversary of the dotXXX AdultBlock service approaches, we are pleased to introduce our expanded protection service that includes dotSEX, dotPORN and dotADULT, in addition to dotXXX.

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 like the trademarked term.

Eligibility

There are three ways you can qualify for an AdultBlock product:

- 1 owning an existing dotXXX Sunrise B block which can be grandfathered into an AdultBlock product before 1st December 2021
- 2 holding a valid Trademark Clearinghouse (TMCH) SMD file
- 3 holding a registered trademark that are not in the TMCH. (Using an expert third-party verification agent, applicants will submit their rights to be verified to ICM Registry along with any required evidence)

Key benefits:

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.

AdultBlock features

Feature	AdultBlock	AdultBlock+
Block the label across all 4 TLD's	Yes	Yes
Premium domain name blocking	Yes	Yes
Blocking of domains when they become available	Yes	Yes
Variant labels in SMD File and Sunrise B	-	Yes
Unicode variant blocking – homoglyphs & IDN's potentially tallying in the thousands for each label	-	Yes
Labels Covered	1	Unlimited

AdultBlock pricing

AdultBlock	
1 Year	\$995
5 Years	\$3495

AdultBlock+	
1 Year	\$1995
5 Years	\$6500

FAQ's

What Top-Level Domains (TLDs) does the AdultBlock service cover?

The service covers all of ICM Registry TLDs – dotXXX, dotSEX, dotADULT and dotPORN.

Will more TLDs be included in the service?

No, AdultBlock has been designed to block registrations across the ICM Registry adult- themed TLDs.

What are dotXXX Sunrise B blocks?

A service offered to trademark and service mark owners to block their marks from being registered when dotXXX was being launched in 2011.

What is the policy for Sunrise B blocks renewing in 2021?

Sunrise Bs expire in December 2021. Registrars will work with their Sunrise B customers to decide whether they want to buy an AdultBlock registration or not. If not, the name will become generally available unless it is otherwise part of the AdultBlock program (i.e., another trademark owner purchases an AdultBlock for that name).

