

Trademarks protection against cybersquatting of domain names in adult extensions

On December 1st, 2021, the domain names that were preventively blocked in the .XXX extension will become available again.

The registry of adult extensions, the ICM Registry, has set up a **blocking system** allowing holders of intellectual property rights to protect their trademarks in the 4 domain name extensions **.XXX, .ADULT, .PORN and .SEX**.

This system is named **ADULT BLOCK**. It is intended to enable rights holders to protect themselves against the risk of cybersquatting of domain names in adult extensions.

There are two types: ADULT BLOCK and ADULT BLOCK +. Please find below a summary of these options:

System	ADULT BLOCK	ADULT BLOCK +
Protection	Identical trademark blocking (only 1 label is protected)	Identical trademark blocking + IDN and homoglyph variants + typosquatting
Blocking scope		.XXX .ADULT .PORN .SEX
Requirements	Hold either: <ul style="list-style-type: none"> - a .XXX block reserved during the 2011 Sunrise phase or, - a TMCH declaration or, - a registered trademark or, - a company name. 	
Blocking period	1/3/5 or 10 years	

Once a domain name is blocked by these services, no other user can register the domain name in the 4 extensions concerned during the whole period of protection.

Domain names that fall back into the public domain after the setting of the restriction will also be blocked.

Adultblock+ includes typosquatting, homoglyphic alternatives and IDN characters equivalent to the trademark. To date, the Adultblock+ service covers more than 20 equivalents: English, Belarusian, Bosnian, Bulgarian, Simplified and Traditional Chinese, Danish, French, German, Hungarian, Icelandic, Italian, Korean, Latvian, Lithuanian, Macedonian, Montenegrin, Polish, Portuguese, Russian, Serbian, Spanish, Swedish, Ukrainian.

The following link allows you to see which variations of your trademark will be protected by the Adultblock+ system: <https://adultblock.adult/trademark-variant-search/>

The subscription to these systems can be done for 1, 3, 5 or 10 years.

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➤ Why subscribe to ADULTBLOCK / ADULTBLOCK +?

Blocking allows to protect its trademarks from cybersquatting of domain names in adult extensions.

We already know that the price of a defensive reservation in the 4 domain name extensions will be higher than the Adultblock +.

It is also likely that the registry that has made these programs available to trademark holders will then apply very low promotional rates on the registration of adult extensions, which may generate a stronger interest from the usual cybersquatters but also from another public wishing for different reasons to harm the image of trademarks.

The volume of registrations of the 4 extensions is likely to increase due to the announcement of the progressive blocking of domain names.



Contact us:

The Casalonga Domain Names and Internet team is at your disposal to set up this system as soon as possible and to provide you with any additional information you may require.

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