

Limited Time Offer Available

Protect Your Digital Identity With New Blocking Solution



Elevate Online Brand Protection With New GlobalBlock Service

Domain names are the gateway to a brand's digital presence. However, managing them can be time-consuming, expensive, and risky in terms of reputation and expense.

Introducing GlobalBlock, a domain-blocking service from the [Brand Safety Alliance](#). GlobalBlock provides exceptional protection, cost savings, and operational ease to prevent third-party registrations of a brand's name across hundreds of TLDs. With GlobalBlock, you can easily safeguard your brand's digital identity by blocking trademark labels from being registered across a wide range of domain extensions. **As part of the Founders discount program, you can save on this powerful and unified service until May 31, 2024.**

What are **Homoglyph Variant Domains**?

Homoglyph variant domains exploit symbols and characters that look similar to standard spelling and alpha-numeric characters. They exist as attempts to lure legitimate traffic to less-than-reputable destinations

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✓ **How Does It Work?**

The GlobalBlock program is designed to help support domain portfolio optimization by providing "one stop" protection of trademark terms - like company and celebrity names - across a large number of domain extensions.

Currently, the service provides domain blocking across 558 domain extensions. Brands have the option to unblock and register any domain at any time if they wish to use it actively.

The program also features Priority AutoCatch which automatically "catches" expired third party domains that match strings protected by the block list in the protected extensions.

In addition, the advanced GlobalBlock+ service provides automatic blocking of Homoglyph variants to prevent their use in phishing attacks and other malicious online activities.

✓ **Customer Eligibility:**

| Eligibility Type | | | |
|--|---|--|---|
| Registered trademark | Unregistered trademark | Company or organization name | Celebrity name |
| Criteria | | | |
| An active nationally or regionally registered trademark | A mark created by a business or individual to signify or distinguish a product or service | Registered companies & Trading As names | Famous personas, sports stars and personalities, political figures, actors, social media celebrities and public figures |
| Acceptable Documentation Examples | | | |
| <ul style="list-style-type: none"> • Certified copy of trademark registration • Screenshot of online record of Intellectual Property body database | <ul style="list-style-type: none"> • Articles of incorporation/association • Dated advertising and marketing materials • Dated photographs | <ul style="list-style-type: none"> • Copy of registration documentation • Articles of incorporations/association • Invoices/bills | <ul style="list-style-type: none"> • Links to websites or social media • Registered trademark number • Proof of status |

✓ **Product Terms**

- Registration Term Lengths: **1, 2 or 3 years**
- New Create Grace Period: **7 days**
- Auto-Renewal Grace Period: **7 days**
- IDN Extensions Included? **Yes**
- IDN Rights Eligible? **Yes**
- Presumptive Auto-Renewal? **Yes**

✓ Key Features:

 **GLOBALBLOCK**
 **GLOBALBLOCK+**

| | | |
|---|---|---|
| Blocking across all Global Block Extensions | ✓ | ✓ |
| Premium domain name blocking | ✓ | ✓ |
| Priority AutoCatch | ✓ | ✓ |
| Domain Unblock | ✓ | ✓ |
| Unlimited blocking of main labels | ✗ | ✓ |
| Blocking of homoglyph confusable characters | ✗ | ✓ |

Instant exact match coverage across hundreds of domain name extensions available across the industry.

mybrand.<All GlobalBlock TLDs>

Increased protection that additionally blocks a select range of look-alike variations that are often used in online scams.

my-brand. <All GlobalBlock TLDs>
mybrand.<All GlobalBlock TLDs>



For additional information, contact your Domain Portfolio Advisor or visit markmonitor.com