

# Domain Name Basics

## Domain Blocking Services

Tobias Sattler  
[tobiassattler.com](https://tobiassattler.com)

# What are Domain Blocking Services?

Trademark **owners** can **protect** their **brands** by using domain blocking services.

These services will **block** associated **domain** names for registration in all extensions managed by these registries. Thereby, they provide an effective cybersquatting solution for less than the cost of defensively registering domains.

You may reach out to your trusted registrar for advice on domain blocking. You have to calculate with a three to the four-digit amount.



# Trademark Clearinghouse

The Trademark Clearinghouse (**TMCH**) is an essential rights protection mechanism built into ICANN's new gTLD program.

It is a centralized **database** to **verified trademarks**. Every new top-level domain (TLD) that will launch connects to the TMCH.

Most services presented here use the TMCH as a basis.



# Summary

DPML	TREx	Uni EPS	AdultBlock	.club Trademark Sentry
Donuts	TMCH	Uniregistry	ICM Registry	.club Registry
240+ TLDs	40+ TLDs	20+ TLDs	4 TLDs	.club
Exact match Variants optional	Exact match	Exact match Variants optional	Exact match Variants	Exact match Variants
5 or 10 years	1 year	1, 3, 5, or 10 years	1, 3, 5, or 10 years	5 years
Override possible	Override possible	Override possible	Override not possible	Override possible
TMCH entry required	TMCH entry required	TMCH entry required	TMCH entry required or Sunrise B participant	No TMCH entry required

# DPML

Domains Protected Marks List (DPML) is a service of Donuts and **covers** more than **240 TLDs**, such as .games, .life, and .social.

**DPML** is a **five-year block** for an **exact match** second-level domain (SLD) across **standard-priced** Donuts TLDs.

**DPML Plus** is a **ten-year** block for an exact match SLD, including **variants** across all Donuts TLDs – that **also** covers **premium** names.

As a prerequisite, you will need a TMCH entry.

# TREx

Trademark Registry Exchange (TREx) is a service of the TMCH and **covers** more than **40 TLDs**, such as .london, .vip, and .xyz.

**TREx** is a one-year **block** for an **exact match** SLD across all 40 TLDs.

As a prerequisite, you will need a TMCH entry.

# Uni EPS

Uni Extended Protection Service (EPS) is a service of Uniregistry and **covers** more than **20 TLDs**, such as .audio, .hosting, and .link.

**EPS** and **EPS Plus** block an **exact match** SLD across all Uniregistry TLDs – that **also** covers **premium** names.

Both blocks are available for 1, 3, 5, or 10 years.

Additionally, EPS Plus covers variants and Unicode variants.

As a prerequisite, you will need a TMCH entry.

# AdultBlock

AdultBlock and AdultBlock+ are a service of ICM Registry and **covers** the **4 TLDs** .adult, .porn, .sex and .xxx.

Both **block exact match** SLD across all 4 TLDs – that **also** covers **premium** names. They are available for 1, 3, 5, or 10 years.

Additionally, AdultBlock+ covers variants and Unicode variants.

As a prerequisite, you will need a TMCH entry or have been a participant in the .xxx Sunrise B.



# .club Trademark Sentry

It is a service of the .club Registry and **covers exact match** and all **variants**, including **premium** names under .club for five years.

A TMCH entry is not necessary; however, you will need a USPTO or equivalent trademark.

# Override

An override is the **unblocking** of a **domain** by the customer or another trademark owner who has an SMD file with an identical label to register the domain.

Example: ACME Florist subscribes to block its trademarked ACME term. ACME Dentist, which owns a trademark that contains the ACME term and is eligible to register domain names during Sunrise, may override the block and register acme.dentist.



# What's next?

**Several** services offer domain blocking, but none of them cover the vast majority nor larger TLDs such as .com, .net, and .org.

Furthermore, prices, periods, requirements, and workflows are sometimes **different**; statistics and figures are hardly available. Nevertheless, these services can supplement your domain strategy.

However, it will be relevant to **standardize** these services to improve market acceptance.



# Thank you!