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WHY .EU IS YOUR PREFERRED CHOICE





IP PROTECTION UNDER .EU & TRUST



» Reputation

Reputation economy

Reputation is becoming a currency that will be more powerful than our credit history in the 21st century

Reputation capital

The worth of your reputation – intentions, capabilities and values – across communities and market places





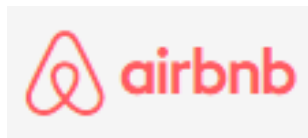
Trust



Is a measurement of how much a community trusts you

Booking.com

Online businesses are built on trust



It takes time to build it
It can be ruined overnight

Can we do something ?



Trust and the Domain Name



Key issue : Fake identities

Solution:

To know the person behind
a domain name

Identify fake registration data

- Identity is fake -> delete DN
- Identity is real -> person can be sued

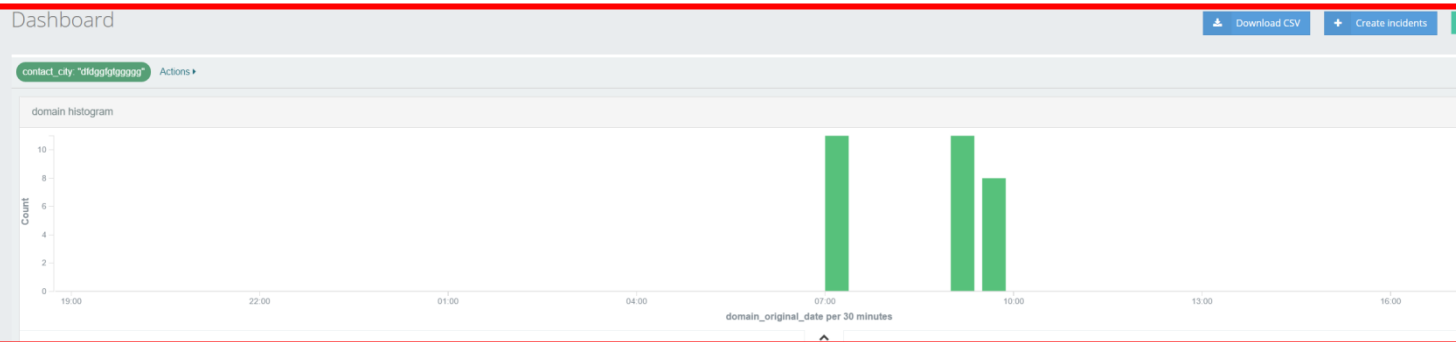
6



Actions

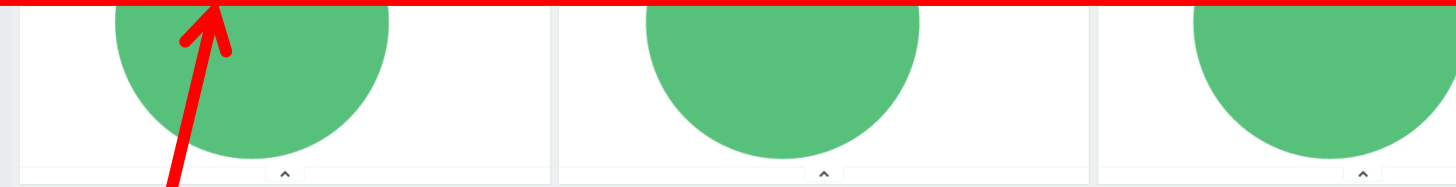
- Corrective actions : Chase bad registrations
- User enablement : Offer tools to third parties
- Preventive actions : Prevent bad registrations

7



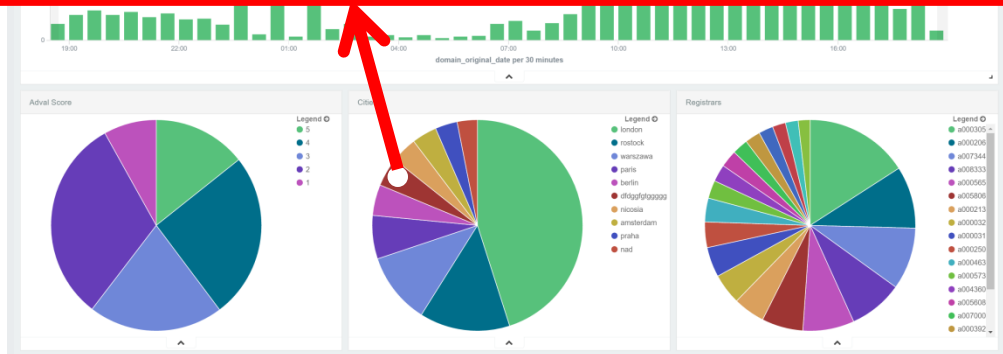
Dashboard Results

| Time | contact_alias | domain_name | contact_name | contact_organisation | contact_street1 | contact_city | contact_country | contact_email | contact_phone |
|------------------------------|---------------|-------------|---------------|----------------------|------------------|--------------|-----------------|-----------------|-----------------|
| March 3rd 2017, 09:43:40.966 | c27426958 | mxmara | zhou xingxing | - | dfghfhjgfgfggffg | dfggfgtggggg | AT | 50472063@qq.com | +86.13850217968 |



Dashboard Results

| Time | contact_alias | domain_name | contact_name | contact_organisation | contact_street1 | contact_city | contact_country | contact_email | contact_phone | contact_registrar_alias | registrar |
|------------------------------|---------------|-------------|---------------|----------------------|------------------|--------------|-----------------|-----------------|-----------------|-------------------------|-----------|
| March 3rd 2017, 09:43:40.966 | c27426958 | mxmara | zhou xingxing | - | dfghfhjgfgfggffg | dfggfgtggggg | AT | 50472063@qq.com | +86.13850217968 | a007344 | TLD Re |
| March 3rd 2017, 09:43:39.966 | c27426957 | vestimxs | zhou xingxing | - | dfghfhjgfgfggffg | dfggfgtggggg | AT | 50472063@qq.com | +86.13850217968 | a007344 | TLD Re |
| March 3rd 2017, 09:43:38.967 | c27426956 | chaqueless | zhou xingxing | - | dfghfhjgfgfggffg | dfggfgtggggg | AT | 50472063@qq.com | +86.13850217968 | a007344 | TLD Re |



Next steps : manual → intelligent algorithms





User Enablement

Distance

- Identify use of variants (=potential abuses)
- Added benefit : in different TLDs

SIMILAR DOMAIN NAMES

This is a limited list of registered domain names that are similar to the domain name , ranked on visual resemblance (*):

.eu & .eu domain names

0.05 [tesia.eu](#)

0.1 [teslacom.eu](#)

0.1 [3tesla.eu](#)

0.1 [7tesla.eu](#)

0.1 [etesla.eu](#)

.com domain names

0.0 [tesla.com](#)

0.0 [tes-la.com](#)

0.0 [t-e-s-l-a.com](#)

0.02 [tésla.com](#)

0.05 [tes1a.com](#)

domain names in other

0.0 [tesla](#) found in **257** tlds

0.0 [tes-la](#) found in **2** tlds

0.0 [t-e-s-l-a](#) found in **1** tid

0.05 [tesia](#) found in **3** tlds

0.05 [tes-ia](#) found in **2** tlds

The value is a measure of the number of modified characters (that is: added, replaced or removed) between a registered domain name and tesla.eu. The result is weighted by several rules including but not limited to the visual similarity of the various changes and their position.

Get the full list

If you are the holder of the domain name tesla.eu, the full list of registered domain names that have striking similarities to yours can be sent to your email address. This list appears in our registration database.

Please be advised that, to avoid possible abuse, this list can be sent only once a week.

[Get the full list](#)

(*): Similarity of a domain name is based on an algorithm developed by EURid.



User Enablement



.eu domain names

.com domain names

new gtld domain names

| Domain name | Distance |
|---------------|----------|
| tesla.com | 0 |
| tes-la.com | 0 |
| t-e-s-l-a.com | 0 |
| tésla.com | 0 |
| tes1a.com | 0.1 |
| tesia.com | 0.1 |
| tes-ia.com | 0.1 |

| Domain name | Distance |
|----------------|----------|
| tesla.limited | 0 |
| tesla.tours | 0 |
| tesla.legal | 0 |
| tesla.vet | 0 |
| tesla.paris | 0 |
| tesla.bike | 0 |
| tesla supplies | 0 |

.eu domains names not owned by you

.eu results are new this month

● .eu ● .com ● other





User Enablement

Domain Name for sale

Identify *potential* abuses

sex.eu: **Not available for registration**

Next steps

- Improving matching algorithms
- Add more TLDs (cc)
- Add TM information
- Add portfolio management
- Monthly delta reporting

| | |
|--|--------------------------------------|
| | Stefan Balazsi |
| | Ultimate Invest Limited |
| | English |
| | Suite A, Dolphin Court A Embassy Way |
| | MSD11 |
| | Ta' Xbiex |
| | MT |
| | +356.27780119 |
| | registry@ultimateinv.com |

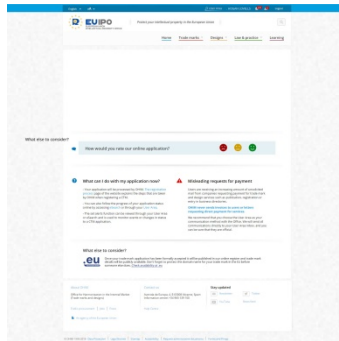
This domain name is for sale. Interested in purchasing the domain name ? [Click here.](#)



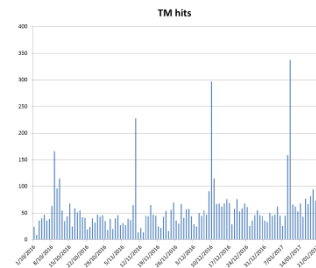
User Enablement

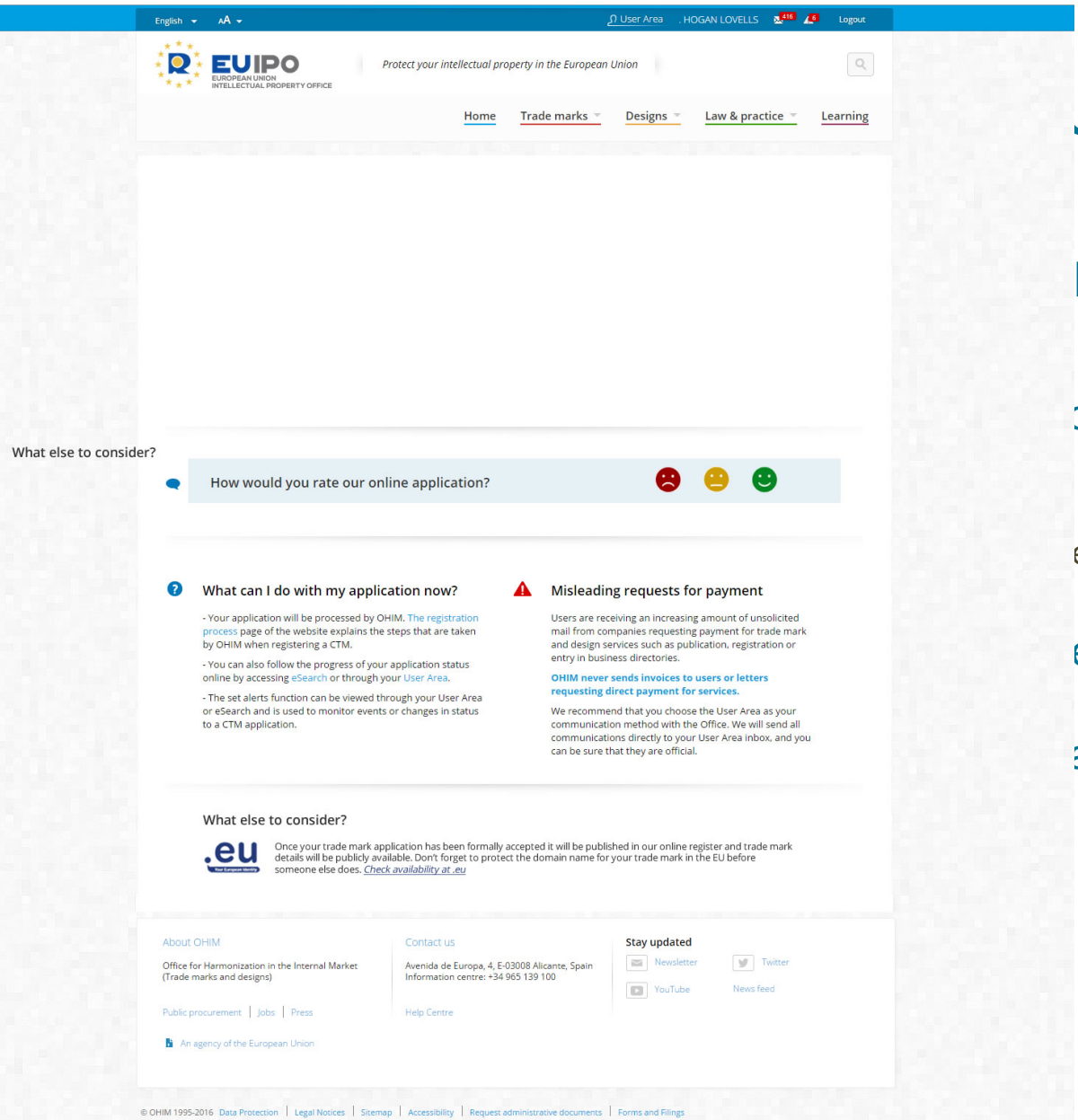


Collaboration with EUIPO



- Inform brand owners
 - When a DN is registered that is identical to the registered TM.
- Register the .eu together with your TM
- Inform registrant that DN is identical to TM





User Enablement

with EUIPO

Owners

is registered that is identical
to a registered TM.

to be used together with your TM

to ensure that DN is identical to TM



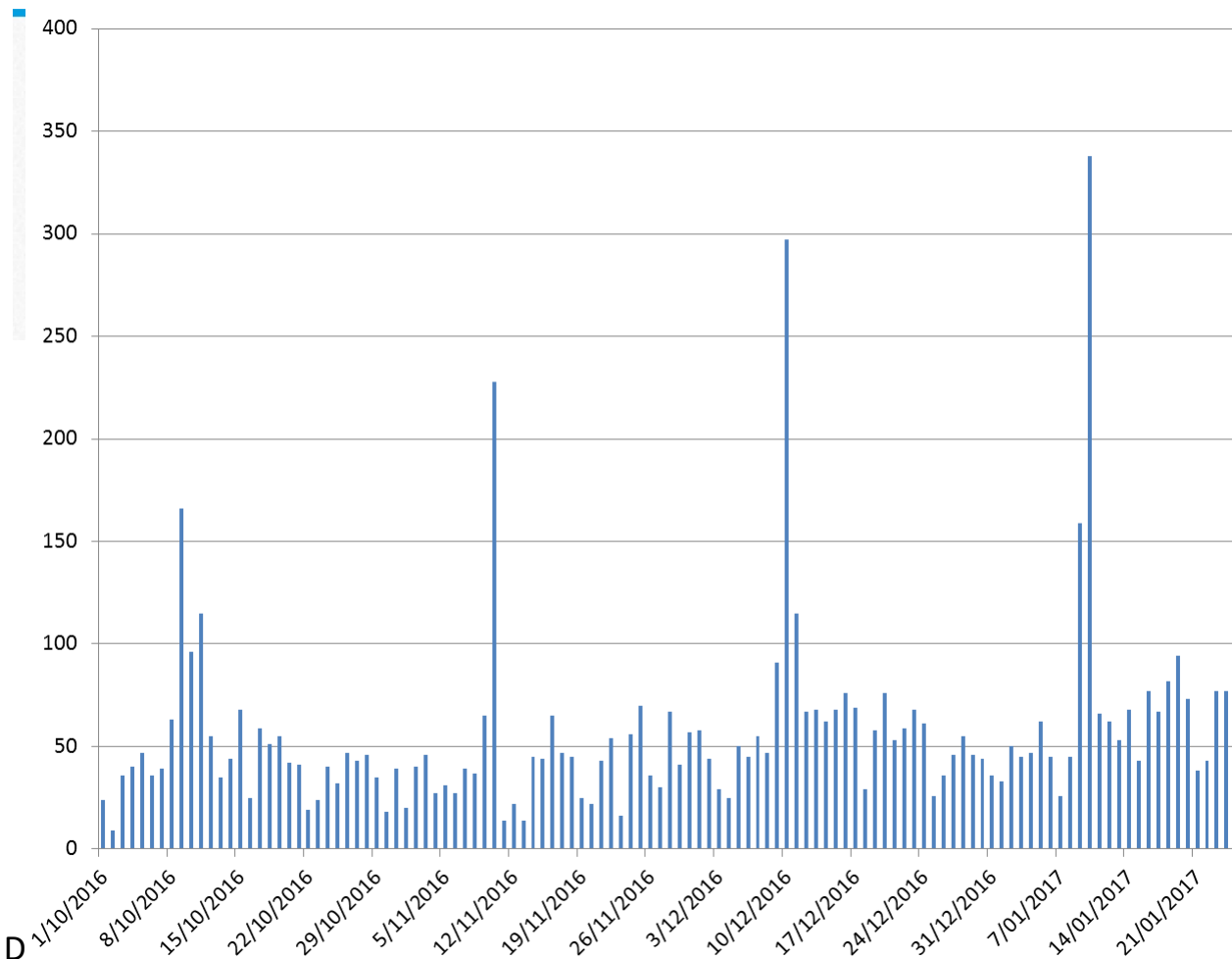


User Enablement



Collaboration with EUIPO

TM hits



entical

our TM

tical to TM





User Enablement

Registrant Trust Score

- Level of trust of the correctness of Whois data
- Visible in whois
- Based on indicators
 - Existence of address (current situation)
 - Consistency of data (cc telnr)
 - Consistency of technical data
 - Correctness of person-address combination
- Self-certification
- → Trust level person can be identified



Remediation

- Steps : verification of data
- If not OK -> delete
- If OK : Sponsored ADR (300€)



Homoglyph Bundling

WHOIS DATA

| | |
|-------------|--------------------------|
| Domain name | ana.eu |
| Status | In Use ? |
| Registered | 2 Jun 2006 |
| Expiry date | 30 Jun 2017 |
| Last update | 28 Jan 2016 |

ana.eu = ANA.eu = AnA.eu
 Latin

whois

Check if your domain name is available Search [← Back to eurid.eu](#)

ana.eu: **Homoglyph Blocked**

This domain name is not available for registration. (ana.eu) [See here for more information.](#)

ana.eu: Cyrillic

whois

Check if your domain name is available Search [← Back to eurid.eu](#)

ava.eu: **Homoglyph Blocked**

This domain name is not available for registration.

ανα.eu = ANA.eu : Greek

whois

Check if your domain name is available Search [← Back to eurid.eu](#)

ana.eu: **Homoglyph Blocked**

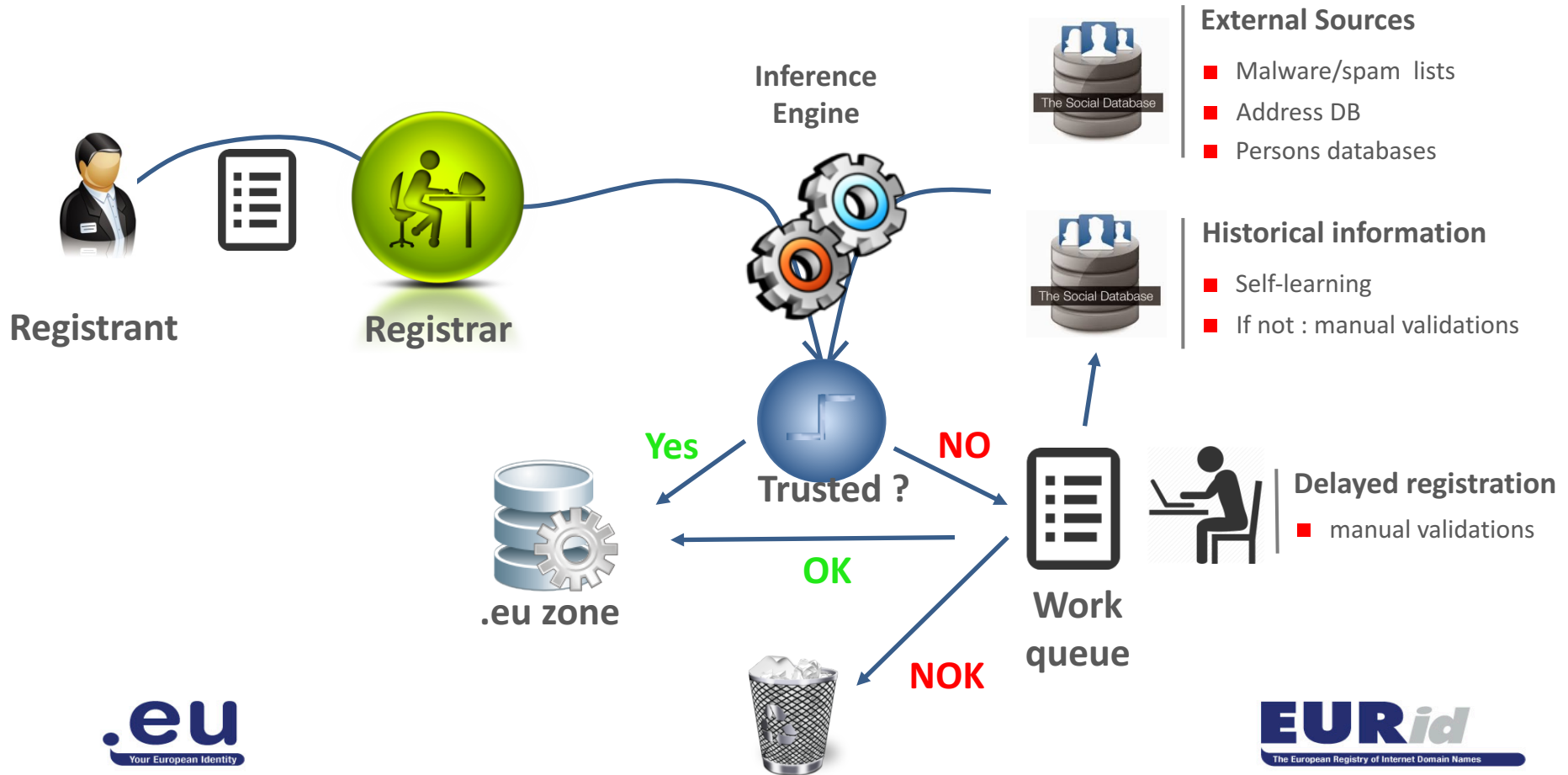
This domain name is not available for registration.

αηα.eu = AnA.eu : Greek





Abuse prediction & delayed activation





» Prevention

» Predictive analysis & abuse prevention

- Predict at the time of registration what the chances are that the DN is going to be used for illegal purposes
- If score > threshold → *delay activation* and investigate DN
- Investigation may lead to withdrawal of DN



Register your name(s)
under .eu and
start benefiting