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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 21<sup>st</sup> century

## Reputation capital

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





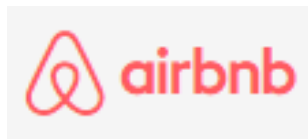
## Trust



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

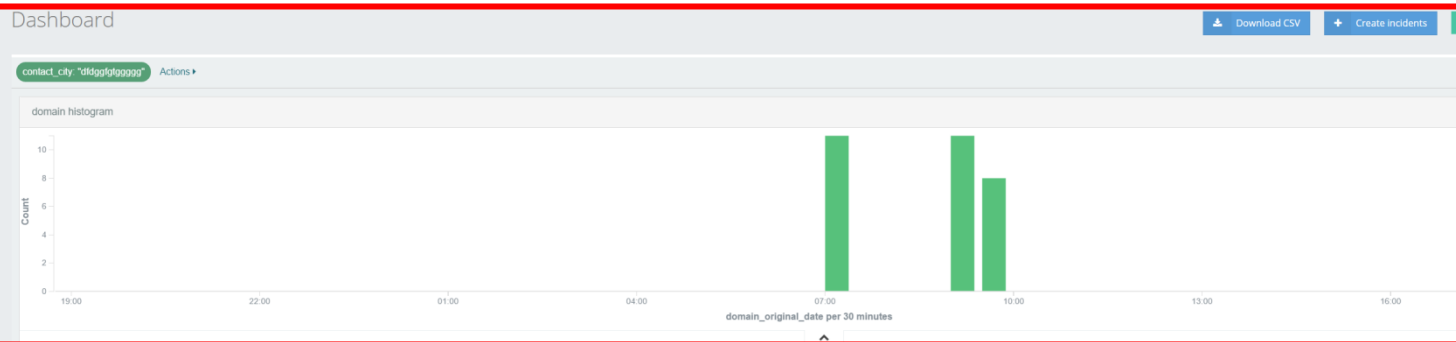
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## Actions

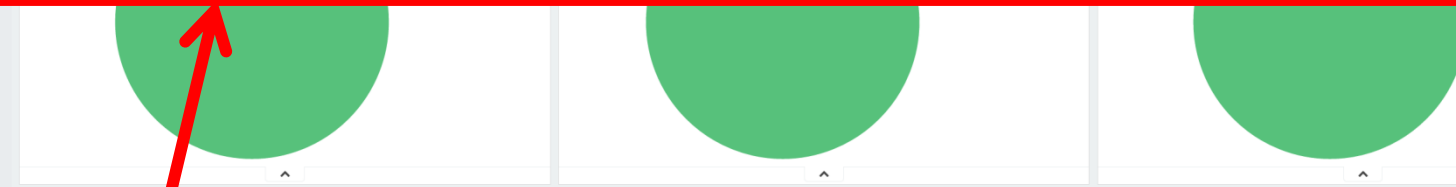
- Corrective actions : Chase bad registrations
- User enablement : Offer tools to third parties
- Preventive actions : Prevent bad registrations

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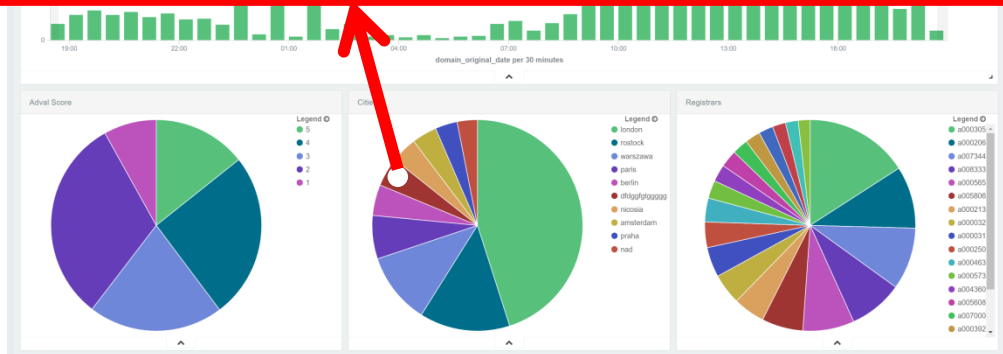
Dashboard Results

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	-	dfghfhjgfgfgffg	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	-	dfghfhjgfgfgffg	dfggfgtggggg	AT	50472063@qq.com	+86.13850217968	a007344	TLD Re
March 3rd 2017, 09:43:39.966	c27426957	vestimxs	zhou xingxing	-	dfghfhjgfgfgffg	dfggfgtggggg	AT	50472063@qq.com	+86.13850217968	a007344	TLD Re
March 3rd 2017, 09:43:38.967	c27426956	chaqueless	zhou xingxing	-	dfghfhjgfgfgffg	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

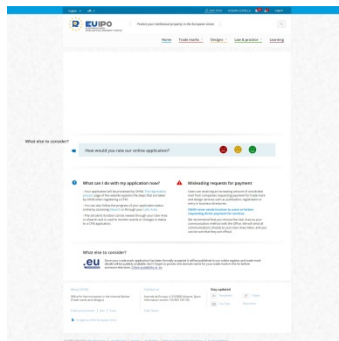
This domain name is for sale. Interested in purchasing the domain name ? [Click here.](#)



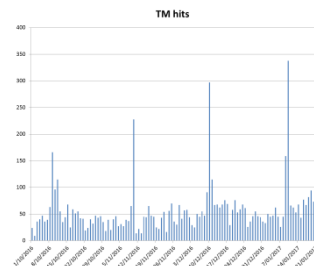
# User Enablement

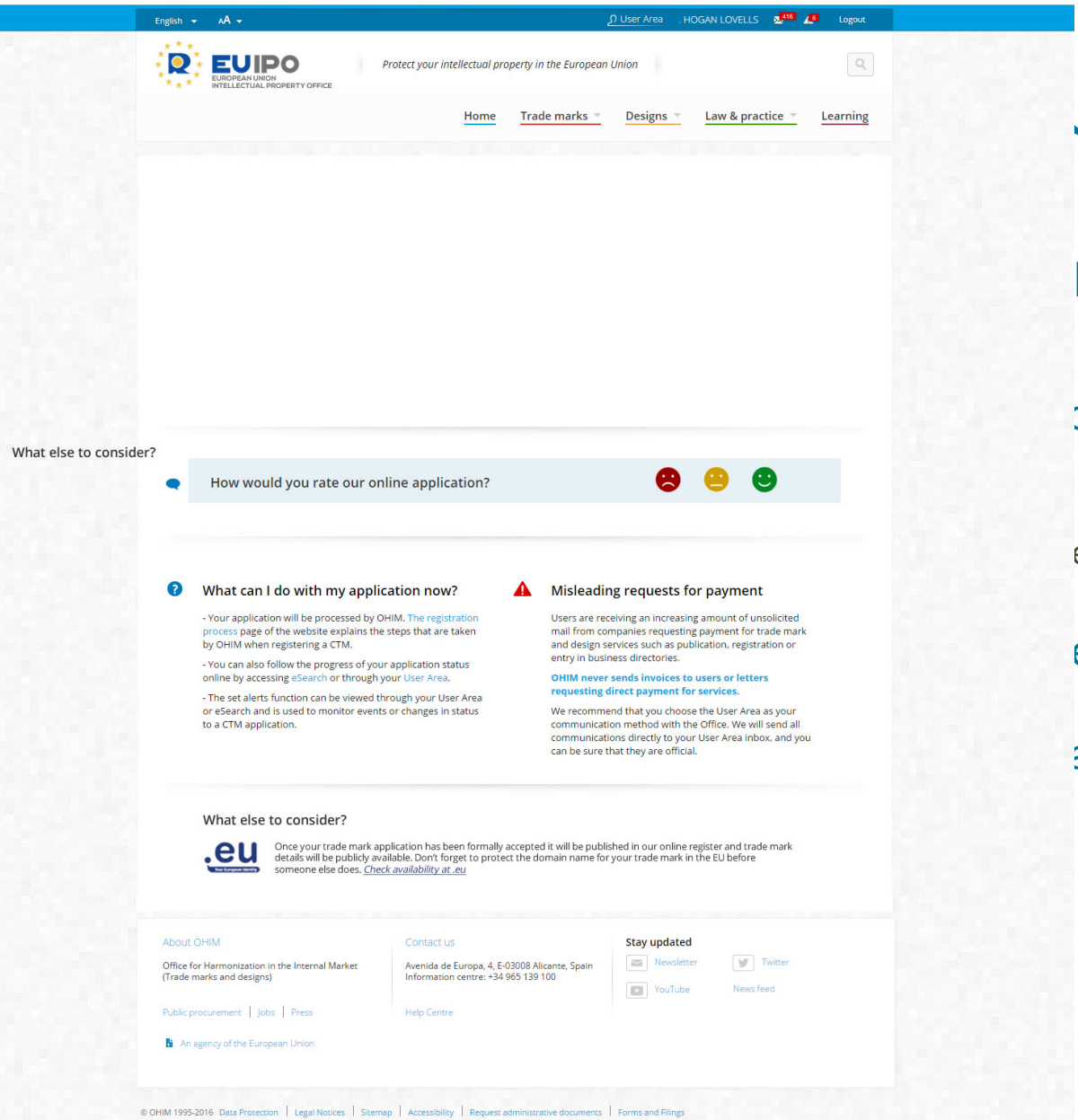


## Collaboration with EUIPO



- 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



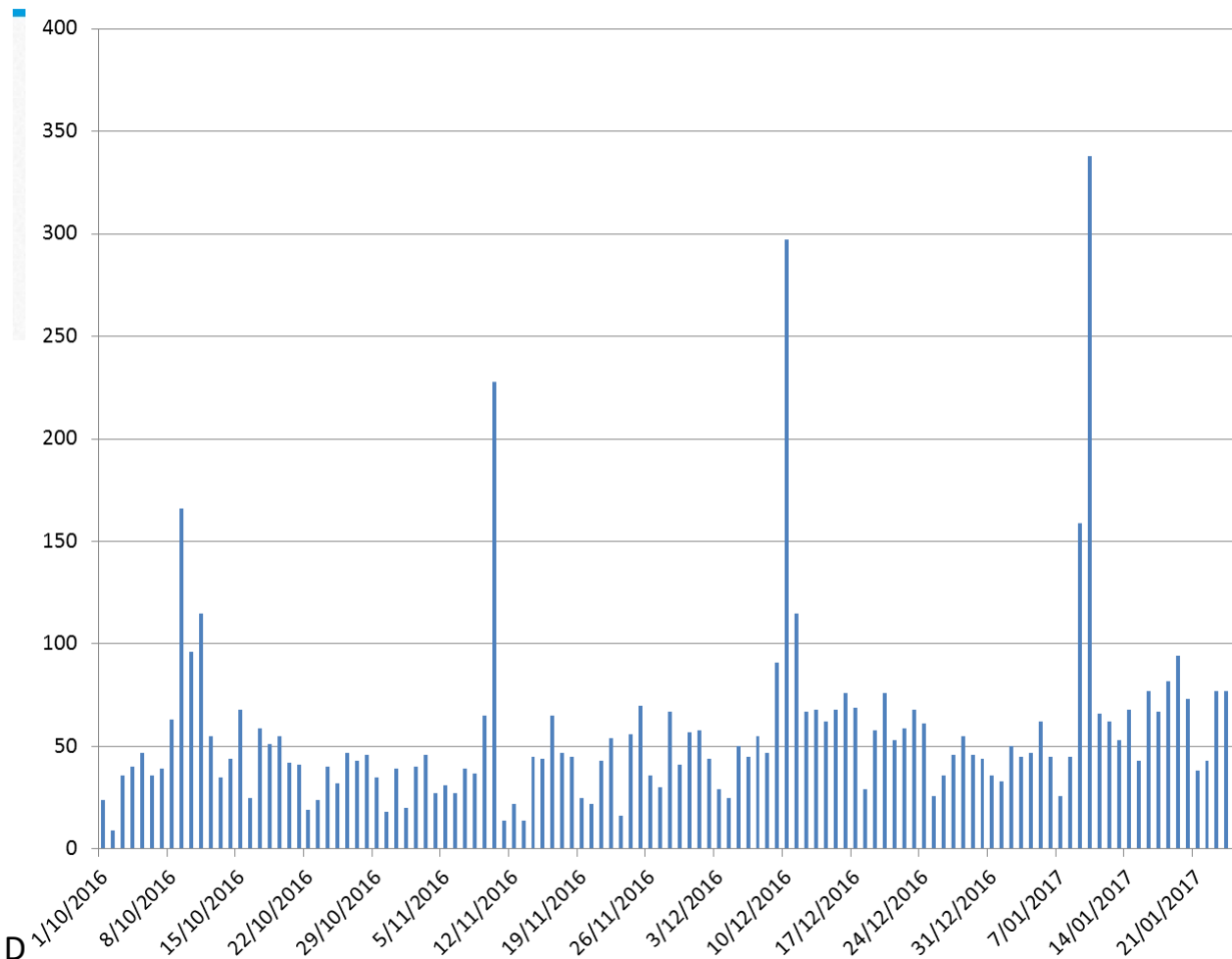


# User Enablement



## 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 <span>?</span>
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.

**αva.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.

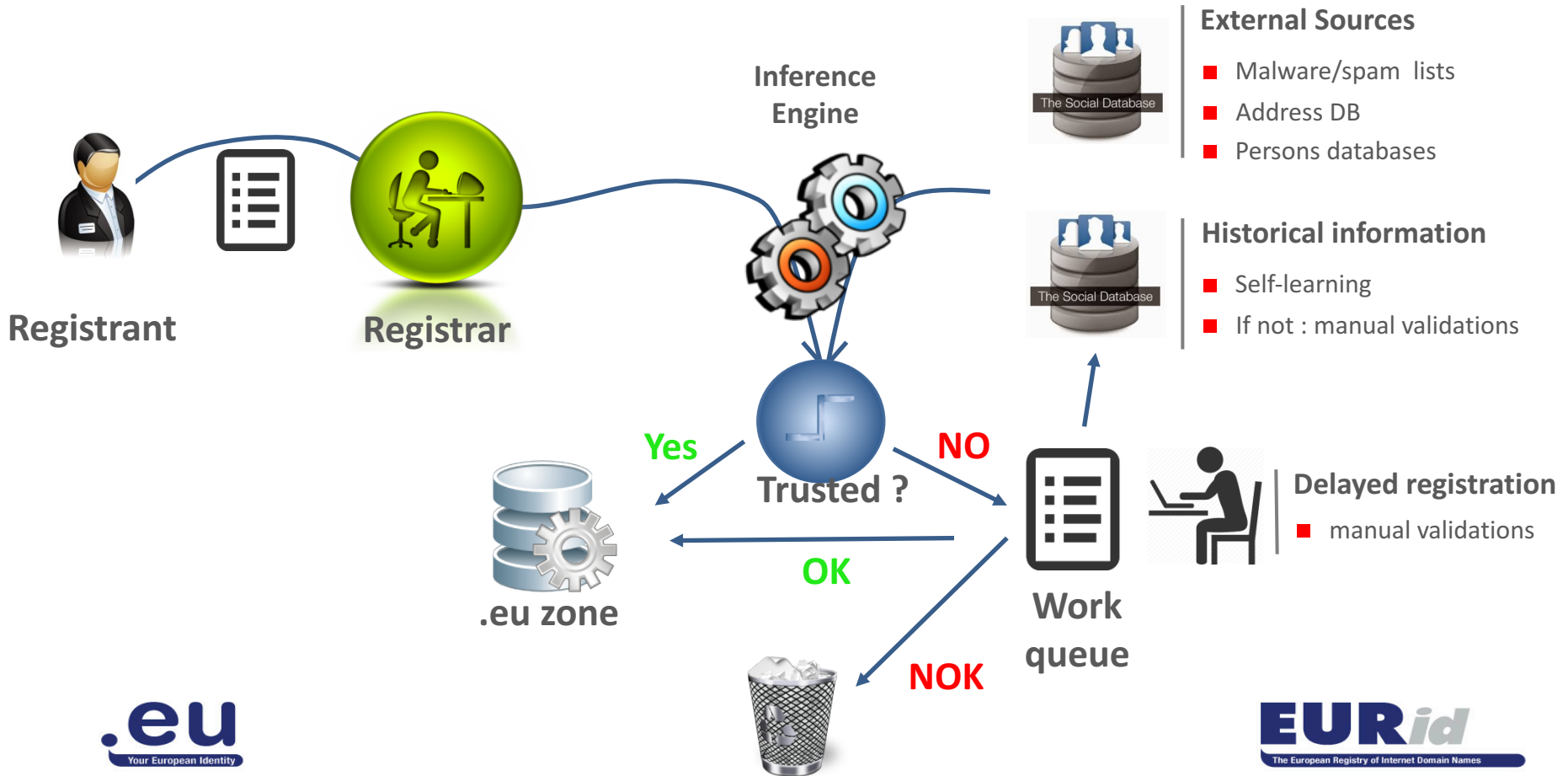
**αna.eu = AnA.eu : Greek**







## 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