



GLOBALBLOCK

brand protection: addressing a fractured domain name system

brandsec

GlobalBlock is the world's first unified domain name blocking service that aims to protect brands in over a thousand domain name spaces

Why GlobalBlock?



Global Coverage

Bringing together registries around the world, GlobalBlock will eventually cover thousands of domain name spaces



Cost Reduction

Compared to individual registrations, blocking represents significant cost benefits and unlike domain registration there's no need to maintain each individual domain



Direct Protection

GlobalBlock connects directly to all participating registries in parallel and applies block protection in real-time with no further requirements to be met by the registrant



Priority Auto Catch

Domain already registered? GlobalBlock will apply a Registry Level rule so if the domain name ever expires, you will have priority rights

The problem with today's domain name system

- **Thousands of TLDs to Protect:** With thousands of generic TLDs, the potential for abuse is enormous
- **High Cost of Defensive Domains:** Registering & renewing every TLD is prohibitively expensive nor practical
- **Cybersquatting & Phishing is Rife:** The volume of branded domain names for malicious purposes is diabolically high
- **New gTLD 2026:** New domain spaces are planned for 2026, so the problem will only get worse

.xyz

.biz

.info

.online

gTLD

.id

.cyou

cctlds

.io



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GlobalBlock is available in two distinct product types, each designed to provide a different level of protection for brand owners



GLOBALBLOCK

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

GLOBALBLOCK+

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

Key Features	GlobalBlock	GlobalBlock Plus
Direct blocking across all GlobalBlock TLDs	✓	✓
Premium domain name blocking	✓	✓
Priority AutoCatch	✓	✓
Domain Unblock	✓	✓
Unlimited blocking of main labels	✗	✓
Blocking of homoglyph confusable characters	✗	✓

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 persons, 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 Incorporation/ Association Invoices/Bills 	<ul style="list-style-type: none"> Links to websites, social media Registered trademark number Proof of status

GlobalBlock is open to:

- ✓ Registered trademarks
- ✓ Unregistered trademarks
- ✓ Company or registered organization names
- ✓ Celebrity names

