WHY .EU IS YOUR PREFERRED CHOICE
IP PROTECTION UNDER .EU

&

TRUST
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

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
Actions

- Corrective actions: Chase bad registrations
- User enablement: Offer tools to third parties
- Preventive actions: Prevent bad registrations
Next steps: manual → intelligent algorithms
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 (*):

<table>
<thead>
<tr>
<th>.eu &amp; .eio domain names</th>
<th>.com domain names</th>
<th>domain names in other TLDs</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.05 tesla.eu</td>
<td>0.0 tesla.com</td>
<td>0.0 tesla found in 257 TLDs</td>
</tr>
<tr>
<td>0.1 teslacom.eu</td>
<td>0.0 tes-la.com</td>
<td>0.0 tes-la found in 2 TLDs</td>
</tr>
<tr>
<td>0.1 3tesla.eu</td>
<td>0.0 t-e-s-la.com</td>
<td>0.0 t-e-s-la found in 1 TLD</td>
</tr>
<tr>
<td>0.1 7tesla.eu</td>
<td>0.02 tésla.com</td>
<td>0.05 tes-la found in 3 TLDs</td>
</tr>
<tr>
<td>0.1 etesla.eu</td>
<td>0.05 tes1a.com</td>
<td>0.05 tes-la found in 2 TLDs</td>
</tr>
</tbody>
</table>

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 you if it 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**

<table>
<thead>
<tr>
<th>Domain name</th>
<th>Distance</th>
</tr>
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<tbody>
<tr>
<td>tesla.com</td>
<td>0</td>
</tr>
<tr>
<td>tes-la.com</td>
<td>0</td>
</tr>
<tr>
<td>t-e-s-l-a.com</td>
<td>0</td>
</tr>
<tr>
<td>tèsla.com</td>
<td>0</td>
</tr>
<tr>
<td>tes1a.com</td>
<td>0.1</td>
</tr>
<tr>
<td>tesia.com</td>
<td>0.1</td>
</tr>
<tr>
<td>tes-la.com</td>
<td>0.1</td>
</tr>
</tbody>
</table>

- **.com domain names**

<table>
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<tbody>
<tr>
<td>tesla.com</td>
<td>0</td>
</tr>
<tr>
<td>tes-la.com</td>
<td>0</td>
</tr>
<tr>
<td>t-e-s-l-a.com</td>
<td>0</td>
</tr>
<tr>
<td>tèsla.com</td>
<td>0</td>
</tr>
<tr>
<td>tes1a.com</td>
<td>0.1</td>
</tr>
<tr>
<td>tesia.com</td>
<td>0.1</td>
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<tr>
<td>tes-la.com</td>
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- **new gtld domain names**

<table>
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<tr>
<th>Domain name</th>
<th>Distance</th>
</tr>
</thead>
<tbody>
<tr>
<td>tesla.limited</td>
<td>0</td>
</tr>
<tr>
<td>tesla.tours</td>
<td>0</td>
</tr>
<tr>
<td>tesla.legal</td>
<td>0</td>
</tr>
<tr>
<td>tesla.vet</td>
<td>0</td>
</tr>
<tr>
<td>tesla.paris</td>
<td>0</td>
</tr>
<tr>
<td>tesla.bike</td>
<td>0</td>
</tr>
<tr>
<td>tesla.supplies</td>
<td>0</td>
</tr>
</tbody>
</table>

- **.eu results are new this month**
- **.eu domains not owned by you**

EURid CONFIDENTIAL – Distribution: Staff
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
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
Collaboration with EUIPO

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User Enablement

TM hits
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

ana.eu = ANA.eu = AnA.eu

Latin

ανα.eu = ANA.eu : Greek

ανα.eu: Homoglyph Blocked

αηα.eu = AnA.eu : Greek

ανα.eu: Cyrillic
Abuse prediction & delayed activation

External Sources
- Malware/spam lists
- Address DB
- Persons databases

Historical information
- Self-learning
- If not: manual validations

Delayed registration
- manual validations

Registrar

Registrant

Inference Engine

Yes

Trusted?

NOK

OK

Work queue

.eu zone

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