

NameBlock

**Protecting Your Trademarks
Across TLDs:** An Interview with
NameBlock AS



NameBlock: Protecting Marks Across TLDs



Pinky Brand
CEO
NameBlock AS



Jeanette Eriksson
SVP, Product and Policy
NameBlock AS



Shane Layman
Manager, Global Industry Relations
Markmonitor

It is September 2025, and 2024 already feels like another time and place light-years away from the present. So much has happened between then and now — Moo Deng stole hearts worldwide, we are witnessing a great AI boom, and millions more domain names have been registered. But one thing in particular happened in 2024 that we want to call your attention to — the introduction of NameBlock AS, a domain blocking solution built to protect brands in the digital space.

At the same time, Markmonitor has noticed our clients taking a strong interest in domain blocking services and understanding the benefits they provide as part of a strategic domain portfolio strategy to protect their brand names online.

So, now that we are over a year out from the release of NameBlock AS, I sat down with Pinky Brand, CEO, and Jeanette Eriksson, SVP, Product and Policy, to ask for their thoughts on how they've seen the NameBlock service evolve, what benefits their service offers to brand owners, and, if they could see into the future, what they predict domain management will look like five years from now.

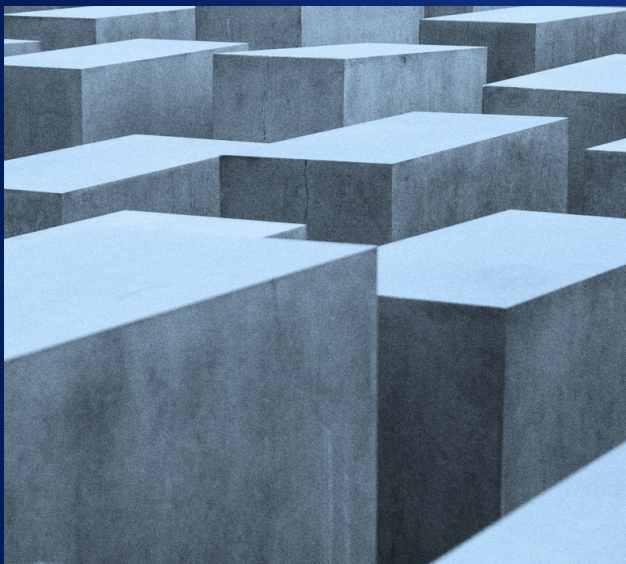
NameBlock: Protecting Marks Across TLDs

Before diving into the interview with NameBlock, let's review what domain blocking is and why it's important.

What is Domain Blocking?

Domain blocking is an essential tool in every domain manager's playbook. It describes the practice of blocking your brand or trademark name from registration across a number of TLDs without actively registering any of the domains. It serves to protect your trademark from third-party or malicious domain registrations.

For more information about domain blocking as a brand protection mechanism and tool, please view [Markmonitor's Domain Blocking for Brand Protection white paper](#).



NameBlock: An Interview with Pinky Brand And Jeanette Eriksson

Shane Layman (SL): NameBlock was released in 2024. What is NameBlock, and since becoming available, what impact has it had for brand owners?

Pinky Brand (PB): NameBlock was launched out of a need to unify and streamline abuse prevention across different registry operators, as well as to bring the idea of blocking to a much wider audience than has been done before.

In other words, since launching NameBlock's BrandLock and AbuseShield products, brand owners regardless of size or budget, can find a relevant alternative to protect their brand.

NameBlock believes in customization, budget and strategy friendliness, and automation, something which can be seen across all of our products.

SL: Thanks, Pinky. It's good to know that with NameBlock there's a customizable service to fit organizations of various sizes and budgets.

Now, NameBlock and Markmonitor spent a good amount of time speaking and

NameBlock: Protecting Marks Across TLDs

consulting on this blocking solution as it was being developed. What are three things about NameBlock's service that are important for our readers to know?

PB: Three things are absolutely key:

1. The unmatched data. We don't put our finger in the air and randomly select homoglyphs — AbuseShield's algorithm to identify the riskiest variants of any given label is carefully created using data. That data consists of more than 100+ MILLION actual abuse reports, risk scoring, and other factors included in the secret sauce and an extensive algorithm.
2. NameBlock is a neutral party. Our sole focus is on optimized, modern brand protection products and meaningful partnerships, bringing relevant value to brand owners at a manageable cost.
3. In terms of exact match blocking via our BrandLock product, brand owners get the following benefits:
 - a. Customization through a unique pay-per-TLD model; and
 - b. Clear pre-order information when a label is not blockable to prevent a false sense of security and up-front information.

SL: All good things for domain managers to

know when planning strategic coverage for their brand names across many domains. Homoglyphs in particular are known to be exploited by bad actors in phishing attacks, which have the potential to be damaging to a brand's reputation.

So, how do you understand domain blocking to benefit brand owners?

PB: Oh, in numerous ways.

Not only is it a cost-effective way to protect a brand compared to enforcement or the equivalent scope of defensive domain name registrations, but it also reduces the need to manage DNS records or worry about hijacking. Preventing even one infringement can make the return on investment substantial. Furthermore, it can be used to protect not-yet-launched brands without any WHOIS or visibility that can alert competitors or infringers.

SL: *What about the small to mid-market brand owners? Does the cost outweigh the risk?*

Jeanette Eriksson (JE): We are intentionally focused on accessibility, cost-effectiveness, and customization for that very reason, so yes — certainly. Small to mid-market brands can enjoy preventative

NameBlock: Protecting Marks Across TLDs

phishing and impersonation protection without breaking the bank, and without paying for more protection than they need, through:

- our AbuseShield Protection Bundle automatically covering 40+ TLDs, plus any added during the subscription term for a very modest fixed fee, or
- through applying AbuseShield blocks on a TLD-by-TLD basis as selected by the client, as well as
- through BrandLock's customizable protection model, where a brand only pays for the coverage that aligns with their budget, strategy, and needs.

SL: *Thank you, Jeanette.*

With budget a big concern for many companies, especially small to mid-size, it's refreshing to see a model that takes customization and budgets into account, as I mentioned earlier.

Can you share with us how many potential abusive domains have been blocked by AbuseShield and/or BrandLock?

JE: While we don't publicly disclose specific numbers or clients, we can share that our AbuseShield product is designed to actively identify potentially abusive domains (much more than just homoglyphs) that can truly be blocked at the registry level — not just

theoretically blocked. Up to 500 domains per selected TLD are blocked.

Block customers want to know exactly how many variants can be blocked on a TLD-by-TLD basis. They don't want surprises where they find out that what they thought was going to be blocked is not blocked, or cannot be blocked, due to independent TLD policies. We can provide such data in advance so that brand owners can make informed decisions.

And in the background, we differentiate between variants that can be immediately blocked, and those that should be monitored and automatically secured by us at no extra cost through our Instant Variant Catcher if they become available for registration.

Additionally, each AbuseShield Protection Bundle order blocks up to about 20,000 variants. The total amount per order varies slightly and is largely dependent upon the trademark string length and other characteristics, along with the variant blocking availability, policies, and supported character sets in each TLD.

SL: *The Instant Variant Catcher and AbuseShield Protection Bundle both sound like great tools for brand owners looking to protect their names across TLDs at*

NameBlock: Protecting Marks Across TLDs

reasonable costs.

Looking ahead, can you tell us what NameBlock's plan is for ICANN's Next Round of New gTLDs that is expected to open in April of 2026? Will any newly allocated TLDs automatically fall into NameBlock's blocking coverage?

PB: We're constantly onboarding both ccTLDs and gTLDs, and the TLDs included in the next round make no exception to that. Our AbuseShield Protection Bundle automatically adds any new TLDs that are onboarded at no additional cost during the subscription term.

Blocking and decision fatigue are likely to be factors in the next round. The criminals using AI are moving faster than policy and/or the UDRP can scale against it. So, look for products from us that will be innovative and move beyond mere traditional static blocking for the next round.

SL: *And let's say you had a crystal ball — could you outline how NameBlock sees domain management develop over the next five years?*

PB: We would say that domain management in the next 5 years will be all about

customization, balance, AI data assistants, and informed decision making.

What we mean by that is that brands, regardless of size, will pay attention to the balance in their strategy, and as such, the impact on budget, between preventative measures, defensive registrations, monitoring, and enforcement.

AI will become increasingly important in domain management, which keeps getting more complex. We see conversational data assistants becoming standard within only a few years, not five.

Brand and portfolio managers will want instant insights from their portfolio data, so they can make smarter decisions and act faster on opportunities and risks. There need not be one single solution that fits all, or that all have to conform to — we believe that it will become a more generally accepted idea, just as is the case in other industries, that different services can meet different needs and that there's a benefit to be had for any end user in that environment.

We further believe that data-backed decisions will be increasingly important, as the amount of abuse using lookalike domains continues to increase. Therefore, brand managers will spend less time

NameBlock: Protecting Marks Across TLDs

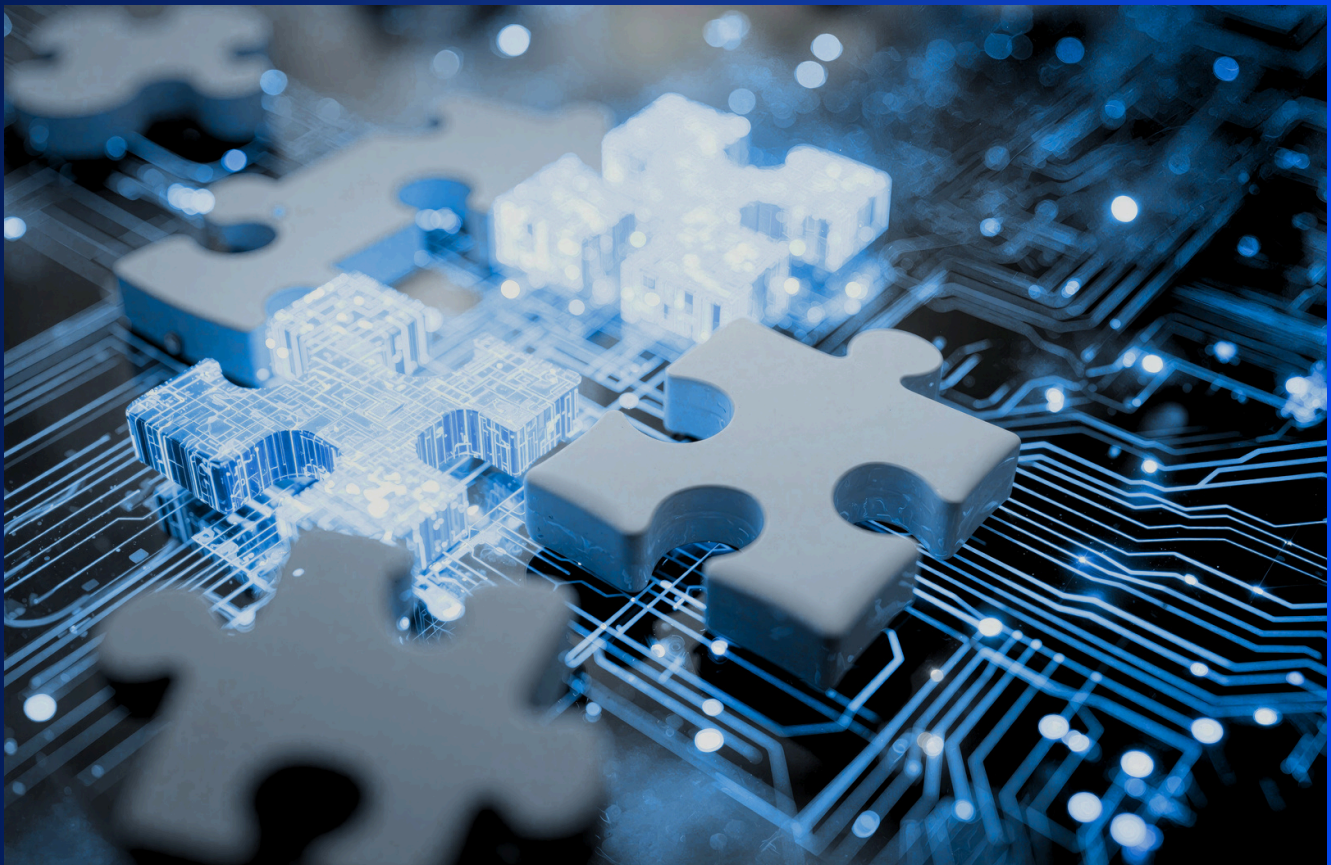
manually identifying risky domains for defensive registrations or blocking decisions.

SL: *Thank you, Pinky. Couldn't agree with you more about data-backed decisions becoming increasingly important. We're also very interested to see what impact AI has upon the domain and domain management industries over the coming years.*

Jeanette, Pinky, thank you both for sitting

down with me today to discuss NameBlock and reflect on its ever-increasing importance as part of a strategic domain portfolio strategy. For brands that prioritize customizable protection and budget-aware solutions, consider adding NameBlock to your domain management toolbox.

Interested in learning more about NameBlock? Reach out to your Domain Portfolio Advisor with questions — Markmonitor is here to help.





Should you need any further information or assistance, please contact your Domain Portfolio Advisor (DPA) or email customer.service@markmonitor.com

Markmonitor provides strategic domain management solutions that help protect the revenue and reputation of the world's leading brands.

Since 1999, Markmonitor has served the domain portfolio needs of businesses around the globe, including many of the most visited websites in the world. An ICANN accredited domain registrar since its establishment, Markmonitor leverages its extensive industry relationships, innovative technology, and broad expertise to manage and protect company domain portfolios, all with data-driven, white-glove consultation designed to maximize domain portfolio value.