BrandLock
Exact Match Blocking
by NameBlock

Summary Description for Registries

BrandLock Exact Match Blocking by NameBlock blocks domain names that are identical to the Block Label under one or several participating top‑level domains (TLDs). Example: the Block Label "microsoft" would block "microsoft.TLD1", "microsoft.TLD2" etc. NameBlock easily connects to your backend service provider and then maintains domain block lists as they are created, renewed, or deleted.

Block Label eligibility

The Block Label itself must meet certain requirements, e.g. not include special characters or be an IDN, not begin or end with a hyphen, must consist of 3‑63 characters and so on. For a full list of technical and syntax requirements, contact us.

Application Requirements

Resellers utilize our easy‑to‑connect API and/or they can simply use our Web‑Based Reseller Dashboard to apply for a block under one or several participating TLDs, and NameBlock will automatically detect and request the relevant documentation.

NameBlock will automatically run the following checks before provisioning an Exact Match Block:

Step 1. Is there a matching label in the Trademark Clearinghouse (TMCH) database?
Yes - a valid SMD file must be provided.
> No - NameBlock automatically moves on to step 2 below.

Step 2. Is there a matching label in any of the other trademark databases that NameBlock subscribes to?
Yes - proof of an active/live trademark registration, for which the block applicant is the owner on record, must be provided.
> No - NameBlock automatically moves on to step 3 below.

Step 3. Does the label fall under any of the following exclusion categories?
- Consists of 5 or less characters
- Is a generic word (eg. about, best, computer etc) in any of 14+ supported languages
- Match labels excluded by the registry - including premium and reserved labels
- Is included in the list of ICANN Reserved Reserved Names for gTLDs
- Country, city, geographic names (can be included in the Block Label, but a Block Label cannot consist exclusively of these names)
- Has a pre‑existing block on it

Yes - Block application will be denied.
> No - Block application approved!

Revenue Sharing Model

Registries get paid a revenue share for each block applied to their zone. Sign our NDA to obtain pricing and revenue share info Go to: nameblock.com/signnda

Add‑ons coming soon. NameBlock may offer discounts based on the number of TLDs in the BrandLock Exact Match Block, and/or the number of years applied for. Sign our NDA to obtain the discount schedule,

Unblocking
- A Blocked Domain Name can at any time be unblocked by the Block Owner
  - Fees apply - per unblocked domain name - Sign our NDA to obtain pricing. nameblock.com/signnda
- A Block or individual Blocked Domain Name may also get unblocked in accordance with NameBlock terms and conditions, dispute policy and/or ICANN requirements.