



gTLDs & Domain Name System Abuse

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DNS and Related Abuse Statistics

Cybersquatting	18%	% Increase In Cybersquatting From 2007 To 2008
Corporate Domain Registrations	90%	% Of Domain Portfolios Consisting Of Defensive Registrations To Deter Abuse
Traffic Diversion	1 in 7	# Of Searches On A Brand That Go Somewhere Other Than To That Brand's Website
Counterfeiting	45%	% Increase In Counterfeit Sales In 2008, With 80% Sold Via The Internet
Phishing	40%	% Increase In # Of Phishing Victims In 2008
Malware	7,500	# Of Daily Malware Attacks In 2008, Up From 5 Daily Attacks In 2000

The Growth of Cybersquatting

Brand Abuse Targeted at Interbrand's Top 30 Brands

(Number of instances)

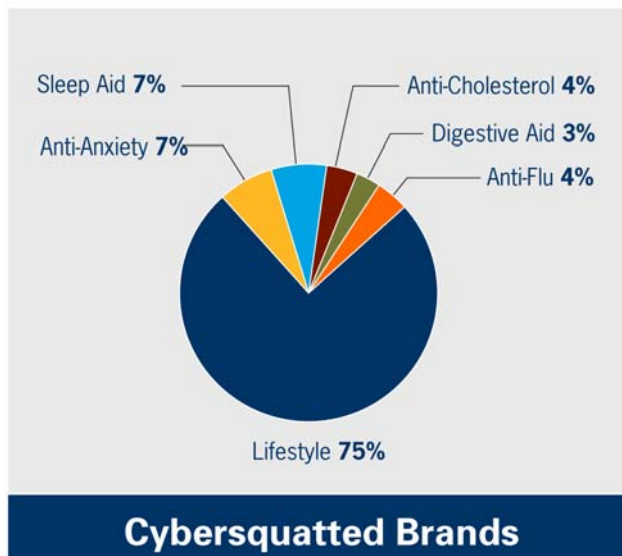
Threat Type*	Q2-07	Q3-07	Q4-07	Q1-08	Q2-08	QOQ	YOY
Cybersquatting	311,050	342,512	382,248	402,881	428,617	6%	38%
Offensive Content	2,138	1,310	1,365	1,464	1,433	-2%	-33%
eCommerce Sites	22,639	16,825	16,848	19,736	21,131	7%	-7%
False Association	107,316	72,206	72,582	78,561	85,613	9%	-20%
Pay-Per-Click Abuse	73,774	31,818	27,098	29,503	31,714	7%	-57%

*Note: Threat types are not mutually exclusive.

Source: MarkMonitor Brandjacking Index® – Summer 2008

Cybersquatting is abuse of choice

Consumers At Risk: Health/Safety



- 19,000 squatted domains on 6 popular drug brands (July 2009)
- 9% increase from 2008
- >\$10 billion in illicit drug sales

Online Pharmacies	2007	2008	2009
Total number of online pharmacies*	3,160	2,986	2,930
VIPPS certified	4	2	4
Capable of protecting customer data	50%	64%	5%
Alexa-ranked	33%	36%	68%
Number of daily visitors per site	32,000	99,000	42,000
Estimated annual sales from ranked site**	\$4 Billion	\$12 Billion	\$10.7 Billion

* Based on 6 drug brands only

**Based upon total annual traffic, 0.5% conversion rate, \$70 average transaction

Consumers At Risk: Health/Safety

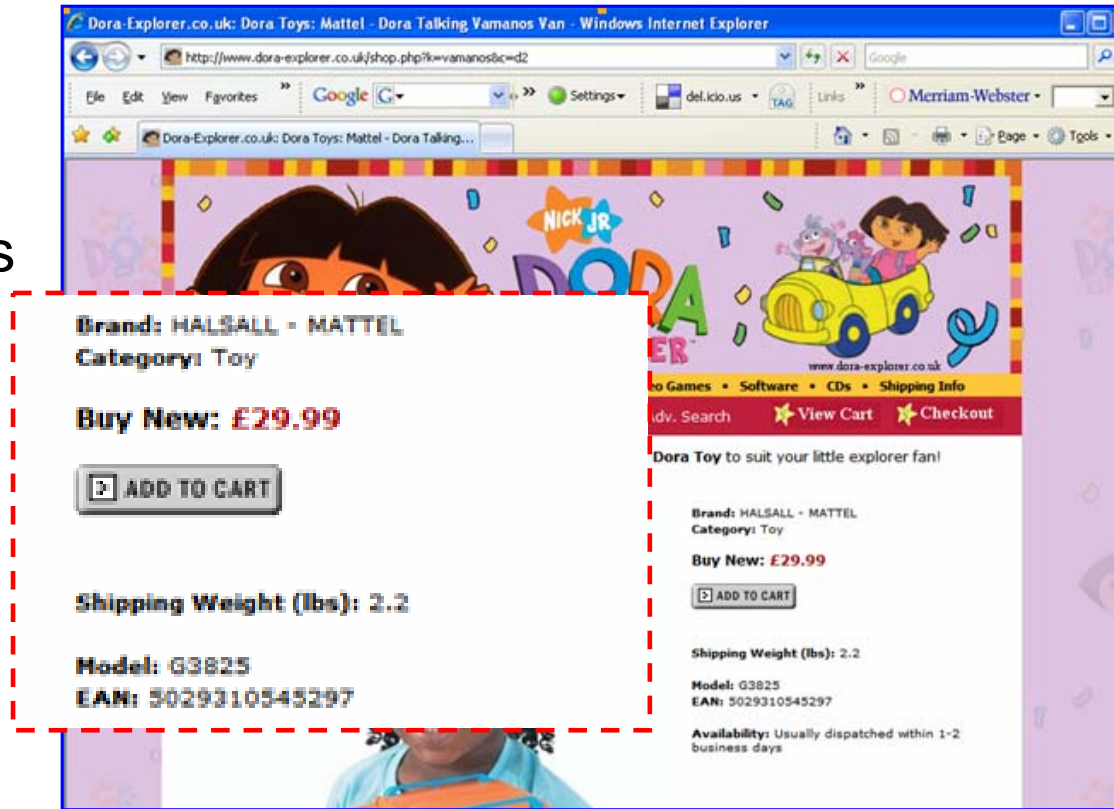


bing.com users who click on an ad for DailyMedRx.com will instead be redirected to k2med.com, a rogue Internet pharmacy that does not require a prescription for prescription drugs, sends illegal drugs from India, and is controlled by a Russian organization.

90% of drug-related Bing search ads led to rogue e-pharmacies

Consumers At Risk: Recalled Goods

- Cybersquatting with brand in domain
- Trademark abuse with images and copyrights
- Not an authorized vendor — false association
- Recalled toys for sale*

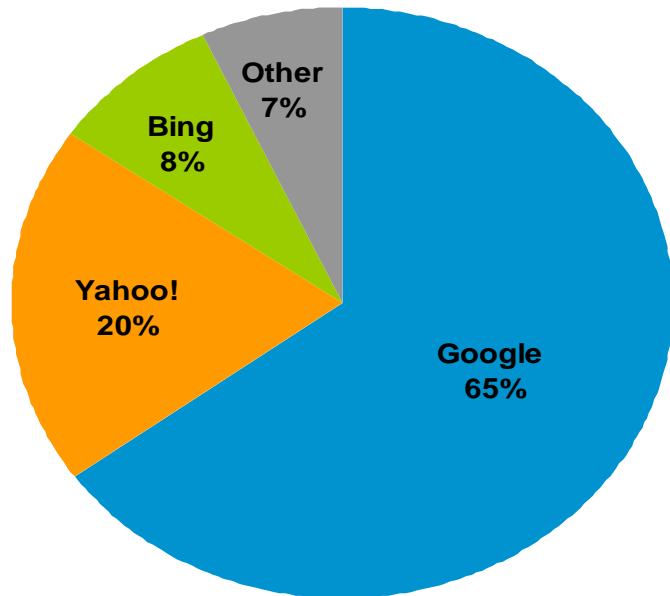


Example of Unauthorized Vendor Site

* Product codes match CPSC recalls

Brands At Risk: Paid Search Abuse

- Display URLs directing to malware, counterfeit sales
- Google relaxing trademark policies relating to keywords, ad copy



US Search Market Share, June 2009
14 billion total searches

- >14 billion monthly searches
- 1.15 billion monthly paid click volume
- 30% of searches include branded terms
- 1 in 7 brand-driven paid clicks go somewhere other than the brand's website

Brands At Risk: Traffic Diversion

Link	Registrant	Type Of Site	Monthly Revenue
capitalonecard.com	Capital One Financial Corp	Pay-Per-Click	\$12,500
capitalonecreditcards.com	Moniker, Privacy Services	Pay-Per-Click	\$10,000
capitalonemastercard.com	Ali Aziz	Pay-Per-Click	\$1,250
Total			\$23,750

Domain abuse siphons significant revenue from legitimate brand owners

Brands At Risk: False Association

The screenshot displays the EpsonBazaar.com website interface. At the top, the URL 'w.epsonbazaar.com' is visible in the browser's address bar. The website header includes the 'EpsonBazaar.com' logo, 'Epson Specialty Micro Site', and a 'Powered by: databazaar.com' badge. A navigation menu lists various brands: Epson Bazaar, DataBazaar, HP-Bazaar, Canon Bazaar, Xerox Bazaar, Lexmark Bazaar, and About EpsonBazaar. On the right, contact information is provided: 'Order at 1.877.848.7357' and links for 'Corporate Sales', 'Customer Service', and 'Contact Us'.

The main content area is divided into several sections:

- Search:** A search bar with the prompt 'Enter Printer Model, Part Number or Description:' and a 'Find it' button.
- Our Product Categories:** Three categories are listed: 'Inkjet Cartridges' (with product codes T034420, T034620, S191089, T016201, T026201, T027201, T032120 and a link to 'See All Inkjet Printers'), 'Laser Toners' (with codes S050010, S051009, S051011, S051055, S051016, S051035 and a link to 'See All Laser Printers'), and 'Specialty Papers' (with codes S041062, S041069, S041070, S041153, S041257, S041341, S041727 and a link to 'See All Paper Types').
- Top Products:** Two products are featured:
 - Epson T009201:** Color Ink Cartridge for Epson Stylus Photo Printers. Fits Models: Stylus Photo 1270, 1280. Price: \$23.90. Qty: 1. 'add to cart' button.
 - Epson T048120:** Black Ink Cartridge for Epson Stylus Printers. Fits Models: Stylus Photo RX500, RX600. Price: \$16.23. Qty: 1. 'add to cart' button.
- OUR SHIPPING POLICY:** 'FREE SHIPPING ON ALL FREE PERS' with logos for FedEx Ground, UPS, and Priority Mail.
- WE ACCEPT:** Logos for MasterCard, VISA, AMERICAN EXPRESS, and DISCOVER.
- BBB ONLINE RELIABILITY PROGRAM:** A badge indicating '9 YEARS OF EXCELLENCE'.
- Top 10 Sellers:** A list of top-selling items:
 - 1 Epson T054 Ink Cartridge
 - 2 Epson T008 Inkjet Cartridge

Brands At Risk: Counterfeiting

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- [Bape Shoes](#)
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Total:\$0
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AJ9 Fusions 002

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Jordan women
Jordan women 0
Member Price:

Jordan women
men 021
Price: **\$55**

Fraud: Identity Theft

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Learn More | Enroll Online
eTimeBanker® Sign In:
User Name:
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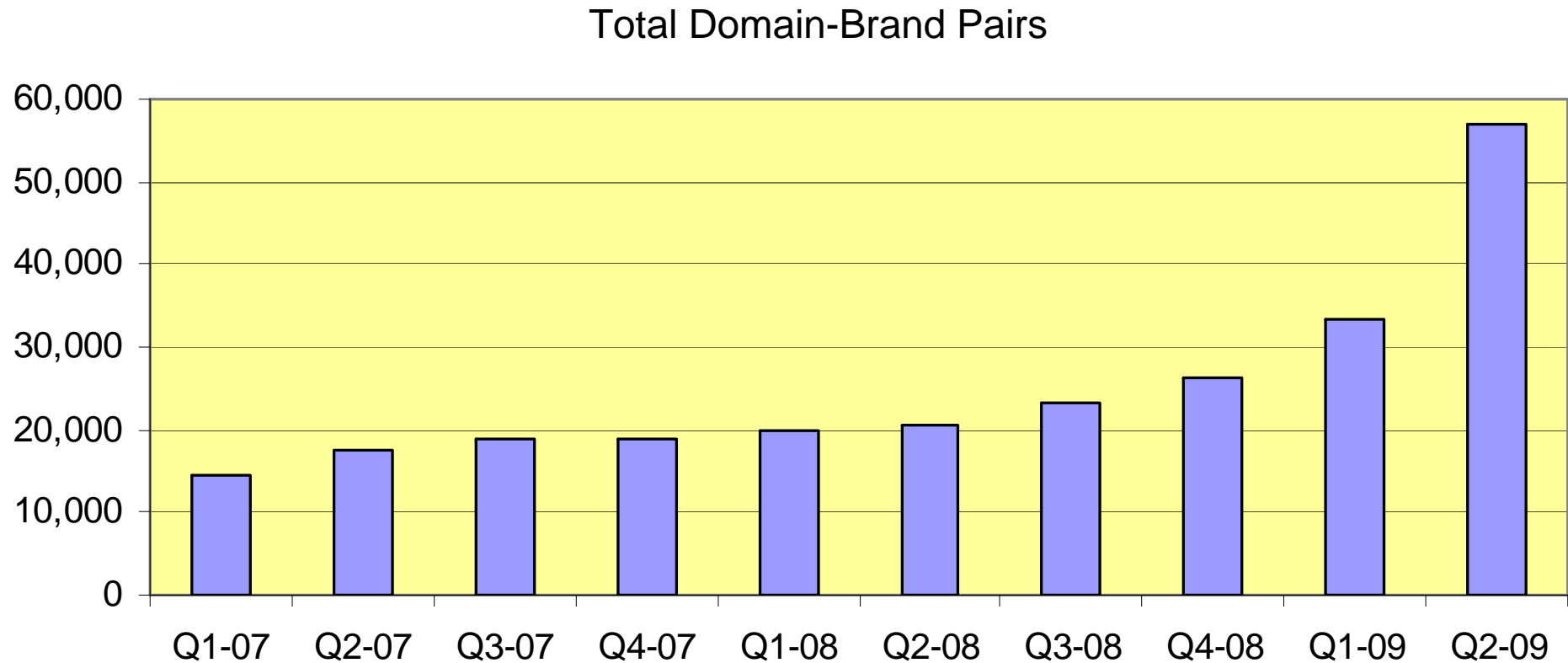
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State: All
ZIP code:
LOCATE

Personal Banking
Welcome to your community bank.
First job. Last job. New home. College tuition. We're here to help guide your finances through the challenges of every life stage. Stop by a branch to experience our hallmark service for yourself.

Small Business Banking
Taking care of business. Across town. Around the globe.
As you navigate your business through all its cycles, you're not on your own. We assign a dedicated relationship manager to help you make

Fraud: Fast-Flux Attacks On the Rise



Fraud: Domains Host Multiple Phish Attacks

Url	Created On
http://1kikyd.cn/webempresas/nueva_imagen/formulario.jsp/	2009-09-14 12:59:53 pm
http://1kikyd.cn/customerforms/server10a/form.asp/index1.php	2009-09-14 12:55:51 pm
http://1kikyd.cn/finanzportal/ebpp03h/entry/	2009-09-14 12:54:09 pm
http://1kikyd.cn/nubi/cu	
http://1kikyd.cn/microso	
http://1kikyd.cn/myca/f	
http://1kikyd.cn/portal/form/do.jsp/	2009-09-14 11:38:55 am
http://1kikyd.cn/ine/ent_formversionnew/do_action/	2009-09-14 10:36:51 am
http://1kikyd.cn/customersupport/onlinebanking/cform.aspx/	2009-09-14 10:31:19 am
http://1kikyd.cn/cma/portal/customerform/index.jsp/	2009-09-14 10:29:09 am
http://1kikyd.cn/servlet/com.aquarius.security.authentication.servlet.loginentry.servlet/	2009-09-14 03:17:42 pm
http://1kikyd.cn/login2008/authentication/views/form.aspx/login.php	2009-09-14 03:17:32 pm
http://1kikyd.cn/k1/wt.ac/webdirect/index.php	2009-09-14 03:16:20 pm
http://1kikyd.cn/customerservice/securedirectory/cform.do/	2009-09-14 03:15:38 pm
http://1kikyd.cn/security/customer/form.aspx/	2009-09-14 03:13:40 pm
http://1kikyd.cn/rdp/ecommm/frost1/cmform/	2009-09-14 03:12:33 pm
http://1kikyd.cn/microsoftofficeupdate/isapdl/default.aspx/	2009-09-14 03:11:46 pm
http://1kikyd.cn/confirmmode/dlstack/formpage.aspx/	2009-09-14 03:08:30 pm
http://1kikyd.cn/allywebclient/ccare/cform.do/identityverification.php	2009-09-14 03:08:01 pm
http://1kikyd.cn/cbusol/form.do/	2009-09-14 03:06:42 pm
http://1kikyd.cn/fi20012_banking/cmserver/verify.cfm/	2009-09-14 03:05:57 pm
http://1kikyd.cn/ibfom/hobsinternet/en/index.jsp/	2009-09-14 03:05:25 pm
http://1kikyd.cn/customerforms/server10a/form.asp/	2009-09-14 03:03:06 pm
http://1kikyd.cn/login2008/authentication/views/form.aspx/	2009-09-14 03:01:44 pm
http://1kikyd.cn/local_tlsb/netcashnetoffice.aspx/	2009-09-14 03:01:05 pm

<http://1kikyd.cn/security/customer/form.aspx/>

Fraud: Hackers Target Domains



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Hackers Hijacked Large E-Bill Payment Site

Hackers on Tuesday hijacked the Web site **CheckFree.com**, one of the largest online bill payment companies, redirecting an unknown number of visitors to a Web address that tried to install malicious software on visitors' computers, the company said today.

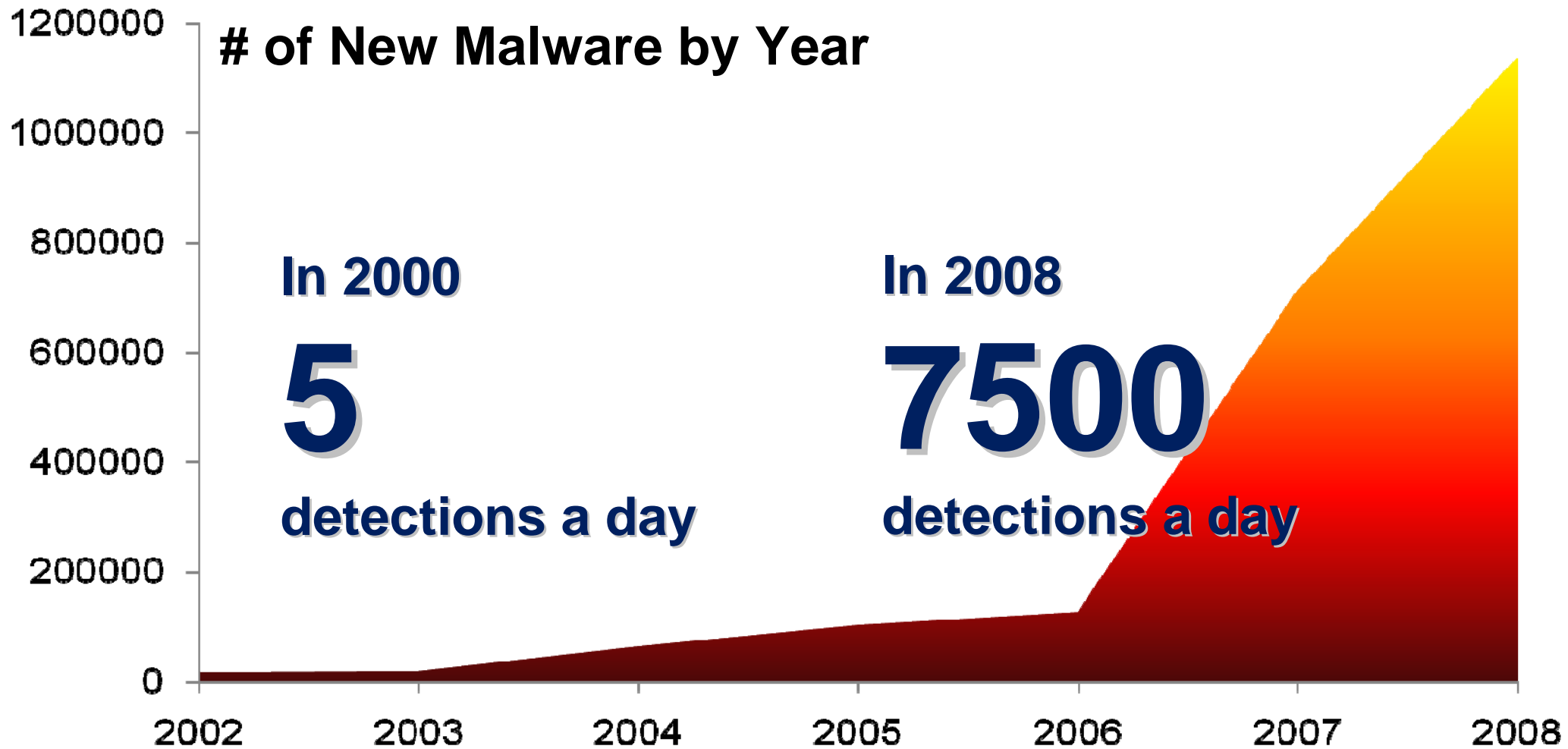
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The attack, first reported by **The Register**, a security news Web site, began in the early morning hours of Dec. 2, when Checkfree's home

It appears hackers were able to hijack the company's Web sites by stealing the user name and password needed to make account changes at the Web site of **Network Solutions**, CheckFree's domain registrar.

Fraud: Malware



Source: Symantec

► Suggestions for the ICANN Community

- Prohibit serial abusers of the DNS from operating new registries
- Create minimum thresholds for rights protection mechanisms
 - Consider and implement the WIPO, IRT and other recommendations
 - Remember - rights protection mechanisms protect consumers
 - Discount some of the opinions of detractors of protection mechanisms
- Hold registry operators accountable for abuse
- Provide incentives for registries that operate safely
- Consider strong contractual disincentives for recidivists

Conclusion

- Domain-based brand abuse on the rise in legacy TLDs
- Consumers and brand holders are under attack
- Current protection mechanisms are not effective
- New gTLDs expose new risk
- Take action to make the new extensions to the domain naming system safer for Internet users