



Stay of execution for '.xxx' Sunrise B blocks

David Taylor and Cindy Mikul

Hogan Lovells

14 March 2022

INTERNATIONAL

Legal updates: case law analysis and intelligence

- Last year MMX sold its portfolio of TLDs to the GoDaddy group and the deadline for converting '.xxx' Sunrise B blocks was extended to 15 January 2022
- The deadline has now been extended again and it is now expected to fall in the second trimester of 2022
- Any brand owner that did not previously protect its brands via a '.xxx' Sunrise B block may consider doing so via the registry's new blocking mechanism

In July 2021 it was [reported](#) that '.xxx' Sunrise B blocks taken out by brand owners when the '.xxx' top-level domain (TLD) originally launched in 2011 would expire on 1 December 2021. As a result, they would need to be replaced with a new type of block introduced in 2021 by Minds + Machines (MMX), the registry owner, in order to extend the protection of the brand in both the '.xxx' extension, as well as a number of other associated, adult-themed TLDs. Since that time, the deadline has twice been extended and the registry has changed hands.

MMX, which headed up the registry in the run-up to the December 2021 expiry of the '.xxx' Sunrise B blocks, introduced two new blocking products called AdultBlock and Adultblock+ in 2021, which offer varying degrees of protection for brands in the '.xxx' extension. These blocks were designed to replace the previous '.xxx' Sunrise B blocks, but also to cover MMX's other adult-focused TLDs, '.sex', '.adult' and '.porn'.

Then, last year, MMX sold its entire portfolio of TLDs (including, but not limited to, its adult-themed TLDs) to the GoDaddy group and the deadline for converting '.xxx' Sunrise B blocks was extended to 15 January 2022. After this date, any '.xxx' blocks that had not been converted were slated for deletion; however, the registry has recently extended the deadline once again and it is now expected to fall in the second trimester of 2022.

The somewhat unique nature of the '.xxx' Sunrise B blocks (registered over 10 years ago and not offering a publicly accessible WHOIS record) means that many brand owners have either lost track or forgotten the significance of their Sunrise B blocks. This latest extension of the deadline will allow brand owners who have not already done so to retain the protection of their brands both in the '.xxx' TLD and in the other associated TLDs, albeit at a price that is considerably higher than the initial \$160 fee for a 10-year Sunrise B block.

Additionally, any brand owner that did not previously protect its brands via a '.xxx' Sunrise B block may wish to consider doing so via the registry's new, expanded blocking mechanism, as this is not limited to Sunrise B block holders.

David Taylor

Author | Partner

david.taylor@hoganlovells.com

Hogan Lovells

Cindy Mikul

Author

Hogan Lovells

Copyright © Law Business Research Company Number: 03281866 VAT: GB 160 7529 10