Digital Brand Verification Solutions from Comodo

Brand Protection

Trademark Protection

Corporate Web Content Protection

Identity Protection

Who are Hushmail?
(www.hushmail.com)

Hushmail are a premier provider of secure Internet communications through a portfolio of solutions centralized around the Hushmail web site. Hushmail use industry standard algorithms from the Open PGP standard (RFC 2440) to ensure the security, privacy and authenticity of emails. Hushmail users need only create and remember their own pass phrases relying on the secure Hushmail server to transparently perform the encryption and decryption. Hushmail offer one of the most user-friendly secure mail solutions available on the Internet. Through the Hush Encryption Engine™, the Hush key servers take care of Public/Private key exchange in a completely seamless fashion. When a user wishes to encrypt/decrypt data or verify/sign a signature, a connection is automatically made to a Hush Key Server to retrieve the necessary Public/Private Key. It is essential therefore, that users are confident they are communicating with the true Hushmail server.

Business Challenge:

Maintaining brand integrity on the Internet is mission critical yet combating digital fraud has become increasingly difficult, costly and time consuming. Brand related fraud threats such as Phishing and Pharming are particularly pervasive and directly constrain the volume of online transactions, profits and revenue. Therefore, the most effective strategy to address this issue lies in providing end users with proactive tools to verify that digital content they are viewing on their browser in fact comes from the true brand owner. Additionally attacks such as DNS cache poisoning, or hijacking of DNS related services force web browsers to resolve URLs to incorrect IP Addresses. Without protection, users are unable to differentiate between a real websites and a fraudulent websites.

Hushmail were the victim of such an attack in April 2005. Users trying to visit the web site were redirected to a fraudulent web site not controlled or owned by Hushmail. Fortunately Hushmail were able to rectify the problem quickly, however the confidence level of Hushmail customers was adversely affected by the incident. Hushmail and Comodo have therefore together delivered a winning solution which addresses the needs of both new and existing Hushmail customers. By downloading and installing the Verification Engine™ plug-in for Internet Explorer, consumers can not only verify that they are indeed on the real Hushmail site (Verifying both the URL, IP address and the Hushmail logo itself), they can verify a multitude of other trademarks and brands on the Internet. Around 10,000+ major brands are protected by theComodosolution.

Why did Hushmail choose Comodo?

Hushmail identified Comodo as the only provider able to deliver a solution to Hushmail customers that met the following criteria:

- Price – The solution needed to be cost effective for Hushmail and free to Hushmail customers.

- Added Value – Hushmail wanted a solution that offered real added value to security conscious

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customers in addition to the solving verification of the Hushmail site.

- Simple IP Address verification – The solution must protect Hushmail customers from DNS Cache poisoning orDNSHijacking attacks.

- Zero web site real estate – The solution should not affect the design/layout of the Hushmail site.

How it works

The heart of the Brand Verification Solution is the Content Verification Certification. As an X509 compliant certificate type, CVCs are created, distributed, and revoked using proven PKI (Public Key Infrastructure) methods to provide the highest level of security for web page content. This facilitates the deployment of verified login boxes, verified navigation panes, verified trade marks / brands and verified accreditation/ association logos such as the Hushmail logo.

CVCs empower enterprises to take a proactive, preventative response to Phishing attacks by allowing highly reliable end-user verification. The verification process, (initiated by the user and not the web server) allows any digitally signed content bound to a specific URL/IP to be rendered onto the display in a different way to all other "non-verified" elements, easily highlighting trusted elements.

Easy "Consumer Friendly" Technology:

With the Content Verification Certificate, a unique "fingerprint" is created for the content of web sites that allows consumers to instantaneously distinguish legitimate content on web pages from fraudulent ones as depicted below:
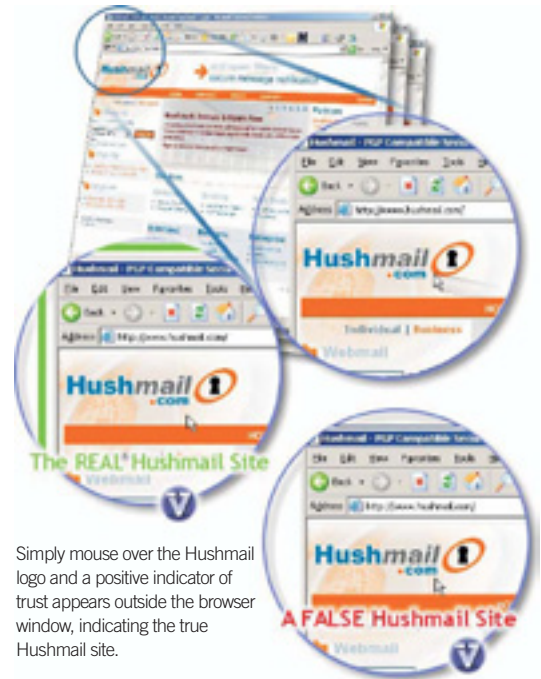
Simply mouse over the Hushmail logo and a positive indicator of trust appears outside the browser window, indicating the true Hushmail site.

Hushmail - Secure Internet Communications and e-mail. **www.hushmail.com**

CVC - Content Verification Certificates **www.contentverification.com**

Vengine - SVerification Engine – High Assurance SSL **www.vengine.com**

About Comodo

The Comodo companies provide the infrastructure that is essential in enabling e-merchants, other Internet-connected companies, software companies, and individual consumers to interact and conduct business via the Internet safely and securely. The Comodo companies offer PKI SSL, Code Signing, Content Verification and Email Certificates; award winning PC security software; vulnerability scanning services for PCI Compliance; secure email and fax services.

Continual innovation, a core competence in PKI, and a commitment to reversing the growth of Internet-crime distinguish the Comodo companies as vital players in the Internet's ongoing development. Comodo secures and authenticates online transactions and communications for over 200,000 business customers and 10,000,000 users of our desktop security products.

To learn more please visit **www.comodo.com**

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