

**EMAIL AUTHENTICATION SUMMIT**

**Federal Trade Commission**

Washington D.C.

# **Email Sender Verification**

Instead of trying to filter-out spam, filter-in real email

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# Background

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- ➔ No solution for SPAM at the inbox
- ➔ No centralized solution is viable, if preserving value of email is important
- ➔ Single email is not a problem, but email collection is

## SOLUTION

- 💡 Tag non-spam emails before sending
- 💡 Provide anti-spam tools to email users
  - ▲ To set and manage their **use policies** & **usage patterns**



# Email Sender Verification (ESV™)

(patent pending)

## ADVANTAGES

- Overlay system solution
- Consistent with Internet design
  - Distributed architecture
  - Open model
- 100% effective if both sender and receiver user it
  - No false-positives, or false-negatives
- Simple & efficient
  - Instead of trying to filter-out spam, filter-in real email

"ESV - the practical solution to spam"



# Email Sender Verification (ESV)

(patent pending)

## CONFIGURATION

- ESV software consists of
  - ESV client component (email user)
  - ESV server component (service)
- Email users download & install ESV-client software
- Users setup their email **use policies & usage patterns** on ESV server



# Email Sender Verification (ESV)

## EMAIL TRANSMISSION

(patent pending)

- ESV is the **only solution** that **reduces/prevents sending SPAM**
- Before sending email ESV client (or server) verifies compliance with email **use policies & usage patterns**
- Email not sent, if non-compliant
  - Email user (and administrator) alerted
- If compliant, a tamperproof ESV tag generated and embedded in the email
  - Email sent using standard protocols

"ESV - the practical solution to spam"



# Email Sender Verification (ESV)

(patent pending)

## EMAIL RECEPTION

- If ESV-enabled, and ESV-tag present
  - Contact Sender-ESV-server
  - Validate ESV-tag
  - If ESV-tag valid, **EMAIL NOT SPAM**
- If ESV-tag not valid, or not present
  - Non-ESV email processing
- If ESV not implemented, no change in processing
  - No benefits of ESV



# Email Sender Verification (ESV)

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## ESV TAG

- Processed only by the sender ESV server
  - Requires no public key, certificates, PKI, or key-rings
- Different co-existing implementations are possible
- Encoding is private to the sender ESV server

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# Email Sender Verification (ESV)

(patent pending)

## ESV DEPLOYMENT

- ESV servers deployable by ISPs, email providers, email senders
- ESV providers, offering only ESV services is possible
- Email users can choose their ESV provider
  - Independently of their ISP, email provider

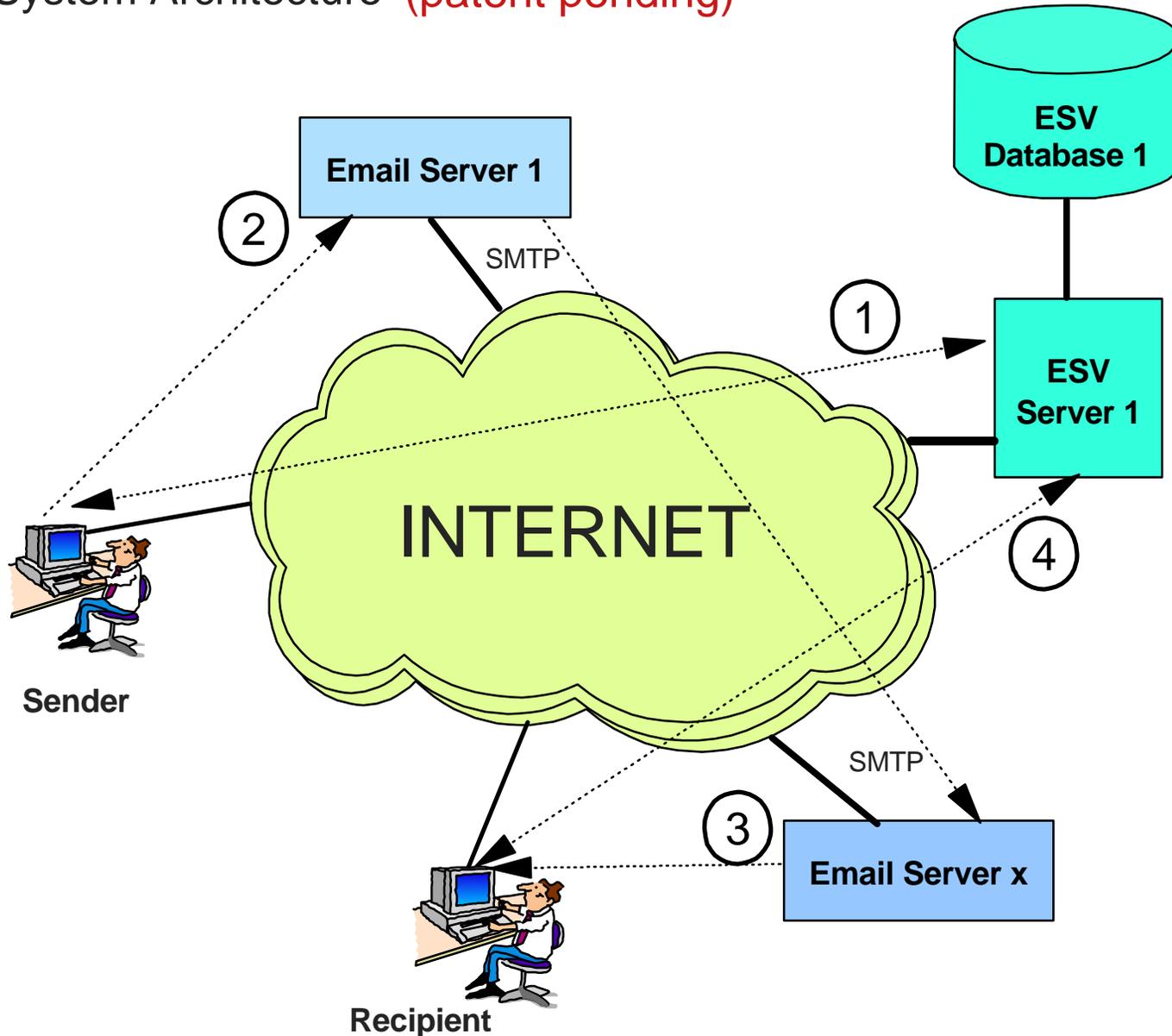
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# Email Sender Verification (ESV)

System Architecture (patent pending)



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# What we are looking for

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- Resources & collaboration
  - Developing an ESV standard
  - Development partnerships
  - Distribution partnerships
  - Technology commercialization



# Contact information

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