

ADMINISTRATIVE PANEL DECISION

Meta Platforms, Inc. v. Su shan bo (苏山波)

Case No. D2026-2362

1. The Parties

The Complainant is Meta Platforms, Inc., United States of America ("United States"), represented by Hogan Lovells (Paris) LLP, France.

The Respondent is Su shan bo (苏山波), China.

2. The Domain Names and Registrar

The disputed domain names <fb-zh.cc> and <fb-zh.com> are registered with eName Technology Co., Ltd. (the "Registrar").

3. Procedural History

The Complaint was filed in English with the WIPO Arbitration and Mediation Center (the "Center") on June 1, 2026. On the following day, the Center transmitted by email to the Registrar a request for registrar verification in connection with the disputed domain names. On June 3, 2026, the Registrar transmitted by email to the Center its verification response disclosing registrant and contact information for the disputed domain names that differed from the named Respondent (Unknown Registrant) and contact information in the Complaint. The Center sent an email communication to the Complainant on the following day, providing the registrant and contact information disclosed by the Registrar, and inviting the Complainant to submit an amendment to the Complaint. The Complainant filed an amended Complaint in English on June 5, 2026.

On June 4, 2026, the Center informed the parties in Chinese and English, that the language of the registration agreement for the disputed domain names is Chinese. On June 5, 2026, the Complainant confirmed its request that English to be the language of the proceeding. The Respondent did not submit any comment on the language of the proceeding.

The Center verified that the Complaint together with the amended Complaint satisfied the formal requirements of the Uniform Domain Name Dispute Resolution Policy (the "Policy" or "UDRP"), the Rules for Uniform Domain Name Dispute Resolution Policy (the "Rules"), and the WIPO Supplemental Rules for Uniform Domain Name Dispute Resolution Policy (the "Supplemental Rules").

In accordance with the Rules, paragraphs 2 and 4, the Center formally notified the Respondent in Chinese and English of the Complaint, and the proceedings commenced on June 16, 2026. In accordance with the Rules, paragraph 5, the due date for Response was July 6, 2026. The Respondent did not submit any response. Accordingly, the Center notified the Respondent's default on July 14, 2026.

The Center appointed Matthew Kennedy as the sole panelist in this matter on July 23, 2026. The Panel finds that it was properly constituted. The Panel has submitted the Statement of Acceptance and Declaration of Impartiality and Independence, as required by the Center to ensure compliance with the Rules, paragraph 7.

4. Factual Background

The Complainant is a United States social technology company that operates via several platforms, including Facebook, Instagram, Meta Quest, and WhatsApp. Founded in 2004, Facebook is a leading provider of online social media and social networking services. Facebook allows Internet users to stay connected with friends and family, and to share information mainly via its website associated with the domain name <facebook.com>. "FB" is a social media acronym for Facebook and has also been used by international news publications in that sense. In 2021, the Complainant, formerly known as "Facebook, Inc.", changed its name to the current name. The Complainant holds trademark registrations in multiple jurisdictions, including the following:

- International trademark registration number 1075807 for FACEBOOK, registered on July 16, 2010;
- United States trademark registration number 4978379 for a figurative F mark (the "F logo"), registered on June 14, 2016, with claims of first use in commerce in October 2006;
- Chinese trademark registration number 19118856 for FACEBOOK, registered on March 21, 2017;
- United Kingdom trademark registration number UK00003441474 for FB, registered on March 20, 2020; and
- European Union trademark registration number 018146501 for FB, registered on November 7, 2020.

The Respondent is an individual based in China.

The disputed domain name <fb-zh.com> was registered on November 2, 2021. It redirects to the disputed domain name <fb-zh.cc>, which was registered on November 6, 2025, and resolves to a website in Chinese offering Facebook accounts for sale. The website is titled "FACEBOOK 账号购买" (meaning "FACEBOOK account purchase") alongside the letters "FB". The website lists Facebook accounts for sale by type, with the F logo alongside each one. For example, one account type is offered as a "reliable Ad-enabled Facebook account with 10-day unlimited after-sales support" for a guest price of CNY 130 or a member's price of CNY 120. The website also sells followers for Facebook, Instagram and TikTok accounts. Customer support is identified by usernames only; the website operator is not identified.

On April 13, 2026, the Complainant sent a cease-and-desist letter to the Respondent via email.

5. Parties' Contentions

A. Complainant

The Complainant contends that it has satisfied each of the elements required under the Policy for a transfer of the disputed domain names.

Notably, the Complainant contends that the disputed domain names are confusingly similar to its FB mark.

The Respondent has no rights or legitimate interests in respect of the disputed domain names. The Respondent is not a licensee of the Complainant. The Respondent is not affiliated with the Complainant in any way. The Complainant has not granted any authorization for the Respondent to make use of its FB trademark, in a domain name or otherwise. The Respondent's use of the disputed domain names interferes with the intended operation of the Facebook services and violates the Meta Community Standards, which apply to the Facebook platform.

The disputed domain names were registered and are being used in bad faith. The Respondent could not credibly argue that it did not have knowledge of the Complainant's FB trademark when registering the disputed domain names in 2021 and 2025. The nature of the Respondent's website clearly demonstrates the Respondent's actual knowledge of the Complainant and its trademarks and its intention to target Facebook when registering the disputed domain names. The Respondent is using the disputed domain names to redirect Internet users to its websites offering, inter alia, Facebook accounts for sale. The Respondent's website also features multiple references to the Complainant's FACEBOOK and FB trademarks, as well as its figurative trademark and logo, in the absence of any visible disclaimer clarifying the lack of relationship with the Complainant.

B. Respondent

The Respondent did not reply to the Complainant's contentions.

6. Discussion and Findings

6.1 Procedural Issue: Language of the Proceeding

The language of the Registration Agreements for the disputed domain names is Chinese. Pursuant to the Rules, paragraph 11(a), in the absence of an agreement between the parties, or unless specified otherwise in the registration agreement, the language of the administrative proceeding shall be the language of the registration agreement.

The Complaint and amended Complaint were filed in English. The Complainant requested that the language of the proceeding be English for two reasons, first, that the disputed domain names are in Latin characters rather than Chinese characters; and second, that requiring the Complainant to translate and submit the Complaint in Chinese would result in additional expenses and unnecessary delay.

Despite the Center having sent an email regarding the language of the proceeding and the written notification of the Complaint, in both Chinese and English, the Respondent did not make any submission with respect to the language of the proceeding or indicate any interest in otherwise participating in this proceeding.

In exercising its discretion to use a language other than that of the registration agreements, the Panel has to exercise such discretion judicially in the spirit of fairness and justice to both parties, taking into account all relevant circumstances of the case, including matters such as the parties' ability to understand and use the proposed language, time and costs. See WIPO Overview of WIPO Panel Views on Select UDRP Questions (["WIPO Overview 3.1"](#)), section 4.5.1.

Having considered all the matters above, the Panel determines under paragraph 11(a) of the Rules that the language of the proceeding shall be English.

6.2 Substantive Issues

Paragraph 4(a) of the Policy provides that the Complainant must prove each of the following elements with respect to each disputed domain name:

- (i) the disputed domain name is identical or confusingly similar to a trademark or service mark in which the Complainant has rights; and
- (ii) the Respondent has no rights or legitimate interests in respect of the disputed domain name; and
- (iii) the disputed domain name has been registered and is being used in bad faith.

The burden of proof of each element is borne by the Complainant.

A. Identical or Confusingly Similar

It is well accepted that the first element functions primarily as a standing requirement. The standing (or threshold) test for confusing similarity involves a reasoned but relatively straightforward comparison between the Complainant's trademark and the disputed domain name. See [WIPO Overview 3.1](#), section 1.7.

The Complainant has shown rights in respect of a FB trademark, among others, for the purposes of the Policy. See [WIPO Overview 3.1](#), section 1.2.1.

The entirety of the FB mark is reproduced within each disputed domain name as its initial element. Despite the addition of the letters "zh", separated by a hyphen, the mark is clearly recognizable within each disputed domain name. The only additional element in each disputed domain name is a Top-Level Domain ("TLD") extension (either ".cc" or ".com") which, as a standard requirement of domain name registration, may be disregarded in the assessment of confusing similarity for the purposes of the Policy. See [WIPO Overview 3.1](#), sections 1.7, 1.8, and 1.11.1.

Therefore, the Panel finds the first element of the Policy has been established.

B. Rights or Legitimate Interests

Paragraph 4(c) of the Policy provides a list of circumstances in which the Respondent may demonstrate rights or legitimate interests in a disputed domain name.

Although the overall burden of proof in UDRP proceedings is on the complainant, panels have recognized that proving that a respondent lacks rights or legitimate interests in a domain name may result in the difficult task of "proving a negative", requiring information that is often primarily within the knowledge or control of the respondent. As such, where a complainant makes out a prima facie case that the respondent lacks rights or legitimate interests, the burden of production on this element shifts to the respondent to come forward with relevant evidence demonstrating rights or legitimate interests in the domain name (although the burden of proof always remains on the complainant). If the respondent fails to come forward with such relevant evidence, the complainant is deemed to have satisfied the second element. See [WIPO Overview 3.1](#), section 2.1.

In the present case, the disputed domain names redirect or resolve to a website that offers Facebook accounts for sale. The website prominently displays the Complainant's FACEBOOK and F logo trademarks and gives the impression that it is affiliated with, or endorsed by the Complainant. Yet the Complainant submits that the Respondent is not affiliated with the Complainant in any way. The operator of the website is not identified and its lack of relationship with the Complainant is not clarified. The website also sells followers on social media platforms, including a platform not owned by the Complainant (i.e., TikTok). These circumstances indicate that the Respondent is not using the disputed domain names in connection with a bona fide offering of goods or services. Nor is this a legitimate noncommercial or fair use of the disputed domain names.

Further, the Registrar has confirmed that the Respondent's name is "Su shan bo (苏山波)", which does not resemble the FB trademark. Nothing on the record indicates that the Respondent has been commonly known by the disputed domain names.

Having reviewed the available record, the Panel finds the Complainant has established a prima facie case that the Respondent lacks rights or legitimate interests in the disputed domain names. The Respondent has not rebutted the Complainant's prima facie showing and has not come forward with any relevant evidence demonstrating rights or legitimate interests in the disputed domain names such as those enumerated in the Policy or otherwise.

Based on the record, the Panel finds the second element of the Policy has been established.

C. Registered and Used in Bad Faith

The Panel notes that, for the purposes of paragraph 4(a)(iii) of the Policy, paragraph 4(b) of the Policy establishes circumstances, in particular, but without limitation, that, if found by the Panel to be present, shall be evidence of the registration and use of a domain name in bad faith. The fourth circumstance is as follows:

“(iv) by using the [disputed] domain name, [the respondent has] intentionally attempted to attract, for commercial gain, Internet users to [the respondent's] website or other online location, by creating a likelihood of confusion with the complainant's mark as to the source, sponsorship, affiliation, or endorsement of [the respondent's] website or location or of a product or service on [the respondent's] web site or location.”

In the present case, the disputed domain names were registered in 2021 and 2025, both after the registration of the Complainant's FB marks. The disputed domain names wholly incorporate the FB mark, and are evidently abbreviations of the terms meaning “Facebook account” used in the website title (i.e., “FB” as in “Facebook” and “zh”, as in “账号”, which may be transliterated as “zhàng hào”, meaning “account”). The website to which the disputed domain names redirect or resolve offers Facebook accounts for sale, displaying the Complainant's FACEBOOK and F logo trademarks. In view of these circumstances, the Panel finds that the Respondent had the Complainant's FB mark in mind when he registered the disputed domain names.

As regards use, the disputed domain names redirect or resolve to a website that offers Facebook accounts for sale. The website gives the false impression that it is affiliated with, or endorsed by the Complainant. This use is intentional and for commercial gain. Accordingly, the Panel finds that, by using the disputed domain names, the Respondent has intentionally attempted to attract, for commercial gain, Internet users to the Respondent's website, by creating a likelihood of confusion with the Complainant's FB mark as to the affiliation, or endorsement of the Respondent's website or of the accounts offered for sale on that website, within the terms of paragraph 4(b)(iv) of the Policy.

Therefore, the Panel finds that the Complainant has established the third element of the Policy.

7. Decision

For the foregoing reasons, in accordance with paragraphs 4(i) of the Policy and 15 of the Rules, the Panel orders that the disputed domain names <fb-zh.cc> and <fb-zh.com> be transferred to the Complainant.

/Matthew Kennedy/

Matthew Kennedy

Sole Panelist

Date: August 3, 2026