

ADMINISTRATIVE PANEL DECISION

Redis Inc. v. JIAAN FANG

Case No. D2025-4016

1. The Parties

Complainant is Redis Inc., United States of America (“United States”), represented by KXT Law, United States.

Respondent is JIAAN FANG, China.

2. The Domain Name and Registrar

The disputed domain name <redisdeskapp.com> (the “Domain Name”) is registered with CloudFlare, Inc. (the “Registrar”).

3. Procedural History

The Complaint was filed with the WIPO Arbitration and Mediation Center (the “Center”) on October 1, 2025. On October 2, 2025, the Center transmitted by email to the Registrar a request for registrar verification in connection with the Domain Name. On October 2, 2025, the Registrar transmitted by email to the Center its verification response, confirming that Respondent is listed as the registrant and providing the contact details.

The Center verified that the 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 Respondent of the Complaint, and the proceedings commenced on October 7, 2025. In accordance with the Rules, paragraph 5, the due date for Response was October 27, 2025. Respondent did not submit any response. Accordingly, the Center notified Respondent’s default on October 29, 2025.

The Center appointed Clive L. Elliott K.C., as the sole panelist in this matter on November 6, 2025. 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

Complainant was established in 2011. It is a corporation formed in Delaware, United States, with its headquarters in San Francisco, California. It is a provider of downloadable software goods, database software, in-memory databases and database-as-a-service services.

Complainant's affiliated company is the registered owner of the trade mark REDIS (Complainant's "Mark") as follows:

Trade Mark	Jurisdiction	Registration No.	Registration Date	Classes
REDIS	United States	5,894,148	October 29, 2019	9, 42
Redis Stack Logo 	United States	5,605,269	November 13, 2018	9, 42
REDIS stylized (allowed) 	United States	98,422,051	Application filed on February 26, 2024 (pending)	9, 42

Complainant has used Complainant's word Mark REDIS since at least as early as February 2009, the Redis Stack Logo since at least as early as September 2010, and the REDIS stylized mark since at least as early as April 2024.

Complainant is also the registered owner of the domain names <redis.com> and <redis.io>. It states that it has offered goods and services under the Redis Stack Logo mark on these domains since September 2010.

Additionally, the application for the REDIS stylized mark has been allowed but is pending. Complainant has used this mark since April 2024 and has sought registration of it specifically in the colour red.

According to the publicly available Whois, the Domain Name was registered on July 15, 2025, and as at the date of the Complaint the website resolved to a landing page advertising a desktop application called RedisDesk and provides a link to download that application on the Mac App Store, using some terminology from Complainant website which Complainant uses for its own software.

5. Parties' Contentions

A. Complainant

Complainant contends that it has satisfied each of the elements required under the Policy for a transfer of the Domain Name.

Notably, Complainant contends that it has been using, promoting and advertising Complainant's word Mark REDIS for over fifteen years, the Redis Stack logo Mark for over fourteen years and the corresponding domain names for over twelve years, and the REDIS stylized mark, including use of the color red, for over a year. Complainant claims that the marks have become well known and are recognized by consumers as designating Complainant as the source of the goods and services so marked. Accordingly, Complainant submits that REDIS Mark and the corresponding domain names are extremely valuable to it.

Complainant states that the Domain Name is confusingly similar to Complainant's Mark as it incorporates Complainant's word Mark in its entirety, with the addition of the term "deskapp". Complainant submits that these terms "desk" and "app" add to the confusing similarity, as both terms are commonly associated with software applications. Complainant sells downloadable software goods, including those referencing applications (or "apps"), such as computer software for computer systems and application development, deployment, and management.

Complainant believes that Respondent's registration of the Domain Name is an intentional attempt to divert traffic from consumers looking to purchase Complainant's goods and services by giving the impression that they are accessing Complainant's website or a website affiliated with Complainant.

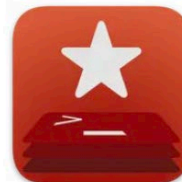
Complainant submits that Respondent has not been commonly known by the Domain Name and contends that it has registered the Domain Name in bad faith, especially as Respondent uses Complainant's REDIS word Mark throughout the Domain Name landing page and other linked webpages in connection with the advertisement of a desktop application called RedisDesk. Complainant goes on to state that at the top of the landing page, the Domain Name describes the RedisDesk application as a "Native Redis GUI Client", and provides a link to download the application on the Mac App Store. By clicking on the Mac App Store button, consumers are taken to a "www.apple.com" webpage advertising "RedisDesk – Redis Native GUI". Complainant further contends that not only is the RedisDesk application confusingly similar to the computer software goods and services claimed in Complainant's various trade marks, but the application is intended to be used directly with or alongside Complainant's software.

Complainant goes on to point out that the Domain Name's landing page and corresponding application use a red logo that is confusingly similar to Complainant's registered Redis Stack Logo trade mark as shown below:

Complainant's Mark:



Domain Name's Logo:



Further, Complainant states that the Domain Name uses terminology and images copied directly from Complainant's website for its own software. For example, the Domain Name advertises its software as "Customizable and Scalable", and Complainant's Marks and applications show that its software allows for "scaling" databases. Complainant also states that it uses these terms throughout its webpages.

Finally, Complainant submits that the Domain Name lists a contact email address of [...]@redisdesk.com, which it believes to be misleading as consumers encountering this address are likely to assume that it is an official customer support channel of Complainant by adopting an email prefix that is universally associated with technical assistance and customer care.

B. Respondent

Respondent did not reply to Complainant's contentions.

6. Discussion and Findings

A. Identical or Confusingly Similar

The first element of the Policy functions primarily as a standing requirement. The standing (or threshold) test for confusing similarity involves a reasoned but relatively straightforward comparison between Complainant's Mark and the Domain Name. WIPO Overview of WIPO Panel Views on Selected UDRP Questions, Third Edition ("[WIPO Overview 3.0](#)"), section 1.7.

Complainant needs to establish its rights in respect of a trade mark or service mark for the purposes of the Policy at that date. [WIPO Overview 3.0](#), section 1.2.1.

The Domain Name incorporates Complainant's Mark. The Domain Name contains the word "redis" and therefore Complainant's word Mark REDIS in its entirety, with the addition of the term "deskapp". Insofar as the Domain Name contains Complainant's Mark in its entirety, the Panel is satisfied that the Domain Name is confusingly similar to Complainant's Mark for the purposes of the Policy. [WIPO Overview 3.0](#), section 1.7.

While the addition of the above terms "desk" and "app" may be relevant in terms of assessing the second and third elements, they do not, in and of themselves, prevent a finding of confusing similarity between the Domain Name and the mark for the purposes of the Policy. [WIPO Overview 3.0](#), section 1.8.

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 Respondent may demonstrate rights or legitimate interests in the Domain Name.

Although the overall burden of proof in UDRP proceedings is on the complainant, panels have recognized that proving 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 respondent lacks rights or legitimate interests, the burden of production on this element shifts to respondent to come forward with relevant evidence demonstrating rights or legitimate interests in the Domain Name (although the burden of proof always remains on complainant). If respondent fails to come forward with such relevant evidence, complainant is deemed to have satisfied the second element. [WIPO Overview 3.0](#), section 2.1.

The Panel finds Complainant has established a prima facie case that Respondent lacks rights or legitimate interests in the Domain Name. Respondent has failed to rebut Complainant's prima facie showing and has not supplied any argument or any relevant evidence demonstrating rights or legitimate interests in the Domain Name, such as those enumerated in the Policy or otherwise.

In the present case, Complainant has shown that Respondent has used Complainant's REDIS word Mark throughout the Domain Name landing page and other linked webpages in connection with the advertisement of a desktop application called RedisDesk described, notably, in the Mac App Store as "a Redis client built just for macOS users."

These allegations are not disputed. Under those circumstances, the Panel infers that Internet users are likely to be led to believe that the said website is affiliated with or endorsed by Complainant, when in fact it is not. Having found that the Domain Name incorporating the terms "desk" and "app" which are both commonly associated with software applications is confusingly similar to Complainant's Mark, this is likely to add to the risk that the Domain Name falsely implies a connection with Complainant.

Such activity is not indicative of any rights or legitimate interests. In addition, in the Panel's view, the composition of the Domain Name carries a risk of implied affiliation. [WIPO Overview 3.0](#), section 2.5.1.

Accordingly, 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.

Complainant was established in 2011. It provides a range of software goods, databases, and database-as-a-service services. It is the registered owner of the marks comprising Complainant's Mark. In addition, Complainant has used Complainant's word Mark REDIS since February 2009, the Redis Stack logo Mark since September 2010, and the REDIS stylized Mark since April 2024. Such use predates the registration of the Domain Name on July 15, 2025

The Panel notes that the composition of the Domain Name, incorporating Complainant's Mark and promoting a desktop application under a similar name RedisDesk, indicates that Respondent knew of and sought to take advantage of Complainant's Mark when registering the Domain Name, and the fact that Respondent has not denied this supports that conclusion.

The Panel finds that 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 Domain Name <redisdeskapp.com> be transferred to Complainant.

/Clive L. Elliott K.C.,/

Clive L. Elliott K.C.,

Sole Panelist

Date: December 16, 2025