

ADMINISTRATIVE PANEL DECISION

Boot Barn, Inc. v. lu jun
Case No. D2025-4945

1. The Parties

The Complainant is Boot Barn, Inc., United States of America (“United States” or “USA”), represented by Sisun Law, United States.

The Respondent is lu jun, China.

2. The Domain Name and Registrar

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

3. Procedural History

The Complaint was filed with the WIPO Arbitration and Mediation Center (the “Center”) on November 26, 2025. On November 27, 2025, the Center transmitted by email to the Registrar a request for registrar verification in connection with the disputed domain name. On December 1, 2025, the Registrar transmitted by email to the Center its verification response disclosing registrant and contact information for the disputed domain name which differed from the named Respondent (Redacted for Privacy) and contact information in the Complaint. The Center sent an email communication to the Complainant on December 3, 2025, 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 on December 5, 2025.

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 of the Complaint, and the proceedings commenced on December 10, 2025. In accordance with the Rules, paragraph 5, the due date for Response was December 30, 2025. The Respondent did not submit any response. Accordingly, the Center notified the Respondent’s default on January 6, 2026.

The Center appointed George R. F. Souter as the sole panelist in this matter on January 16, 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 one of the largest western and workwear retailers in the USA, offering a broad selection of cowboy boots, work boots, western wear, workwear, western-inspired fashion and outdoor gear, under its trademark SHYANNE. The Complainant has operated its official website at the domain name <bootbarn.com> since 1996. Between October 2024 and October 2025, the Complainant's website has attracted an average of over 5 million visitors per month.

The Complainant has obtained a number of registrations of its SHYANNE trademark in respect of its areas of business, including USA Registration No. 3615901, registered on May 5, 2009, and USA Registration 4659704, registered on December 23, 2014.

The disputed domain name was registered on June 20, 2024, and resolves to a website purportedly offering for sale goods in direct competition with those offered by the Complainant, and in which the Complainant's SHYANNE trademark is featured prominently.

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 name.

Notably, the Complainant contends that the Respondent is not generally known by the disputed domain name, and the Complainant has never authorized the Respondent to use its SHYANNE trademark in connection with the registration of a domain name, or otherwise.

B. Respondent

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

6. Discussion and Findings

A. Identical or Confusingly Similar

The Complainant has shown rights in respect of a trademark or service mark for the purposes of the Policy. WIPO Overview of WIPO Panel Views on Selected UDRP Questions, Third Edition ("[WIPO Overview 3.0](#)"), section 1.2.1.

The entirety of the mark is reproduced within the disputed domain name. Accordingly, the disputed domain name is confusingly similar to the mark for the purposes of the Policy. [WIPO Overview 3.0](#), section 1.7. The mere addition of the word "the" in front of the trademark SHYANNE does not detract from this finding.

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 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. [WIPO Overview 3.0](#), section 2.1.

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 name. 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 name such as those enumerated in the Policy or otherwise.

The Panel finds the second element of the Policy has been established.

C. Registered and Used in Bad Faith

Having reviewed the available record, the Panel considers it implausible that the disputed domain name was adopted without having the Complainant’s SHYANNE trademark in mind, and the subsequent use of the disputed domain name for a website purportedly selling goods that compete with those of the Complainant and featuring the Complainant’s trademark confirm this. Accordingly, the Panel finds that the disputed domain name was registered in bad faith.

It is well-established in prior decisions under the Policy that the use of a disputed domain name found to be confusingly similar to a complainant’s trademark in connection with a website offering goods and services identical or similar to those traded in by the complainant typically constitutes use of that domain name in bad faith. That is clearly the situation in the circumstances of the present case, and, accordingly, the Panel finds that the disputed domain name was registered and is being used in bad faith pursuant to paragraph 4(b)(iv) of the Policy.

The Panel finds the third element of the Policy has been established.

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 name <theshyanne.com> be transferred to the Complainant

/George R. F. Souter/

George R. F. Souter

Sole Panelist

Date: January 30, 2026