

ADMINISTRATIVE PANEL DECISION

Philip Morris Products S.A. v. ismail fatih
Case No. D2026-0937

1. The Parties

The Complainant is Philip Morris Products S.A., Switzerland, represented by D.M. Kisch Inc., South Africa.

The Respondent is ismail fatih, Türkiye

2. The Domain Names and Registrar

The disputed domain names <iqostereabypuff.com> and <iqosterea.online> are registered with GoDaddy.com, LLC (the “Registrar”).

3. Procedural History

The Complaint was filed with the WIPO Arbitration and Mediation Center (the “Center”) on March 4, 2026. On March 5, 2026, the Center transmitted by email to the Registrar a request for registrar verification in connection with the disputed domain names. On March 5, 2026, the Registrar transmitted by email to the Center its verification response disclosing registrant and contact information for the disputed domain names which differed from the named Respondent (Registration Private, Domains By Proxy, LLC) and contact information in the Complaint. The Center sent an email communication to the Complainant on March 9, 2026 providing the registrant and contact information disclosed by the Registrar, and inviting the Complainant to submit an amendment to the Complaint. The Complainant filed amended Complaint on March 16, 2026.

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 March 17, 2026. In accordance with the Rules, paragraph 5, the due date for Response was April 6, 2026. The Respondent did not submit any response. Accordingly, the Center notified the Respondent’s default on April 7, 2026.

The Center appointed Kaya Köklü as the sole panelist in this matter on April 10, 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 part of the Philip Morris International Inc. group, which is a group of companies active in the field of tobacco and smoke-free products.

The Complainant owns a large number of word and figurative IQOS and TEREА trademark registrations around the globe. According to the Complaint, the Complainant is, among many others, the registered owner of the International Trademark Registration No. 1218246, registered on July 10, 2014, for IQOS, designating among others Türkiye, and covering protection for goods in classes 9, 11, and 34, and the Turkish Trademark Registration No. 2019 128867, registered on September 17, 2020, for TEREА, covering protection, inter alia, for electronic cigarettes as protected in class 34.

The Respondent is reportedly located in Türkiye.

The disputed domain name <iqostereabypuff.com> was registered on December 10, 2025.

The disputed domain name <iqosterea.online> was registered on December 22, 2025.

Screenshots, as provided by the Complainant, show that each of the disputed domain names resolves to an online shop in Turkish language purportedly offering various smoke-free products of the Complainant as well as competing third-party products for sale, and that the respective websites are similar in both content and design. On the associated websites, the IQOS, TEREА and also other trademarks (including logos) as well as official product images of the Complainant are prominently used without a visible disclaimer describing the (lack of) relationship between the Parties.

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.

B. Respondent

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

6. Discussion and Findings

According to paragraph 15(a) of the Rules, the Panel shall decide the Complaint in accordance with the Policy, the Rules and any rules and principles of law that it deems applicable.

In accordance with paragraph 4(a) of the Policy, the Complainant must prove that each of the three following elements is satisfied:

- (i) the disputed domain names are identical or confusingly similar to a trademark in which the Complainant has rights; and

- (ii) the Respondent has no rights or legitimate interests in respect of the disputed domain names; and
- (iii) the disputed domain names have been registered and are being used in bad faith.

As per paragraph 4(a) of the Policy, the complainant bears the burden of proving that all these requirements are fulfilled, even if a respondent has not substantively replied to the complainant's contentions. *Stanworth Development Limited v. E Net Marketing Ltd.*, WIPO Case No. [D2007-1228](#).

Concerning the uncontested information provided by a complainant, the Panel may, where relevant, accept the provided reasonable factual allegations in a complaint as accurate. Section 4.3 of the WIPO Overview of WIPO Panel Views on Select UDRP Questions ("[WIPO Overview 3.1](#)").

It is further noted that the Panel has taken note of the [WIPO Overview 3.1](#) and, where appropriate, will decide consistently with the consensus views captured therein.

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. [WIPO Overview 3.1](#), section 1.7.

The Complainant has shown rights in respect of the IQOS and TEREА trademarks for the purposes of the Policy. [WIPO Overview 3.1](#), section 1.2.1.

The entirety of both marks is reproduced within each of the disputed domain names. Accordingly, the disputed domain names are confusingly similar to the IQOS and TEREА marks for the purposes of the Policy. [WIPO Overview 3.1](#), section 1.7.

Although the addition of other terms, here "bypuff" within the disputed domain name <iqostereabypuff.com> may bear on assessment of the second and third elements, the Panel finds the addition of such term does not prevent a finding of confusing similarity between the disputed domain name <iqostereabypuff.com> and the IQOS and TEREА marks for the purposes of the Policy. [WIPO Overview 3.1](#), 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 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. [WIPO Overview 3.1](#), 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 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.

In this regard, the Panel particularly believes that the Respondent cannot be assessed as a legitimate dealer for the Complainant's products in light of *Okidata Americas, Inc. v. ASD, Inc.*, WIPO Case No. [D2001-0903](#) ("*Okidata*") and thus is not entitled to use the disputed domain name accordingly. The criteria as set forth in *Okidata* are not fulfilled in the present case. The Panel particularly notes that under the disputed domain names the Respondent offers not only products of the Complainant but also competing third-party products of other commercial origin. The Panel further notes that the websites which are linked to the disputed domain names do not accurately and prominently disclose the relationship, or rather the lack thereof, between the Respondent and the Complainant, thus creating the false impression that the Respondent might be an official and/or authorized reseller/distributor for the Complainant's products in Türkiye. This assessment is further supported by the nature of the disputed domain names, which comprise the entirety of the Complainant's IQOS and TERE A trademarks. In view of the Panel, this specific composition of the disputed domain names carries a risk of implied affiliation or association, as stated in section 2.5.1 of the [WIPO Overview 3.1](#). In view of the Panel, all this takes the Respondent out of the *Okidata* safe harbour for purposes of the second element.

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.

Paragraph 4(b) of the Policy sets out a list of non-exhaustive circumstances that may indicate that a domain name was registered and used in bad faith, but other circumstances may be relevant in assessing whether a respondent's registration and use of a domain name is in bad faith. [WIPO Overview 3.1](#), section 3.2.1.

In the present case, the Panel notes that the Respondent must have had the Complainant and its IQOS and TERE A trademarks in mind when registering the disputed domain names. It is obvious to the Panel that the Respondent has deliberately chosen the disputed domain names, which comprise the Complainant's trademarks in their entirety, to target and mislead Internet users searching for the Complainant and its products.

With respect to the use of the disputed domain names in bad faith, the Panel finds that the Respondent uses the disputed domain names in order to generate traffic to its own websites by deliberately misleading third parties in a false belief that the associated websites are either operated or at least authorized by the Complainant. The prominent use of the Complainant's IQOS and TERE A marks on the websites at the disputed domain names, including trademarks, logos and official product pictures of the Complainant, the offering of potentially competing third-party products and the nature of the disputed domain names is, in view of the Panel, sufficient evidence that the Respondent intentionally tries to attract, for commercial gain, Internet users by creating a likelihood of confusion with the Complainant and its IQOS and TERE A trademarks as to the source, sponsorship, affiliation or endorsement of the associated websites.

In addition, the Panel notes the failure of the Respondent to submit a response to the Complainant's contentions, which supports the Panel's finding of bad faith.

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 <iqostereabypuff.com> and <iqosterea.online> be transferred to the Complainant.

/Kaya Köklü/

Kaya Köklü

Sole Panelist

Date: April 23, 2026