

ADMINISTRATIVE PANEL DECISION

Netflix Studios, LLC v. KyeSook Lee (이 계속)

Case No. D2026-1459

1. The Parties

The Complainant is Netflix Studios, LLC, United States of America (“United States”), represented by Coates IP LLP, United States.

The Respondent is KyeSook Lee (이 계속), Republic of Korea (“Korea”).

2. The Domain Name and Registrar

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

3. Procedural History

The Complaint in English was filed with the WIPO Arbitration and Mediation Center (the “Center”) on April 6, 2026. On April 7, 2026, the Center transmitted to the Registrar a request for registrar verification in connection with the disputed domain name. On April 8, 2026, the Registrar transmitted to the Center its verification response disclosing the registrant’s identity and its contact information for the disputed domain name, which differed from the named Respondent (UNKNOWN RESPONDENT / REDACTED FOR PRIVACY). On April 13, 2026, the Center notified the Complainant, with a copy to the Respondent, in both English and Korean, of the registrant and its contact information as disclosed by the Registrar, and invited the Complainant to amend the Complaint adding the newly identified registrant. In the same correspondence, the Center also informed the Parties, again in both languages, that the language of the Registration Agreement for the disputed domain name is Korean. The Center stated that if the Complainant wished English to be the language of the proceeding, it should include this request in the amended Complaint, with supporting arguments and material. On April 20, 2026, the Complainant filed an amended Complaint in English with the Center, and requested therein that English be the language of the proceeding, providing its reasons. The Respondent did not submit any comment on the Complainant’s submission.

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, in both English and Korean, formally notified the Respondent of the Complaint, and the proceeding commenced on April 22, 2026. In accordance with the Rules, paragraph 5, the due date for the Response was May 12, 2026. The Respondent did not submit any response. Accordingly, on May 16, 2026, the Center, in both English and Korean, notified the Respondent's default and also stated:

"The Administrative Panel will be informed of your default. The Administrative Panel will decide in its sole discretion whether to consider your Response (if submitted later) in deciding the case.... Notwithstanding your default, we shall continue to send all case-related communications to you at the contact details and using the methods you have specified in your Response (if submitted later) or as we consider appropriate in our discretion (if not submitted)."

The Center appointed Professor Ilhyung Lee as the sole panelist in this matter on June 2, 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 describes itself as "one of the world's leading entertainment services, with over 302 million paid memberships in over 190 countries, offering TV series, films and games across a wide variety of genres and languages". On June 20, 2025, the Complainant released a film entitled, "KPop Demon Hunters". Thereafter, the Complainant filed multiple applications for registration of the KPOP DEMON HUNTERS mark in various jurisdictions, including the United States (e.g., serial number 99,361,522, filed on August 27, 2025) and Korea (serial number 4,020,250,161,637, filed on September 1, 2025; serial number 4,020,250,165,042, filed on September 4, 2025). The Complainant has received confirmation of registration of some of the applications for its KPOP DEMON HUNTERS marks in the United States (registration number 8,186,639, registered on March 24, 2026; registration number 8,186,688, registered on March 24, 2026).

The Complainant has also registered the domain name <kpopdemonhunters.com> (registered on June 23, 2025), which redirects to a page resolving from the Complainant's <netflix.com> domain name.

The disputed domain name <kpopdemonhunterstour.com> was registered on September 6, 2025. According to the Complainant, at the time of the Complaint, the disputed domain name did not resolve to an active site.

5. Parties' Contentions

A. Complainant

The Complainant contends principally that: (i) the disputed domain name is identical or confusingly similar to a mark in which the Complainant has rights; (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. In addition, the Complaint (and Amended Complaint) states, inter alia:

"To date, KPop Demon Hunters has become the most-viewed original movie title in Netflix history surpassing 500 million views.... It is now Netflix's most-watched original title with more than 500 million views, and its 2-day sing-along theatrical release was the first Netflix title to top the box office in the United States. KPOP DEMON HUNTERS has been noted as a cultural phenomenon by a variety of media outlets, many highlighting the characters, story, and soundtrack, which itself has achieved record-breaking success on music industry charts and rankings."

“Complainant has filed trademark applications for KPOP DEMON HUNTERS and obtained common law rights in the KPOP DEMON HUNTERS Mark around the world prior to Respondent’s registration of the Disputed Domain Name. Complainant adopted the KPOP DEMON HUNTERS Mark in March 2021 and began use at least as early as June 20, 2025.”

“Respondent has no prior or subsequent rights in, and does not have a license to offer products or services under, Complainant’s KPOP DEMON HUNTERS Mark.”

B. Respondent

The Respondent did not reply to the Complainant’s contentions. Under paragraphs 5(f) and 14(a) of the Rules, the Panel may decide the dispute based on the Complaint. Paragraph 14(b) allows the Panel to draw appropriate inferences from the Respondent’s default.

6. Discussion and Findings

6.1. Preliminary Issue: Language of the Proceeding

Paragraph 11(a) of the Rules provides that the language of the registration agreement shall be the language of the administrative proceeding, unless otherwise agreed by the parties or specified in the registration agreement. This provision also states that the determination of the proper language is “subject to the authority of the Panel ..., having regard to the circumstances of the administrative proceeding”.

In the present case, despite the Complainant’s protestations that the “Registration Agreement for the Disputed Domain Name is *available* in English” (emphasis added) and that this “registration agreement ... is in English, and not Korean”, the Registrar’s verification response to the Center that “the language ... of the registration agreement used by the registrant” for the disputed domain name is “Korean” provides the definitive instruction for the Panel.

The Complaint (and amended Complaint) was filed in English. The Complainant requests that English be the language of the proceeding, stating: “(1) the Registrar communicates in English and the Registrar’s Registration Agreement is in English on its website, (2) the Disputed Domain Name solely consists of Complainant’s KPOP DEMON HUNTERS trademark along with the English term ‘tour,’ demonstrating Respondent’s understanding in the English language, and (3) requiring the Complainant to translate and communicate in Korean would be unduly burdensome and increase the already increasing cost to address Respondent’s infringement.”

In exercising its discretion to use a language other than that of the registration agreement, 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.

Here, in the Center’s notification to the Respondent of the Complaint, the Center informed the Respondent of the pertinent provisions of paragraph 11(a) of the Rules and the Complainant’s request that English be the language of the proceeding. The Center also explicitly stated, in both English and Korean:

“Accordingly, the Respondent may submit any comments on the Complainant’s proposed language of the proceedings in its Response.

The Response may be filed in either Korean or English.

The Center will seek to appoint a Panel familiar with both languages mentioned above.”

The Respondent did not comment on the Complainant's request that English be the language of the proceeding, and has not formally participated in the proceeding.

Considering all relevant circumstances, the Panel determines that the language of the proceeding shall be English.

6.2. Substantive Issues

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.

With the Complainant's registration of its KPOP DEMON HUNTERS mark in the United States, the Complainant has shown rights in respect of a trademark or service mark for purposes of the Policy. [WIPO Overview 3.1](#), section 1.2.1. The Panel finds that the Complainant has also established rights in its yet unregistered marks for purposes of the Policy. [WIPO Overview 3.1](#), section 1.3. Simply, KPOP DEMON HUNTERS is a distinctive mark that the Complainant began using for its products and services relating to the film, before the Respondent registered the disputed domain name.

The entirety of the Complainant's mark is reproduced within the disputed domain name. Accordingly, the disputed domain name is identical or confusingly similar to the mark for purposes of the Policy. [WIPO Overview 3.1](#), section 1.7.

Although the addition of "tour" to the end of the Complainant's mark may bear on the assessment of the second and third elements of paragraph 4(a) of the Policy, the Panel finds that the addition of such a term does not prevent a finding of confusing similarity between the disputed domain name and the mark. [WIPO Overview 3.1](#), section 1.8.

The generic Top-Level Domain ("gTLD") ".com", a technical registration requirement, is disregarded in the consideration of this element. [WIPO Overview 3.1](#), section 1.11.1.

The Panel finds that the first element of the Policy has been established.

B. Rights or Legitimate Interests

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 that the Complainant has established a prima facie case that the Respondent has no rights or legitimate interests in respect of the disputed domain name. Thus, the burden shifts to the Respondent to demonstrate any such rights or legitimate interests. Paragraph 4(c) of the Policy provides a non-exhaustive list of circumstances in which the Respondent may demonstrate rights or legitimate interests in a disputed domain name.

The Respondent has defaulted. It 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 is unable to ascertain any evidence that would demonstrate the Respondent's rights or legitimate interests in the disputed domain name.

C. Registered and Used in Bad Faith

Under paragraph 4(a)(iii) of the Policy, the Complainant must show that the disputed domain name "has been registered and is being used in bad faith". Paragraph 4(b) of the Policy provides a non-exhaustive list of circumstances that can satisfy this element. 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 Respondent registered the disputed domain name <kpopdemonhunterstour.com> approximately two and one-half months after the Complainant's release of the widely viewed and commercially successful "KPop Demon Hunters" film. It strains credulity to suggest that the Respondent was not aware of the Complainant's mark when the Respondent registered the disputed domain name.

At the time of the Complaint, the disputed domain name resolved to an inactive website. Panels have found that the non-use of a domain name does not prevent a finding of bad faith under the doctrine of passive holding. [WIPO Overview 3.1](#), section 3.3. Having reviewed the available record, the Panel notes especially the distinctiveness of the Complainant's mark and its recognition worldwide, the composition of the disputed domain name clearly targeting the Complainant's KPOP DEMON HUNTERS mark, and the implausibility of any good-faith use to which the disputed domain name may be put. In these circumstances, the Panel concludes that the requisite bad faith element is present.

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 name <kpopdemonhunterstour.com> be transferred to the Complainant.

/Ilhyung Lee/

Ilhyung Lee

Sole Panelist

Date: June 12, 2026