ARBITRATION
AND
MEDIATION CENTER

WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

ADMINISTRATIVE PANEL DECISION
Venture UP Inc. v. Jack White, VentureUp Solutions
Case No. D2026-1919

1. The Parties

The Complainant is Venture UP Inc., United States of America ("United States") internally represented.

The Respondent is Jack White, VentureUp Solutions, United States, represented by Tolpin & Partners, PC, United States.[1]

2. The Domain Names and Registrar

The disputed domain name <ventureup.cc> is registered with NameCheap, Inc.

The disputed domain names <ventureupsolutions.cc> and <ventureupsolutions.xyz> are registered with Name.com, Inc.

(Collectively, the "Registrar").

3. Procedural History

The Complaint was filed with the WIPO Arbitration and Mediation Center (the "Center") on May 5, 2026. On May 5, 2026, the Center transmitted by email to the Registrar a request for registrar verification in connection with the disputed domain names. On May 5 and May 6, 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 (Data Redacted / Domain Protection Services, Inc., Withheld for Privacy ehf) and contact information in the Complaint. The Center sent an email communication to the Complainant on May 11, 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 an amendment to the Complaint on May 11, 2026.

[1] Tolpin & Partners, PC entered an appearance on behalf of the Respondent after the Respondent filed the Response in this proceeding on June 9, 2026. See Section 3 below.

The Center verified that the Complaint together with the amendment to 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 the Respondent of the Complaint, and the proceedings commenced on May 20, 2026. In accordance with the Rules, paragraph 5, the due date for Response was June 9, 2026. The Respondent sent an email communication to the Center on June 9, 2026. On June 10, 2026, the Complainant requested to continue the proceedings. On June 16, 2026, the Complainant intended to explore settlement options with the Respondent. On June 24, 2026, the Center confirmed that the present proceedings were suspended until July 24, 2026. On July 24, 2026, counsel newly retained by the Respondent requested that the proceeding be reinstated and a new response date set to permit the filing of a further, substantive response on the Respondent's behalf. [2] On July 27, 2026, the Complainant requested an extension of suspension. On July 27, 2026, the Center confirmed that the suspension was further extended to August 23, 2026. The Respondent sent email communications on July 27 and August 27, 2026. On August 27, 2026, the Complainant requested to reinstitute the proceedings. On August 31, 2026, the Center informed the Parties of the reinstitution of the proceedings.

The Center appointed William F. Hamilton as the sole panelist in this matter on September 1, 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 an Arizona corporation that provides business management consulting and educational services in the field of team development, corporate training, and organizational effectiveness under the mark VENTURE UP (the "Mark"). The Complainant states that it has used the Mark in commerce continuously since at least July 31, 1983. The Complainant is the owner of United States Trademark Registration No. 4,751,275 for the Mark, registered on the Principal Register on June 9, 2015, for services in International Classes 35 and 41, listing a first use date of July 31, 1983 (Annex 1 to the Complaint). The Complainant registered the domain name <ventureup.com> in 1997 and has maintained an active commercial website under that domain, and subsequently also under <ventureupmedia.com>, from at least 1998 through the date of the Complaint (Annex 2 to the Complaint).

The Respondent is an individual located in the Greater Chicago Area, Illinois, who has done business as "VentureUp Solutions". The Respondent's LinkedIn profile identifies him as "Founder/CEO" of VentureUp Solutions, self-employed, beginning in September 2024, offering artificial-intelligence-based operational consulting services to business executives and entrepreneurs. The same profile lists the Respondent as having enrolled in an entrepreneurship program at the University of Iowa beginning in May 2025 (Annex 0 to the Complaint).

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[2] The Panel denies this request. The Respondent's Response of June 9, 2026, filed before the Respondent retained counsel, states that the Respondent does not contest the Complaint, submits no argument on the merits, and consents, in terms stated to be unconditional, to the transfer of all three disputed domain names (Annex 7 to the Complaint). No new fact or argument bearing on any element of the Policy accompanied the July 24, 2026, request, and the Center's own communication of August 31, 2026, reinstituting the proceeding did not set a new response date, noting that the response due date had already passed. Exercising its discretion under the Rules, paragraph 12, and finding no exceptional circumstances warranting further briefing, WIPO Overview 3.1, section 4.6, the Panel declines to reopen the response period or to accept further submissions on the Respondent's behalf. The Panel does not consider the substance of the Parties' subsequent settlement communications relevant to this decision and addresses them no further.

The Respondent registered the disputed domain name <ventureup.cc> on June 3, 2025, with the registrar NameCheap, Inc. As of April 17, 2026, the disputed domain name <ventureup.cc> resolved to a page reading “AI Leverage For Executives Without Organizational Disruption” and linked to a Calendly scheduling page titled “VentureUp 15-Min” used to book consultations (Annex 4 to the Complaint, Attachment B).

By letter dated April 17, 2026, sent via LinkedIn message, the Complainant notified the Respondent of the Complainant’s rights in the Mark and demanded that the Respondent cease use of “Venture Up”, “VentureUp”, or any confusingly similar designation, transfer the disputed domain name <ventureup.cc> to the Complainant, and confirm compliance by April 27, 2026 (Annex 4 to the Complaint). Separately, on or about April 1 to 2, 2026, the Complainant submitted a trademark complaint concerning the disputed domain name <ventureup.cc> to Framer, the platform then hosting the website at that domain. On April 2, 2026, Framer’s Trust and Safety team forwarded to the Complainant a response it had received from the site’s “content owner”, stating that every instance of the referenced term “VentureUp” had been removed from the website (Annex 9 to the Complaint). The Complainant having advised Framer that the disputed domain name itself continued to incorporate the Mark, Framer notified “the customer” on April 17, 2026, and gave 48 hours to remove the infringing content or submit a counter-notice. No counter-notice was received, and on April 19, 2026, Framer removed the site and suspended the account for repeat infringement of its terms of service (Annex 9 to the Complaint). On April 22, 2026, the Complainant sent a further email notice demanding transfer of the disputed domain name <ventureup.cc> by April 27, 2026 (Annex 0 to the Complaint).

Following the April 19, 2026 removal of the website at the disputed domain name <ventureup.cc>, the Respondent registered two further disputed domain names, <ventureupsolutions.cc> and <ventureupsolutions.xyz>, on April 24, 2026, with the registrar Name.com, Inc. (Annex 0 to the Complaint). Both websites displayed the footer text “© 2026 VentureUp Solutions LLC. All rights reserved”. (Annex 0 to the Complaint; Annex 3 to the Complaint). The Complainant states that it was unable to locate any record of an entity named “VentureUp Solutions LLC” registered in Iowa, Illinois, Wyoming, Delaware, or Nevada (Annex 6 to the Complaint).

Beginning April 19, 2026, and continuing after the removal of the website at the disputed domain name <ventureup.cc>, the Respondent’s TikTok account and LinkedIn profile continued to display the “VentureUp” and “VentureUp Solutions” names, and, from April 25, 2026, directed users to the disputed domain name <ventureupsolutions.cc> in place of <ventureup.cc> (Annex 0 to the Complaint). During this period, the Respondent’s LinkedIn profile concurrently described the Respondent as “Founder/CEO at VentureUp” and “Founder/CEO of VentureUp Solutions”, and displayed sales figures matching a chart earlier removed from the Respondent’s TikTok account following notice (Annex 0 to the Complaint). A Facebook page for “VentureUp Solutions”, linked from the same LinkedIn profile, displayed a post dated October 27, 2024, reporting total sales of USD 100,000.59 and 758 orders to fulfill (Annex 0 to the Complaint). The Respondent’s TikTok account also published purported client testimonials and, in a post dated May 14, 2025, an image of a notification reflecting receipt of USD 7,423.21 by Zelle (Annex 0 to the Complaint).

On May 2, 2026, the disputed domain name <ventureupsolutions.xyz> redirected to <ventureupsolutions.cc>. By May 3, 2026, the disputed domain name <ventureupsolutions.xyz> resolved to a separate, active website rather than redirecting, and appeared, together with the Respondent’s LinkedIn profile and the domain name <ventureup.carrd.co>, on the first page of Google search results for “ventureup solutions”, alongside listings for the Complainant (Annex 3 to the Complaint; Annex 5 to the Complaint).

In his Response, submitted on June 9, 2026, the Respondent stated that he had registered the disputed domain names without knowledge of the Complainant’s Mark, had ceased all use of the “VentureUp” name, had removed associated content from all platforms, had set the disputed domain names not to renew, and had transitioned to an unrelated brand. The Respondent stated that he did not contest the Complaint and submitted no argument on the merits, and consented, in terms stated to be unconditional, to the transfer of all three disputed domain names to the Complainant (Annex 7 to the Complaint).

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.

The Complainant contends that it has rights in the Mark both by virtue of its registered trademark, United States Registration No. 4,751,275, and through continuous common law use since at least July 31, 1983, and that each of the disputed domain names wholly incorporates the Mark, with the addition of the descriptive term "solutions" or a generic Top-Level Domain not preventing a finding of confusing similarity.

The Complainant contends that the Respondent has no rights or legitimate interests in the disputed domain names. The Complainant contends that it has never authorized, licensed, or otherwise permitted the Respondent to use the Mark; that the Respondent is not commonly known by the disputed domain names independent of his infringing use of the Mark; and that the Respondent's use of the disputed domain names to promote a competing consulting business, book client calls, and solicit leads is not a bona fide offering of goods or services. The Complainant further contends that the Respondent's claimed affiliation with "VentureUp Solutions LLC" is unsubstantiated, noting that no record of such an entity could be located in Iowa, Illinois, Wyoming, Delaware, or Nevada (Annex 6 to the Complaint).

The Complainant contends that the Respondent registered and has used the disputed domain names in bad faith. In support, the Complainant relies on the timeline of the Respondent's conduct: continued use of the "VentureUp" name and the disputed domain name <ventureup.cc> after the Complainant's April 17, 2026 cease-and-desist notice; the Respondent's registration of two further disputed domain names, <ventureupsolutions.cc> and <ventureupsolutions.xyz>, within days of the April 19, 2026 removal of the website at <ventureup.cc>; the Respondent's continued promotion of the replacement domain names across LinkedIn, TikTok, and Facebook; and the Respondent's concurrent public claims of substantial sales and client activity under the "VentureUp" name. The Complainant contends that this pattern demonstrates a deliberate intent to trade on the Complainant's goodwill and to divert Internet users for commercial gain, and points to search results showing the Respondent's continued online presence alongside the Complainant's as evidence of resulting confusion (Annex 5 to the Complaint).

The Complainant acknowledges the Respondent's June 9, 2026, consent to transfer all three disputed domain names, which the Complainant maintains was, and remains, unconditional. The Complainant first requested that the Panel should proceed to decide the case on the merits notwithstanding that consent, in view of the Respondent's subsequent conduct and the Complainant's interest in a reasoned decision addressing the elements of the Policy, but later withdrew such request and sought to resolve the matter through consent to transfer.

B. Respondent

The Respondent submitted a Response on June 9, 2026, in which he states that he does not contest the Complaint and submits no argument on the merits.

The Respondent states that he registered the disputed domain names without knowledge of the Complainant's Mark, that he has ceased all use of the "VentureUp" name, removed the associated content from all platforms, set the disputed domain names not to renew, and transitioned to an unrelated brand. The Respondent states that these facts are provided for context and do not condition the consent set out below.

The Respondent consents to the remedy of transfer requested by the Complainant and agrees to the transfer of all three disputed domain names, <ventureup.cc>, <ventureupsolutions.cc>, and <ventureupsolutions.xyz>, to the Complainant. The Respondent states that this consent is unconditional, and requests that the Panel give effect to the consent and order the transfer of the disputed domain names to the Complainant (Annex 7 to the Complaint).

No further submission on the merits was filed on the Respondent's behalf.

6. Discussion and Findings

The Panel notes that the Parties have variously consented to transfer and requested that the case proceed to a decision, but ultimately were unable to confirm an agreement pursuant to paragraph 17 of the Rules. Noting the Parties' communications and in the broader circumstances of this case, the Panel considers it appropriate to evaluate the case on its merits.

A. Identical or Confusingly Similar

The Complainant has established rights in the Mark by virtue of United States Trademark Registration No. 4,751,275, registered on the Principal Register on June 9, 2015 (Annex 1 to the Complaint). WIPO Overview 3.1, section 1.2.1.

The disputed domain name <ventureup.cc> reproduces the Mark in its entirety, and the disputed domain names <ventureupsolutions.cc> and <ventureupsolutions.xyz> each reproduce the Mark in its entirety together with the descriptive term "solutions". The applicable Top-Level Domain ("TLD") in each case is viewed as a standard registration requirement and is disregarded for purposes of assessing confusing similarity under the first element. WIPO Overview 3.1, section 1.11.1.

Disregarding the TLD, the disputed domain name <ventureup.cc> is identical to the Mark for purposes of the Policy. WIPO Overview 3.1, section 1.7. The addition of the descriptive term "solutions" in the disputed domain names <ventureupsolutions.cc> and <ventureupsolutions.xyz> does not prevent a finding of confusing similarity where, as here, the Mark remains clearly recognizable within each disputed domain name. WIPO Overview 3.1, section 1.8. The disputed domain names <ventureupsolutions.cc> and <ventureupsolutions.xyz> are accordingly confusingly similar to the Mark for purposes of the Policy.

The Panel finds that the first element of the Policy has been established as to all three disputed domain names.

B. Rights or Legitimate Interests

Once the Complainant establishes a prima facie case that the Respondent lacks rights or legitimate interests in the disputed domain names, the burden of production shifts to the Respondent to come forward with relevant evidence demonstrating such rights or legitimate interests, although the burden of proof remains at all times with the Complainant. If the Respondent fails to come forward with such evidence, the Complainant is deemed to have satisfied the second element. WIPO Overview 3.1, section 2.1.

The Complainant has established a prima facie case. The Complainant states that it has never authorized, licensed, or otherwise permitted the Respondent to use the Mark, and there is no evidence that the Respondent is commonly known by the disputed domain names other than through the very use at issue in this proceeding. The Respondent's claimed affiliation with an entity styled "VentureUp Solutions LLC" could not be verified in Iowa, Illinois, Wyoming, Delaware, or Nevada (Annex 6 to the Complaint), and does not establish that the Respondent is commonly known by the disputed domain names for purposes of paragraph 4(c)(ii) of the Policy.

The Respondent has used the disputed domain names to promote a consulting business offering services that directly compete with those of the Complainant, under names identical or confusingly similar to the Mark and, in the case of the disputed domain name <ventureup.cc>, to solicit consultations through a Calendly booking page (Annex 4 to the Complaint, Attachment B). Domain names that are identical, or nearly identical, to a complainant's trademark carry a high risk of implied affiliation, and such use cannot constitute fair use where they effectively suggest sponsorship or endorsement by the trademark owner. WIPO Overview 3.1, section 2.5.1. The Respondent's continued use of the "VentureUp" name across LinkedIn, TikTok, and Facebook after receiving notice of the Complainant's rights, including the registration of two further disputed domain names within days of the removal of the website at <ventureup.cc>, is inconsistent with a legitimate, independent business conducted under its own mark and instead reflects an effort to trade on the Complainant's goodwill. Such use does not constitute a bona fide offering of goods or services under paragraph 4(c)(i) of the Policy, nor a legitimate noncommercial or fair use under paragraph 4(c)(iii) of the Policy.

The Respondent has not rebutted the Complainant's prima facie showing. The Response of June 9, 2026, does not contest the Complaint, submits no argument on the merits, and identifies no rights or legitimate interests of the kind enumerated in the Policy or otherwise (Annex 7 to the Complaint).

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

C. Registered and Used in Bad Faith

Paragraph 4(b) of the Policy sets out a non-exhaustive list of circumstances that, if found by the Panel to be present, are evidence of registration and use of a domain name in bad faith, and other circumstances may also be relevant to that assessment. WIPO Overview 3.1, section 3.2.1.

The record supports a finding of bad faith under paragraph 4(b)(ii) of the Policy. The Respondent registered the disputed domain name <ventureup.cc> on June 3, 2025, and, following the Complainant's notice and the resulting removal of the website at that domain on April 19, 2026, registered two further disputed domain names, <ventureupsolutions.cc> and <ventureupsolutions.xyz>, within five days, on April 24, 2026 (Annex 0 to the Complaint). This sequence, registering additional domain names incorporating the Mark immediately upon losing access to the first, reflects a pattern of conduct seeking to take unfair advantage of the Complainant's Mark and continuing the conduct the Complainant had already challenged.

The record also supports a finding of bad faith under paragraph 4(b)(iv) of the Policy. The Respondent used the disputed domain name <ventureup.cc>, and subsequently the disputed domain names <ventureupsolutions.cc> and <ventureupsolutions.xyz>, to direct Internet users to a lead-generation flow, including a Calendly booking page, promoting consulting services competing with those of the Complainant (Annex 4 to the Complaint, Attachment B; Annex 3 to the Complaint). By this use the Respondent intentionally attempted to attract, for commercial gain, Internet users to its website by creating a likelihood of confusion with the Mark as to source, sponsorship, affiliation, or endorsement.

The Panel finds that the Respondent knew, or was willfully blind to, the Complainant's rights in the Mark at the time it registered the disputed domain name <ventureup.cc>. "VentureUp" is not a common or descriptive term but a coined, single-word combination that the Complainant has used continuously since 1983 and has held as an incontestable federal registration since 2015 (Annex 1 to the Complaint; Annex 2 to the Complaint). A basic Internet or trademark search of the kind any reasonably diligent business operator would be expected to perform before adopting a business name would have disclosed the Complainant's existing use, which the Google search results in the record confirm was readily discoverable online (Annex 5 to the Complaint). The Respondent, moreover, is plainly conversant with the mechanics of the online platforms on which he has operated, having concurrently maintained accounts on LinkedIn, TikTok, and Facebook, registered domain names across two separate registrars, and deployed third-party scheduling tools in connection with his business (Annex 0 to the Complaint). Against that background, adoption of a domain name identical to a distinctive mark that a minimal search would have disclosed is not credibly explained as coincidence or genuine ignorance.

This finding is confirmed, not merely supplemented, by the Respondent's conduct after he received actual notice of the Complainant's rights. The Respondent's hosting platform acknowledged a trademark complaint concerning the disputed domain name <ventureup.cc> on April 2, 2026, and the Complainant sent a further cease-and-desist communication on April 17, 2026 (Annex 9 to the Complaint; Annex 4 to the Complaint). Notwithstanding this notice, the Respondent continued to use the "VentureUp" name across LinkedIn, TikTok, and Facebook, registered two further disputed domain names incorporating the Mark, and displayed a footer identifying an entity, "VentureUp Solutions LLC", that the Complainant was unable to verify in five states (Annex 0 to the Complaint; Annex 6 to the Complaint).

The Panel finds that the disputed domain names were registered and are being used in bad faith, and that the third element of the Policy has been established.

The Panel notes, in addition to the foregoing findings on the merits, that the Respondent has consented to the transfer of all three disputed domain names to the Complainant, and that this consent, by its own terms, is unconditional (Annex 7 to the Complaint). The Respondent's consent further supports the transfer ordered below.

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 <ventureup.cc>, <ventureupsolutions.cc>, and <ventureupsolutions.xyz> be transferred to the Complainant.

/William F. Hamilton/
William F. Hamilton
Sole Panelist
Date: September 8, 2026