

ADMINISTRATIVE PANEL DECISION

Celsius Holdings, Inc. v. Ren Working
Case No. D2026-3479

1. The Parties

The Complainant is Celsius Holdings, Inc., United States of America ("United States"), represented by Edward Nathan Sonnenbergs Inc., South Africa.

The Respondent is Ren Working, Indonesia.

2. The Domain Name and Registrar

The disputed domain name <celsius-asia.com> is registered with NameCheap, Inc. (the "Registrar").

3. Procedural History

The Complaint was filed with the WIPO Arbitration and Mediation Center (the "Center") on August 5, 2026. On August 6, 2026, the Center transmitted by email to the Registrar a request for registrar verification in connection with the disputed domain name. On August 7, 2026, 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 and contact information in the Complaint. The Center sent an email communication to the Complainant on August 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 submitted an amendment to the Complaint by email on August 13, 2026.

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 August 24, 2026. In accordance with the Rules, paragraph 5, the due date for the Response was September 13, 2026. The Respondent did not submit any response. Accordingly, the Center notified the Respondent's default on September 22, 2026.

The Complaint originally also concerned the domain name <celsiusasia.com>. Following the concerned registrar's disclosure that the registrant of that domain name was associated with the Complainant, the

Complainant requested its partial withdrawal on September 29, 2026. On the same date, the Center confirmed that the proceeding would continue solely with respect to the disputed domain name <celsius-asia.com>.

The Center appointed Edoardo Fano as the sole panelist in this matter on October 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.

The Panel has not received any requests from the Complainant or the Respondent regarding further submissions, waivers or extensions of deadlines, and the Panel has not found it necessary to request any further information from the Parties.

Having reviewed the communication records in the case file provided by the Center, the Panel finds that the Center has discharged its responsibility under the Rules, paragraph 2(a), “to employ reasonably available means calculated to achieve actual notice to [the] Respondent”. Therefore, the Panel shall issue its Decision based upon the Complaint, the Policy, the Rules and the Supplemental Rules and without the benefit of a response from the Respondent.

The language of the proceedings is English, being the language of the Registration Agreement, as per paragraph 11(a) of the Rules.

4. Factual Background

The Complainant is a United States company founded in 2004, operating in the field of beverages and owning several trademark registrations worldwide for CELSIUS, among which:

- United States Trademark Registration No. 3,667,840 for CELSIUS, registered on August 11, 2009;
- International Trademark Registration No. 931326 for CELSIUS, registered on July 16, 2007;
- European Union Trade Mark Registration No. 019070579 for CELSIUS, registered on August 22, 2024.

The Complainant provided evidence in support of the above.

The Complainant also operates on the Internet, its official website being “www.celsius.com”.

According to the WhoIs records, the disputed domain name was registered on July 30, 2021. The Complainant claims that its Asian distributor previously owned the disputed domain name, then the distribution agreement terminated in or about February 2025 and the Complainant’s former Asian distributor either allowed the disputed domain name to lapse or intentionally sold it to a third party. The Respondent acquired the disputed domain name on September 6, 2025 and the disputed domain name currently redirects to another website in the Indonesian language hosting an online gambling platform which promotes slot gaming services.

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 disputed domain name is confusingly similar to its trademark, as the disputed domain name wholly incorporates the Complainant’s trademark.

Moreover, the Complainant asserts that the Respondent has no rights or legitimate interests in respect of the disputed domain name, since it has not been authorized by the Complainant to register the disputed domain name or to use its trademark within the disputed domain name, it is not commonly known by the disputed domain name, and it is not making either a bona fide offering of goods or services or a legitimate noncommercial or fair use of the disputed domain name. The Complainant submits that the disputed domain name is used to operate an Indonesian-language online gambling platform, an activity strictly prohibited by law in Indonesia.

The Complainant submits that the Respondent has registered the disputed domain name in bad faith, since the Complainant's trademark CELSIUS is known in the field of beverages. Therefore, the Respondent targeted the Complainant's trademark at the time of registration of the disputed domain name and the Complainant contends that the use of the disputed domain name to attract Internet users to the Respondent's website by creating a likelihood of confusion with the Complainant's trademark as to the website's source, sponsorship, affiliation or endorsement, and to operate an online gambling platform in Indonesia, where online gambling is strictly prohibited by law, qualifies as bad faith registration and use.

B. Respondent

The Respondent has made no reply to the Complainant's contentions and is in default. In reference to paragraphs 5(f) and 14 of the Rules, no exceptional circumstances explaining the default have been put forward or are apparent from the record.

A respondent is not obliged to participate in a proceeding under the Policy, but if it fails to do so, reasonable facts asserted by a complainant may be taken as true, and appropriate inferences, in accordance with paragraph 14(b) of the Rules, may be drawn. WIPO Overview of WIPO Panel Views on Select UDRP Questions(["WIPO Overview 3.1"](#)), section 4.3.

6. Discussion and Findings

Paragraph 4(a) of the Policy lists three elements, which the Complainant must satisfy in order to succeed:

- (i) the disputed domain name is identical or confusingly similar to a trademark or service mark in which the Complainant has rights; and
- (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.

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.

Based on the available record, the Panel finds the Complainant has shown rights in respect of a trademark or service mark for the purposes of the Policy. [WIPO Overview 3.1](#), section 1.2.1.

The Panel finds 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 3.1](#), section 1.7.

While the addition of other terms, here “asia” and a hyphen, may bear on assessment of the second and third elements, the Panel finds the addition of such terms does not prevent a finding of confusing similarity between the disputed domain name and the Complainant’s trademark for the purposes of the Policy. [WIPO Overview 3.1](#), section 1.8.

It is also well-accepted that a generic Top-Level Domain (“gTLD”), in this case “.com”, is typically disregarded when assessing the confusing similarity between a trademark and a domain name. [WIPO Overview 3.1](#), section 1.11.1.

Based on the available record, 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.

While 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 often impossible 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. 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.

The Complainant in its Complaint, and as set out above, has established a prima facie case that the Respondent has no rights or legitimate interests in the disputed domain name. It asserts that the Respondent, who is not associated with the Complainant in any way, is not using the disputed domain name in connection with a bona fide offering of goods or services.

The prima facie case presented by the Complainant is enough to shift the burden of production to the Respondent to demonstrate that it has rights or legitimate interests in the disputed domain name. However, the Respondent has not presented any evidence of any rights or legitimate interests it may have in the disputed domain name. The disputed domain name is used to operate an online gambling platform in Indonesia, where online gambling is strictly prohibited by law.

Panels have held that the use of a domain name for illegal activity can never confer rights or legitimate interests on a respondent. [WIPO Overview 3.1](#), section 2.13.1.

In any case, there is no apparent connection between the composition of the disputed domain name and a gambling website, and the nature of the disputed domain name carries a risk of implied affiliation. [WIPO Overview 3.1](#), section 2.5.1.

The Panel therefore concludes that the disputed domain name is not being used in connection with a bona fide offering of goods or services.

Based on the available record, 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.

In the present case, regarding the registration in bad faith of the disputed domain name, the reputation of the Complainant's trademark CELSIUS in the field of beverages is clearly established, and the Panel finds that the Respondent knew more likely than not of the Complainant, and deliberately registered the disputed domain name in bad faith.

Panels have held that the use of a domain name for illegal activity, here to operate an online gambling platform in Indonesia, where online gambling is strictly prohibited by law, constitutes bad faith. [WIPO Overview 3.1](#), section 3.4.

The above suggests to the Panel that the Respondent intentionally acquired and is using the disputed domain name in order to attract, for commercial gain, Internet users to its website by creating a likelihood of confusion with the Complainant's trademark as to the source, sponsorship, affiliation, or endorsement of its website or of a product or service on its website in accordance with paragraph 4(b)(iv) of the Policy.

Having reviewed the record, the Panel finds the Respondent's acquisition and use of the disputed domain name constitutes bad faith under the Policy.

Based on the available record, 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 <celsius-asia.com> be transferred to the Complainant.

/Edoardo Fano/

Edoardo Fano

Sole Panelist

Date: October 6, 2026