

ADMINISTRATIVE PANEL DECISION

Eli Lilly and Company v. Leoni Medeiros
Case No. D2026-3641

1. The Parties

The Complainant is Eli Lilly and Company, United States of America ("United States"), represented by Faegre Drinker Biddle & Reath LLP, United States.

The Respondent is Leoni Medeiros, Brazil.

2. The Domain Name and Registrar

The disputed domain name <mounjarogelatina.site> is registered with Hostinger Operations, UAB (the "Registrar").

3. Procedural History

The Complaint was filed with the WIPO Arbitration and Mediation Center (the "Center") on August 13, 2026. On August 14, 2026, the Center transmitted by email to the Registrar a request for registrar verification in connection with the disputed domain name. On August 17, 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 (The RDAP server redacted the value) and contact information in the Complaint. The Center sent an email communication to the Complainant on August 17, 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 August 18, 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 25, 2026. In accordance with the Rules, paragraph 5, the due date for Response was September 14, 2026. The Respondent sent email communications to the Center on September 8 and 11, 2026, expressing its consent to the transfer of the disputed domain name to the Complainant. On September 11, 2026, the Center acknowledged receipt of the Respondent's communication and invited the Complainant to submit a request for suspension of the proceeding to

implement a settlement agreement between the Parties. The Complainant indicated that it would contact the Center if the Parties reached an agreement and, in the meantime, requested that the proceeding continue without delay.

The Center appointed Estela Mariel de Luca as the sole panelist in this matter on September 28, 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 Eli Lilly and Company, a pharmaceutical company headquartered in Indianapolis, Indiana, United States.

In June 2022, the Complainant launched MOUNJARO, an injectable pharmaceutical product for the treatment of type 2 diabetes. Since its launch Complainant's MOUNJARO product has been sold in the United States and in several countries around the world.

The Complainant is the owner of various trademark registrations for MOUNJARO, including the following:

- United States trademark registration No. 6,809,369 MOUNJARO, registered on August 2, 2022, in International Class 5.
- United States trademark registration No. 7,068,463 MOUNJARO, registered on March 30, 2023, in International Class 44.
- European Union Trademark Registration No. 018209187, registered on September 08, 2020, in International Class 5;

The Complainant owns the domain name <mounjaro.com>, registered on October 21, 2019, which redirects to <mounjaro.lilly.com>, a website promoting and providing information about its MOUNJARO product.

The disputed domain name was registered on March 1, 2026, and resolves to a website offering a natural gelatin method to lose weight.

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.

The Complainant contends that the disputed domain name is confusingly similar to its distinctive and widely recognized MOUNJARO trademark. According to the Complainant, the addition of the descriptive term "gelatina" (gelatin in Spanish) neither prevents a finding of confusing similarity nor diminishes the distinctiveness of the cited trademark, and the generic Top-Level Domain ".site" should be disregarded under paragraph 4(a)(i) of the Policy.

The Complainant also contends that the Respondent has no rights or legitimate interests in the disputed domain name because: (1) the Respondent has not been authorized, licensed, or otherwise permitted by the Complainant to use the MOUNJARO mark in the disputed domain name; (2) there is no evidence that the Respondent is commonly known by the disputed domain name; (3) the Respondent had constructive notice

of the MOUNJARO mark, in light of the Complainant's multiple trademark registrations throughout the world, including in the United States; (4) the Respondent is neither using the disputed domain name in connection with a bona fide offering of goods or services nor making a legitimate noncommercial or fair use of it, but is instead using it to direct Internet traffic to a website promoting an alternative, non-pharmaceutical "natural gelatin" weight loss product under the Complainant's MOUNJARO mark; (5) the Respondent has failed to identify itself, as the website contains no business name, physical address, email address, or telephone number; and (6) the Respondent's website does not contain a disclaimer clarifying the absence of any relationship with the Complainant, which, together with the incorporation of the MOUNJARO mark into the disputed domain name, creates the misleading impression that the website is sponsored or endorsed by the Complainant.

The Complainant submits that the disputed domain name was registered and is being used in bad faith, as the Respondent incorporated the well-known MOUNJARO mark in its entirety into the disputed domain name.

The Complainant also contends that the Respondent provided false or misleading Whois information and registered the disputed domain name to prevent the Complainant from reflecting its mark in a corresponding domain name, which considers an additional indication of bad faith.

The Complainant also argues that the content of the website associated with the disputed domain name, including the display of the Complainant's MOUNJARO mark, the use of related colors, and the invitation to "try a natural gelatin method to lose weight", creates a false impression of association with the Complainant and constitutes an intentional attempt to attract Internet users for commercial gain by creating a likelihood of confusion with its mark under paragraph 4(b)(iv) of the Policy. The Complainant emphasizes that such confusion is particularly concerning given that MOUNJARO is a prescription-only medication manufactured, labeled, and sold in accordance with applicable health laws and regulations.

B. Respondent

The Respondent did not reply to the Complainant's contentions, however sent an email indicating: "Please be advised that I do not intend to contest this Administrative Proceeding, nor do I claim any rights or legitimate interests in the domain name. In order to resolve this matter amicably and efficiently without further administrative delay, I hereby formally consent to the immediate transfer of the disputed domain name to the Complainant, Eli Lilly and Company".

6. Discussion and Findings

Paragraph 17 of the Rules provides that a proceeding may be suspended to facilitate settlement negotiations or to implement a settlement agreement between the parties. Before the appointment of the Panel, the Complainant (or both parties jointly) may submit a suspension request to the Center for this purpose, and the proceeding will typically be suspended for 30 days to allow the parties to explore settlement options (see section 4.9 of the WIPO Overview of WIPO Panel Views on Select UDRP Questions ("[WIPO Overview 3.1](#)"). The Center may provide the parties with a Standard Settlement Form to facilitate the implementation of an agreed transfer.

In the present case, the Center sent the Parties a Standard Settlement Form on August 25, 2026. Neither Party submitted a signed settlement form, and the Complainant indicated that it would contact the Respondent to explore the possibility of a settlement, while requesting that the proceeding continue without delay.

Nevertheless, the absence of a formal settlement agreement does not preclude the Panel from considering the Respondent's express consent to the transfer of the disputed domain name.

As reflected in section 4.10 of the [WIPO Overview 3.1](#), where a respondent unilaterally consents to the transfer of a disputed domain name and the complainant seeks such transfer, a panel may order the transfer solely on the basis of that consent, without undertaking a substantive analysis of the three elements under paragraph 4(a) of the Policy.

In this case, the Respondent expressly and unequivocally consented to the transfer of the disputed domain name to the Complainant and acknowledged having no rights or legitimate interests in it. In addition, the Panel is satisfied that the Complainant holds trademark rights in MOUNJARO.

While the Panel retains the discretion to proceed with a substantive examination of the merits, particularly where there is a broader interest in issuing a reasoned decision or ambiguity regarding the scope of the Respondent's consent, the Panel finds no circumstances in the present case that would warrant such an examination.

Accordingly, the Panel considers that the Respondent's express consent provides a sufficient basis for ordering the transfer of the disputed domain name to the Complainant, without the need to address the three elements under paragraph 4(a) 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 <mounjarogelatina.site> be transferred to the Complainant.

/Estela Mariel de Luca/

Estela Mariel de Luca

Sole Panelist

Date: October 12, 2026