ARBITRATION
AND
MEDIATION CENTER

WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

ADMINISTRATIVE PANEL DECISION
AWI Licensing LLC v. He Jxing
Case No. D2026-4084

1. The Parties

The Complainant is AWI Licensing LLC, United States of America ("United States"), represented by The Belles Group, P.C., United States.

The Respondent is He Jxing, China.

2. The Domain Name and Registrar

The disputed domain name <armstrongbuildingus.com> (the "Domain Name") is registered with Dynadot Inc (the "Registrar").

3. Procedural History

The Complaint was filed with the WIPO Arbitration and Mediation Center (the "Center") on September 10, 2026. On September 11, 2026, the Center transmitted by email to the Registrar a request for registrar verification in connection with the Domain Name. On September 14, 2026, the Registrar transmitted by email to the Center its verification response disclosing registrant and contact information for the Domain Name which differed from the named Respondent (Dynadot Privacy Service / Super Privacy Service LTD c/o Dynadot) and contact information in the Complaint. The Center sent an email communication to the Complainant on September 14, 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 amended Complaint on September 15, 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 September 18, 2026. In accordance with the Rules, paragraph 5, the due date for Response was October 8, 2026. The Respondent did not submit any response. Accordingly, the Center notified the Respondent's default on October 12, 2026.

The Center appointed Ian Lowe as the sole panelist in this matter on October 13, 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, AWI Licensing LLC, is based in Wilmington, Delaware, United States. Its corporate affiliate, Armstrong World Industries, Inc. ("AWI"), that is based in Lancaster, Pennsylvania, United States, is a global designer and manufacturer of commercial and residential ceiling, wall, and suspension-system solutions. AWI's products include suspended mineral-fiber and soft-fiber ceiling systems; suspension systems, grids, and ceiling components; and acoustical ceiling, wall, and structural solutions.\

AWI operates its principal websites at <armstrongworldindustries.com> and <armstrongceilings.com>. These websites provide information concerning AWI, its products, and the locations and channels through which consumers and commercial customers may purchase those products.

The Complainant is the proprietor of a number of registered trademarks comprising ARMSTRONG in the United States and other countries, including United States trademark number 0523396 figurative word mark ARMSTRONG registered on April 4, 1950; European Union trademark number 012244001 ARMSTRONG registered on March 19, 2014 and International trademark number 1657931 figurative word mark ARMSTRONG registered on March 14, 2022.

The Domain Name was registered on August 14, 2026. It resolves to a website featuring the ARMSTRONG mark and purporting to market and promote "Armstrong Flooring and Ceiling Tiles" of the type manufactured and sold by AWI, for use in a variety of segments including Healthcare, Education, Hospitality and Retail. Users are invited to click on a product type and complete a form requesting samples or a project quote. It solicits visitors' names, email addresses, telephone numbers, company or project names, product interests, and project information.

The "Contact Us" page gives an address in Lancaster, Pennsylvania,, United States, apparently using a fabricated telephone number. The Complainant has put forward evidence that emails sent to the email address on the website are undeliverable.

5. Parties' Contentions

A. Complainant

The Complainant contends that the Domain Name is confusingly similar to its ARMSTRONG trademark (the "Mark"), that the Respondent has no rights or legitimate interests in respect of the Domain Name and that the Respondent registered and is using the Domain Name in bad faith within the meaning of paragraph 4(b)(iv) of the Policy.

B. Respondent

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

6. Discussion and Findings

For this Complaint to succeed in relation to the Domain Name the Complainant must prove that:

(i) the 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 Domain Name; and

(iii) the 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 Domain Name. WIPO Overview of WIPO Panel Views on Select UDRP Questions ("WIPO Overview 3.1"), section 1.7.

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.

Ignoring the generic Top-Level Domain ("gTLD") ".com", the Domain Name comprises the entirety of the Mark with the addition of the terms "building" and "us". The Panel finds that the addition of these terms does not prevent a finding of confusing similarity between the Domain Name and the Mark. WIPO Overview 3.1, section 1.8. Accordingly, the Panel finds that the Domain Name is confusingly similar to a trademark in which the Complainant has rights, and 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 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. Accordingly, 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.

The Complainant has made out a strong prima facie case that the Respondent could have no rights or legitimate interests in respect of the Domain Name. The Respondent has used the Domain Name not in connection with a bona fide offering of goods or services, but for a website impersonating the Complainant, and purporting to offer products under the Mark of the type manufactured by AWI. In addition, contact information provided on the Respondent's website appears to be fictitious.

UDRP panels have consistently held that the use of a domain name for illegal activity (such as passing off) can never confer rights or legitimate interests on a respondent. See WIPO Overview 3.1 section 2.13.1.

There is no suggestion that the Respondent has ever been known by the Domain Name. The Respondent has chosen not to respond to the Complainant or to take any steps to counter the prima facie case established by the Complainant. In the circumstances, the Panel finds that the Respondent does not have any rights or legitimate interests in respect of the Domain Name.

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.

The Domain Name incorporates the entirety of the Mark, and the Respondent has used its website to impersonate the Complainant and purport to offer ARMSTRONG branded products. The Panel is satisfied that the Respondent had the Complainant and its rights in the Mark in mind when it registered the Domain Name.

The Respondent's website provides a range of contact information, which appears to be fictitious. In the circumstances, the Panel is satisfied that the Respondent has registered and, as set out above, used the Domain Name to impersonate the Complainant and to deceive Internet users into believing that the Domain Name is operated or authorized by the Complainant, attracting Internet users by creating a likelihood of confusion with the Mark. In the Panel's view, the use of a domain name for such activity, presumably with a view to commercial gain, amounts to paradigm bad faith registration and use for the purposes of the Policy, paragraph 4(b)(iv).

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 Domain Name <armstrongbuildingus.com> be transferred to the Complainant.

/Ian Lowe/
Ian Lowe
Sole Panelist
Date: October 25, 2026