

ADMINISTRATIVE PANEL DECISION

Roblox Corporation v. Idom Immo
Case No. DGE2026-0006

1. The Parties

The Complainant is Roblox Corporation, United States of America ("United States"), represented by Inprosera LLC, Georgia.

The Respondent is Idom Immo, Maldives.

2. The Domain Name and Registry

The disputed domain name <roblox.com.ge> is registered with Caucasus Online LLC (the ".GE Registry").

3. Procedural History

The Complaint was filed with the WIPO Arbitration and Mediation Center (the "Center") on June 28, 2026. On June 29, 2026, the Center transmitted by email to the .GE Registry a request for registry verification in connection with the disputed domain name. On July 1, 6, and 7, 2026, the .GE Registry 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 (UNKNOWN) and contact information in the Complaint. The Center sent an email communication to the Complainant on July 7, 2026, providing the registrant and contact information disclosed by the .GE Registry, and inviting the Complainant to submit an amendment to the Complaint. The Complainant filed an amended Complaint on July 12, 2026.

The Center verified that the Complaint together with the amended Complaint satisfied the formal requirements of the .GE Domain Name Dispute Resolution Policy (the .GE Policy), the Rules for .GE Domain Name Dispute Resolution Policy (the .GE Rules), and the WIPO Supplemental Rules for .GE Domain Name Dispute Resolution Policy (the Supplemental Rules). The language of the proceeding is English.

In accordance with the .GE Rules, paragraphs 2 and 4, the Center formally notified the Respondent of the Complaint, and the proceedings commenced on July 13, 2026. In accordance with the .GE Rules, paragraph 5, the due date for Response was August 2, 2026. The Respondent did not submit any response. Accordingly, the Center notified the Respondent's default on August 9, 2026.

The Center appointed Mladen Vukmir as the sole panelist in this matter on August 12, 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 .GE Rules, paragraph 7.

4. Factual Background

The Complainant is a United States company that operates an internationally popular online game and virtual reality experience platform under the ROBLOX brand, launched in 2006. The platform hosts user-created games and allows users to create personalized avatars and to buy, sell, and create virtual items, and is accessed by users worldwide via computers, smartphones, and mobile devices.

The Complainant owns registered trademarks for ROBLOX in numerous jurisdictions, including Georgian trademark registration No. 33129 for the word mark ROBLOX, filed October 24, 2019, and registered September 18, 2020, covering goods and services in classes 9, 16, 18, 25, 28, 36, 38, and 41 (the “ROBLOX trademark”). The Complainant also holds trademark registrations for ROBLOX in the United States, Brazil, Canada, and China, among other jurisdictions.

The Complainant promotes its platform globally through its official website at “www.roblox.com”, operated under the domain name <roblox.com>. As of March 31, 2026, the Complainant’s platform had over 130 million daily active users who had engaged in 31 billion hours on the platform.

The disputed domain name was registered on August 21, 2025. According to the evidence submitted by the Complainant, the disputed domain name previously redirected Internet users to a third-party website and associated pages. The Complainant submits that one of the relevant pages presents content resembling the Complainant’s official website and directs visitors to a further page requesting a Roblox account username or email address and password. Depending on the visitor’s location, the disputed domain name has also displayed a region-verification interstitial, a browser security warning, or a notice indicating that access to the website is blocked.

On August 24, 2026, the Panel visited the disputed domain name and observed a warning page indicating that the website was unsafe and stating: “This is a phishing site – a fake site that tries to steal your sensitive info (passwords, credit card numbers, and more). We recommend avoiding the site completely.”

5. Parties’ Contentions

A. Complainant

The Complainant contends that it has satisfied each of the elements required under the .GE Policy for a transfer of the disputed domain name.

Notably, the Complainant contends that:

i) the Complainant is the creator of the internationally popular ROBLOX platform and the owner of the ROBLOX trademark, registered in Georgia and in numerous other jurisdictions worldwide; as a result of the platform’s tremendous notoriety and success, people around the world have come to associate the ROBLOX mark with the Complainant.

(ii) the disputed domain name is confusingly similar, indeed identical, to the Complainant’s ROBLOX trademark, as it reproduces the mark in full, without any added word or meaningful distinction, and the “.com.ge” suffix looks like a minor extension of the Complainant’s own “.com” domain name, such that it is very likely that Internet users would understand the disputed domain name to be associated with, or owned by, the Complainant.

(iii) the Respondent has no rights or legitimate interests in the disputed domain name. The Respondent is not known by the disputed domain name, the Complainant has not licensed or otherwise permitted the Respondent to use the ROBLOX trademark, and the disputed domain name is being used to divert web traffic and lure enthusiasts of the Complainant's offerings to a website unrelated to the Complainant; the Respondent's impersonation of the Complainant, by redirecting the disputed domain name to a site presenting itself as Roblox-related, does not establish rights or legitimate interests.

(iv) the Respondent registered and is using the disputed domain name in bad faith. The Respondent clearly had actual knowledge of the Complainant's rights when registering the disputed domain name, given the identical reproduction of the ROBLOX trademark and the absence of any other plausible reason for the registration; the Respondent is using the disputed domain name to mislead Internet users into believing they have reached the Complainant or a site affiliated with it, including through a login page that solicits Roblox account credentials, and there is evidence in third-party online forums that users have been hacked after using the Respondent's site, which demonstrates that the disputed domain name is being used in bad faith.

B. Respondent

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

6. Discussion and Findings

Under paragraph 4(a) of the .GE Policy, the Complainant must prove each of the following three elements:

(i) that the disputed domain name is identical or confusingly similar to a trademark or service mark in which the Complainant has rights; (ii) that the Respondent has no rights or legitimate interests in respect of the disputed domain name; and (iii) that the disputed domain name has been registered or is being used in bad faith.

Given the similarities between the .GE Policy and the Uniform Domain Name Dispute Resolution Policy ("UDRP"), the Panel considers UDRP jurisprudence, including the WIPO Overview of WIPO Panel Views on Select UDRP Questions ("[WIPO Overview 3.1](#)"), relevant and applies it where appropriate, save to the extent of any material difference between the two policies, including the disjunctive formulation of the third element under the .GE Policy. See *Région Ile-de-France v. Il De France LTD*, WIPO Case No. [DGE2024-0001](#).

The Respondent's default does not by itself entitle the Complainant to the relief sought; however, paragraph 5(f) of the .GE Rules provides that, in the absence of a Response, the Panel shall decide the dispute based on the Complaint, and paragraph 14(b) of the .GE Rules permits the Panel to draw such inferences from the default as it considers appropriate.

A. Identical or Confusingly Similar

The first element functions primarily as a standing requirement, and the 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).

The Complainant has shown rights in the ROBLOX trademark for the purposes of the .GE Policy, including through its Georgian trademark registration No. 33129. The disputed domain name incorporates the ROBLOX mark in its entirety, with the addition of the country-code Top Level Domain ("ccTLD") ".com.ge" element. It is well established that a domain name which wholly incorporates a complainant's mark, is normally considered identical or confusingly similar to that mark for purposes of the first element ([WIPO Overview 3.1](#), section 1.7). As has been recognized in prior decisions concerning ".ge" domain names (see *NEW BALANCE ATHLETICS, INC. v. Giorgi Tevzadze, City Sport*, WIPO Case No. [DGE2026-0001](#)), the ccTLD ".ge" is generally disregarded under the first element, though it may bear on the assessment of the second or third element.

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

B. Rights or Legitimate Interests

Paragraph 4(c) of the .GE Policy provides a list of circumstances in which a respondent may demonstrate rights or legitimate interests in a disputed domain name. Although the overall burden of proof rests on the Complainant, panels have recognized that requiring a complainant to prove a negative may be unduly onerous, given that the relevant information is typically within the respondent's knowledge. Accordingly, where a complainant makes out a prima facie case that the respondent lacks rights or legitimate interests, the burden of production shifts to the respondent to come forward with evidence of such rights or interests; if the respondent fails to do so, the complainant is deemed to have satisfied the second element ([WIPO Overview 3.1](#), section 2.1).

The Panel finds that the Complainant has made out a prima facie case. The Complainant has not licensed or otherwise authorized the Respondent to use the ROBLOX mark, and there is no indication in the record that the Respondent is commonly known by the disputed domain name or holds any trademark rights corresponding to it. The Respondent has not rebutted this showing and has not come forward with any evidence of rights or legitimate interests.

Nor does the record support a finding of legitimate use on any other basis. The evidence shows that the disputed domain name has been used to redirect Internet users to a third-party website and, on at least one associated page, to present a copycat interface that mimics the Complainant's official website and purports to solicit Roblox login credentials. Panels have categorically held that the use of a domain name for passing off, or other fraudulent activity can never confer rights or legitimate interests on a respondent ([WIPO Overview 3.1](#), section 2.13.1). Such use is manifestly not a bona fide offering of goods or services under paragraph 4(c)(i) of the .GE Policy, nor a legitimate noncommercial or fair use under paragraph 4(c)(iii) of the .GE Policy.

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

C. Registered or Used in Bad Faith

Paragraph 4(b) of the .GE Policy sets out a non-exhaustive list of circumstances that, if present, are evidence of registration or use of a domain name in bad faith; other circumstances may also be relevant to that assessment.

The disputed domain name was registered on August 21, 2025, several years after the Complainant obtained its Georgian trademark registration for ROBLOX in 2020 and long after the Complainant's mark had achieved substantial international recognition through the popularity of its platform. The disputed domain name is identical to the ROBLOX mark.. Given the distinctiveness and reputation of the ROBLOX mark, and the absence of any explanation from the Respondent, the Panel is satisfied that the Respondent registered the disputed domain name with knowledge of, and with intent to target, the Complainant's rights.

The record further shows that the disputed domain name has been used to redirect Internet visitors to a third-party site and, through an associated page, to present a page closely replicating the Complainant's official website, including a login interface that purports to solicit the visitor's Roblox account credentials. Screenshots of third-party online forum discussions submitted by the Complainant reflect users questioning the legitimacy of the disputed domain name, including comments referring to the site as a scam. Such conduct amounts to impersonation and, on this record, an attempt to phish for account credentials by trading on the Complainant's goodwill; this falls squarely within the bad-faith use contemplated by paragraph 4(b)(iv) of the .GE Policy, under which intentionally attracting Internet users for commercial gain by creating a likelihood of confusion with a complainant's mark as to source, sponsorship, affiliation, or endorsement is evidence of bad faith. The interstitial screens variously encountered by visitors, including a browser security warning and a notice that access to the site is blocked, do not detract from this conclusion; they are equally consistent with third parties, including browser vendors, having identified the site as suspicious, and do not

establish any legitimate purpose on the Respondent's part.

The Respondent's default, and the absence of any explanation for its selection and use of a domain name that reproduces the Complainant's distinctive mark in full, reinforce the Panel's conclusion. On the totality of the record, the Panel finds that the disputed domain name was registered, and has been used, in bad faith.

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

7. Decision

For the foregoing reasons, in accordance with paragraphs 4(i) of the .GE Policy and 15 of the .GE Rules, the Panel orders that the disputed domain name <roblox.com.ge> be transferred to the Complainant.

/Mladen Vukmir/

Mladen Vukmir

Sole Panelist

Date: August 26, 2026