

Alternative Dispute Resolution Proceeding

Accelerated Proceeding

Case No. DSE2026-0028

1. Petitioner

The Petitioner is Aktiebolaget Trav och Galopp, Sweden, represented by Advokatbyrån Gulliksson AB, Sweden.

2. Domain Holder

The Domain Holder is [Name Removed], Estonia.

3. Domain Name and Procedural History

This Alternative Dispute Resolution proceeding relates to the domain name <atg-casino.se>.

This Petition was filed under the Terms and Conditions of Registration for the top-level domain .se (the “.se Policy”) and the Instructions governing Alternative Dispute Resolution proceedings for domain names in the top-level domain .se (the “.se Rules”).

The WIPO Arbitration and Mediation Center (the “WIPO Center”) verified that the Petition satisfied the formal requirements of the .se Policy and the .se Rules. In accordance with section 13 of the .se Rules, the WIPO Center formally notified the Domain Holder of the Petition on August 31, 2026. The Domain Holder did not submit any response and, accordingly, the WIPO Center notified the Domain Holder’s default on October 1, 2026.

The WIPO Center appointed Bengt Eliasson as the sole arbitrator in this matter on October 6, 2026. The arbitrator has submitted the Statement of Acceptance and Declaration of Impartiality and Independence, as required by the WIPO Center to ensure compliance with section 1 of the .se Rules.

4. Factual Background

The Petitioner, Aktiebolaget Trav och Galopp, was first founded in 1974, and is known in Sweden under the name ATG. The Petitioner is the market leader in horse racing betting in Sweden and also offers casino services and betting on other sports. The Petitioner has developed considerable goodwill and reputation for products and services of very high quality.

The disputed Domain Name <atg-casino.se> was registered on December 8, 2025, and redirects to a website under the domain name <safecasino1.com>.

5. Claim

The Petitioner claims that the disputed Domain Name shall be transferred to the Petitioner. Furthermore, the Petitioner also requests to have the dispute decided as an Accelerated Proceeding in case the Domain Holder does not respond to the Petition.

6. Parties' Contentions

A. Petitioner

The Petitioner holds a number of figurative and word trademarks encompassing "ATG", both national and international registrations, including Swedish trademark registration number 326542 for the word ATG, registered on March 6, 1998, as well as European Union trademark registration number 007428907 for the word ATG, registered on October 14, 2010. The Petitioner is of the opinion that the disputed Domain Name is almost identical to its trademark "ATG", or in any case is confusingly similar to the ATG trademark.

The Petitioner uses the domain name <atg.se> as its main online marketing portal while the disputed Domain Name <atg-casino.se> incorporates the ATG trademark in its entirety. The suffix "casino", being a service for which the registered trademark is used, is insufficient to make the disputed Domain Name distinct from the ATG trademark. Such addition of a descriptive term does not prevent a finding of confusing similarity. Consequently, the disputed Domain Name is confusingly similar to the Petitioner's registered trademarks.

The disputed Domain Name is linked to a page that contains information and offerings of services where the owner of the Domain Name purports to be the Petitioner. The website appears to be marketing the services provided by the Petitioner. Links on the website pointing users to "Logga in", "Registrera" and "Spela nu" redirect to a separate domain name, without any connection to the Petitioner. The links direct to the domain name <safecasino1.com>. The Domain Holder has intentionally attempted to attract, for commercial gain, Internet users to the Domain Holder's website and the linked domain name <safecasino1.com>, by creating a likelihood of confusion with the Petitioner's trademark as to the source, affiliation, or endorsement of the Domain Holder's website and service. The website refers to the Petitioner's company name, services and uses its registered trademarks. It uses a color scheme and overall design that resembles the Petitioner's profile on their own websites and in their marketing. The contents on the website constitute a fraudulent attempt to convey to users that they are seeing a website owned and operated by the Petitioner by using its trademarks. It is not clear to Internet users visiting the Domain Holder's website that it is not operated by the Petitioner. The Domain Holder is effectively impersonating the Petitioner. It is therefore clear that the Domain Holder is not actively using the Domain Name for their own business and there is no bona fide offering of goods or services.

When evaluating whether the Domain Holder is acting in bad faith, the Arbitrator must also consider that the Domain Holder is hiding its identity and has shown no evidence of legitimate interest in the Domain Name or intention to use it in good faith, and that the Domain Name is infringing the Petitioner's trademark.

Considering the above circumstances, the Petitioner cannot see how the Domain Holder can conceive any good faith use of the Domain Name, especially since the Domain Holder cannot, neither at present nor in the future, use the Domain Name without a likelihood of a breach of the Petitioner's intellectual property rights.

There is no legitimate relationship or connection between the Petitioner and the disputed Domain Name. The Petitioner has found no evidence of any bona fide offering of goods or services under the Domain Name, or any sign of any legitimate or fair use of the trademark. The Domain Holder has no rights or legitimate interest in respect of the Domain Name. As far as the Petitioner is aware and has been able to conclude, the Domain Holder does not own any trademark registrations or applications for “atgcasino”, nor any other registered trademarks. The circumstance that the owner of the linked page has taken deliberate steps to hide its identity strongly indicates a lacking intention of using the Domain Name for either commercial or non-commercial use. The Petitioner finds no evidence that the Domain Holder has created the Domain Name with the intention of using it for a legitimate cause. The Domain Holder’s address is located in what appears to be a rural area in Estonia and a Google search reveals no legitimate commercial or noncommercial activities linked to either the address or the Domain Holder.

B. Domain Holder

The Domain Holder did not submit a response.

7. Discussion and Findings

A domain name may, in accordance with the .se Policy Paragraph 7.2, be deregistered or transferred to the party requesting dispute resolution proceedings if all of the following three conditions are fulfilled:

1. The disputed domain name is identical or similar to a name which is legally recognized in Sweden and to which the party requesting dispute resolution can prove its rights, and
2. The disputed domain name has been registered or used in bad faith, and
3. The Domain Holder has no right or justified interest in the disputed domain name.

In order for the Petitioner to succeed in having the domain name transferred, all three conditions set out above must be fulfilled.

A. The domain name is identical or similar to a right which is legally recognized in Sweden and to which the Petitioner can prove its rights

According to the evidence submitted in the case, the Petitioner is the owner of several trademark registrations for the trademark ATG, both national Swedish registrations as well as European Union trademark registrations. The trademarks registrations include figurative trademarks as well as word marks.

The disputed Domain Name <atg-casino.se> incorporates the ATG trademark in its entirety together with a hyphen and the descriptive term “casino”. ATG is the distinctive as well as dominating element of the disputed Domain Name and clearly recognizable.

It is established practice to disregard the ccTLD “.se” when comparing a domain name with a trademark.

In view of the above, the Arbitrator concludes that the disputed domain name <atg-casino.se> is similar to the Petitioner’s trademark ATG. Accordingly, the Petitioner has satisfied the first requirement under Paragraph 7.2 of the .se Policy.

B. The domain name has been registered or used in bad faith

Based on the records above, the Arbitrator finds that it is obvious that the disputed Domain Name has been registered and used in bad faith.

C. The Domain Holder has no rights or justified interest in the domain name

Based on the records above, the Arbitrator finds that the Domain Holder has no rights or justified interests in the disputed domain name <atg-casino.se>

8. Decision

The disputed domain name <atg-casino.se> shall be transferred to the Petitioner.

/Bengt Eliasson/

Bengt Eliasson

Date: October 13, 2026