

**Asian Domain Name Dispute Resolution Center**  
**Beijing Office**  
**Administrative Panel Decision**  
**Case No. CN-120525**

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**Complainant:** SIEMENS AKTIENGESELLSCHAFT

**Respondent:** Linda Scottle

**Domain Name:** siemens-plc-adapter.com

**Registrar:** GoDaddy.com, Inc.

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### **1. Procedural History**

On 22 December 2011, the Complainant submitted a Complaint in the English language to the Beijing Office of the Asian Domain Name Dispute Resolution Center (the ADNDRC Beijing Office) and elected this case to be dealt with by a one-person panel, in accordance with the Uniform Domain Name Dispute Resolution Policy (the Policy) approved by the Internet Corporation for Assigned Names and Numbers (ICANN), the Rules for Uniform Domain Name Dispute Resolution Policy (the Rules), and the ADNDRC Supplemental Rules for Uniform Domain Name Dispute Resolution Policy (the ADNDRC Supplemental Rules).

On the same date, the ADNDRC Beijing Office sent to the Complainant by email an acknowledgement of the receipt of the Complaint.

On 23 December 2011, the ADNDRC Beijing Office transmitted by email to ICANN and Registrar a request for registrar verification in connection with the disputed domain name. On the same date, the Registrar transmitted by email to the ADNDRC its verification response, confirming that the Respondent is listed as the registrant and providing the contact details.

On 23 December 2011, the ADNDRC Beijing Office transmitted the Complaint to the Respondent.

On 9 January 2012, the ADNDRC Beijing Office notified the Respondent of the commencement of the proceedings. On the same day, the ADNDRC Beijing Office notified the Complainant that the Complaint has been confirmed and transmitted to the Respondent, and notified the ICANN and the Registrar of the commencement of the proceedings.

The Respondent failed to submit a Response within the specified time period. The ADNDRC Beijing Office notified the Respondent's default on 6 February 2012.

Having received a Declaration of Impartiality and Independence and a Statement of Acceptance, the ADNDRC Beijing Office notified the parties that the Panel in this case had been selected, with Dr ZHAO Yun acting as the sole panelist. The Panel determines that the appointment was made in accordance

with Rules 6 and Articles 8 and 9 of the ADNDRC Supplemental Rules.

On 20 February 2012, the Panel received the file from the ADNDRC Beijing Office and should render the Decision within 14 days, i.e., on or before 6 March 2012.

Pursuant to Paragraph 11 (a) of the Rules, unless otherwise agreed by the Parties, or specified otherwise in the Registration Agreement, the language of the administrative proceeding shall be the language of the Registration Agreement, subject to the authority of the Panel to determine otherwise, having regard to the circumstances of the administrative proceeding. The language of the current disputed domain name Registration Agreement is English, thus the Panel determines English as the language of the proceedings.

## **2. Factual Background**

### **For the Complainant**

The Complainant in this case is SIEMENS AKTIENGESELLSCHAFT. The registered address is Siemens aktiengesellschaft, Wittelsbacherplatz 2, 80333 Munich, Germany. The authorized representative in this case is Lihui Sui and Gaoming Wang.

### **For the Respondent**

The Respondent in this case is Linda Scottle. The registered address is RaiRRO MARTIRES DE KIFANGONADO RUA18 CASA, LUANDA, LUANDA 534523, Angola. The Respondent is the current registrant of the disputed domain names "siemens-plc-adapter.com" according to the Whois information.

## **3. Parties' Contentions**

### **Complainant**

(1) The disputed domain names is confusingly similar to the well-known registered trademark of SIEMENS in which the Complainant has rights and PLC (Programmable Logic Controller) and Adapter are also famous products of Siemens.

As a famous trademark all over the world, SIEMENS has been registered in Europe since 1936 and extended to China by international trademark application since 1976 and is still in force. The trademark has become a sign of high-quality goods because the goods produced by the Complainant, especially industrial automation system, are popular among customers.

"SIEMENS", "PLC", "ADAPTER" and ".COM" constitute the domain name in dispute. ".COM" represents a common top-level domain name that does not have a special meaning, "SIEMENS" is the famous trademark owned by the Complainant, "PLC" means programmable logic controller that is one kind of goods that can be made by the Complainant and that is widely used in

industrial automation systems. ADAPTER is one type of goods that can be made by the Complainant. Meanwhile, the Respondent sells the goods with the trademark of SIEMENS, such as SIEMENS Adapter and PLC. Therefore, the disputed domain name is easily and mistakenly regarded as an official website to sell SIEMENS goods.

(2) The Respondent has no rights or legitimate interests in respect of the disputed domain names.

Before any notice to the Respondent of the dispute, the Respondent has used the domain name to offer goods or services in bad faith. Firstly, the Respondent uses the website directed by the domain name in question to sell goods with the registered trademark SIEMENS. Secondly, the Complainant has never authorized the Respondent to use the website to sell any goods produced by the Complainant. Thirdly, the prices of the goods with SIEMENS trademark on the website in question are much lower than the normal market prices if the same SIEMENS goods. Finally, the website clearly states that the goods with SIEMENS trademark are OEM product, not made by SIEMENS, in other words, the Respondent has been selling counterfeit SIEMENS goods. As a result, it can be said with certainty that the Respondent is using the domain name to offer goods in bad faith.

The Respondent has not been commonly known by the disputed domain name. The disputed domain name was registered on 14 May 2010. However, the trademark was registered in 1995 for the first time and it has become a well-known trademark in the world, especially in industrial area. Meanwhile, SIEMENS-PLC-ADAPTER has no special meaning but PLC and ADAPTER are made by the Complainant. Therefore, it is easily proved that the Respondent has tried to sell goods by the well-known registered trademark and has never planned to legally advertise the disputed domain name.

The Respondent is making an illegitimate commercial or unfair use of the domain name, with intent for commercial gain to misleadingly divert consumers and to tarnish the registered trademark. It is the sole aim for the Respondent to make profits using the domain name in question, which can be proved by "About Us" of the website directed by the domain name that says "Our company is a professional industry related company dealing in PLC programming cable of Siemens, Mitsubishi, Omron, GE, Schneider, AB, etc. brand, HMI cable, SERVO cable inverter Cable, Siemens I/O Module and profibus connector. Our products mainly exported to Europe, North America, Asia and other countries, such as UK, France, U.S.A., Canada, Portugal, Australia, New Zealand, Saudi Arabia, Turkey, Egypt, Libya, Singapore, Bangladesh, Sri Lanka etc. Excellent Quality, competitive price, perfect service is our long-term target and sincerely promise to all customers and the society." And the website directed by the domain name in dispute unambiguously announces that they sell the goods with the trademark of SIEMENS are OEM products, not made by SIEMENS. In addition, the Respondent and the disputed domain name have never been authorized to sell any goods of the Complainant. However, the website in dispute has been supplying cheap counterfeit SIEMENS goods the quality of which cannot be guaranteed at all. Therefore, it can be believed that the Respondent is making illegal profits by

misleading innocent customers and tarnishes the registered trademark by unlawfully selling counterfeit goods.

(3) The disputed domain name has been registered and is being used in bad faith.

The Respondent has registered the disputed domain name primarily for the purpose of disrupting the business of the Complainant. It can be learned from the website in dispute that it mainly sells SIEMENS goods that are promoted using the major titles such as “Popular Products” and “Hot Tag”. However, the prices of the goods with SIEMENS trademark on the website are at least two times lower than market prices, which are highlighted by the operator of the said website. As a result, the domain name in dispute is used to sell cheap counterfeit goods with SIEMENS trademark so as to attract and deceive customers all over the world and damage the reputation of the Complainant. Therefore, it is clearly proved that the disputed domain name is used for disrupting the business of the Complainant through illegal conducts.

By using the domain name in question, the Respondent has intentionally attempted to attract the internet users to the website for commercial gain by creating a likelihood of confusion with the Complainant’s trademark as to the source, sponsorship, affiliation, or endorsement of [www.siemens-plc-adapter.com](http://www.siemens-plc-adapter.com) or location or products on the website in question. Firstly, when customers search “Siemens plc adapter” on the internet, the website in dispute appears in the top ranking so that customers can be easily misled to the website directed by the domain name in dispute and buy low-quality counterfeit goods with SIEMENS trademark. Secondly, many goods’ pictures on the website are marked with the registered trademark of SIEMENS. Therefore, it is impossible for customers to tell the website is not an official SIEMENS website and at least customers think that the website has some relation with SIEMENS.

In conclusion, though the Respondent completely knows the ownership and the reputation of Siemens in all the world, it still intentionally registered the disputed domain name which is misleadingly similar to the registered trademark of SIEMENS and the website directed by the disputed domain name sell cheap counterfeit goods with which SIEMENS trademark is used, which has infringed on the trademark right of the Complainant. The intent of the Respondent obviously is to make the customers misunderstand that there is some relation between the Complainant and the Respondent, and the Respondent also intends to make illegal profits by taking advantage of the reputation and the popularity of the Complainant.

According to the reasons clarified above, the Complainant requests the Panel to issue a decision to cancel the Disputed Domain Name.

### **Respondent**

The Respondent failed to submit a Response within the specified time period.

## **4. Findings**

Paragraph 15(a) of the Rules instructs the Panel as to the principles the Panel is to use in determining the dispute: “A Panel shall decide a complaint on the basis of the statements and documents submitted in accordance with the Policy, these Rules and any rules and principles of law that it deems applicable.”

Paragraph 4 (a) of the Policy requires that the Complainant should prove each of the following three elements to obtain an order that a domain name should be cancelled or transferred:

- 1) the domain name registered by the Respondent is identical or confusingly similar to a trademark or service mark in which the Complainant has rights; and
- 2) the Respondent has no rights or legitimate interests in respect of the domain name; and
- 3) the domain name has been registered and is being used in bad faith.

### **Identity/Confusingly Similarity**

The Complainant is a famous company in the field of electronic products, such as Programmable Logic Controller (PLC) and Adapter. The evidence shows that the Complainant registered the trademark “SIEMENS” in mainland China as early as 1995. The protection period lasts till 2015. This trademark was also registered with the WIPO under the Madrid Agreement at the same year. Both registration dates are much earlier than the registration of the disputed domain name (14 May 2010). The Panel has no problem in finding that the Complainant enjoys the prior rights in the trademark “SIEMENS”.

The disputed domain names are “siemens-plc-adapter.com”. As the suffix “.com” only indicates that the domain name is registered under this gTLD and is not distinctive, the main part of the disputed domain name is “siemens-plc-adapter”. This main part consists of three sub-parts (“siemens”, “plc” and “adapter”) connected by slashes. Obviously, the first sub-part (“siemens”) is identical to the Complainant’s trademark “SIEMENS”. The second and third sub-parts (“plc” and “adapter”) are exactly two major products of the Complainant and thus are not distinctive. The addition of “plc” and “adapter” to the Complainant’s trademark “SIEMENS” does not differentiate the main part of the disputed domain name from the Complainant’s trademark; with “plc” and “adapter” being two major products of the Complainant, such an addition, on the contrary, strengthens the connection between the disputed domain name and the Complainant’s trademark.

The Panel therefore holds that the Complaint fulfills the condition provided in Paragraph 4 (a)(i) of the Policy.

### **Rights and Legitimate Interests**

The Complainant contends that the Respondent does not have rights to or legitimate interests in the disputed domain name. The Complainant has never authorized the Respondent to use the trademark or the domain name. The Complainant’s assertion is sufficient to establish a *prima facie* case under Policy 4 (a)(ii), thereby shifting the burden to the Respondent to present

evidence of its rights or legitimate interests.

Under Paragraph 4 (c) of the Policy, the following are relevant examples a Panel may take as evidence of the Respondent's rights or legitimate interests to the disputed domain name:

(i) before any notice to you of the dispute, your use of, or demonstrable preparations to use, the domain name or a name corresponding to the domain name in connection with a bona fide offering of goods or services; or

(ii) you (as an individual, business, or other organization) have been commonly known by the domain name, even if you have acquired no trademark or service mark rights; or

(iii) you are making a legitimate noncommercial or fair use of the domain name, without intent for commercial gain to misleadingly divert consumers or to tarnish the trademark or service mark at issue.

Obviously, the above circumstances do not exist in the current case. The evidence shows that the Respondent has not carried out the business in good faith, which will be further discussed in the next part. The Respondent has not been commonly known by the disputed domain name. It is clear from the website of the disputed domain name that the Respondent is making commercial use of the disputed domain name. As such, the Respondent has failed to show that the Respondent has any rights or legitimate interests in respect of the disputed domain name. The act of registering the disputed domain name does not automatically endow any legal rights or interests with the Respondent.

The Panel therefore finds that the Complaint fulfills the condition provided in Paragraph 4(a)(ii) of the Policy.

### **Bad Faith**

Under Paragraph 4 (b) of the Policy, the following are relevant examples a Panel may take as evidence of registration and use in bad faith:

(i) Circumstances indicating that you have registered or you have acquired the domain name primarily for the purpose of selling, renting or otherwise transferring the domain name registration to the complainant who is the owner of the trademark or service mark or to a competitor of that complainant, for valuable consideration in excess of your documented out-of-pocket costs directly related to the domain name; or

(ii) You have registered the domain name in order to prevent the owner of the trademark or service mark from reflecting the mark in a corresponding domain name, provided that you have engaged in a pattern of such conduct; or

(iii) You have registered the domain name primarily for the purpose disrupting the business of a competitor; or

(iv) By using the domain name, you have intentionally attempted to attract, for commercial gain, internet users to your website or other on-line location, by creating a likelihood of confusion with the complainant's mark as to the source,

sponsorship, affiliation, or endorsement of your website or location or of a product or service on your website or location.

The Complainant is a famous German company in the field of electronic products. The evidence shows that the Complainant registered the trademark in 1995 and that the trademark is still in the protection period. Through extensive use, advertisement and promotion, the trademark "SIEMENS" has achieved a strong reputation around the world. As such, the public has come to recognize and associate the Complainant's trademark as originating from the Complainant and no other. The fact that the website of the disputed domain name contains the trademark "SIEMENS" is obvious to all that the Respondent is aware of the existence of the Complainant and its trademark. The action of registering the disputed domain name *per se* has constituted bad faith. Actually, it is impossible to conceive of any plausible active use of the disputed domain name by the Respondent that would not be illegitimate.

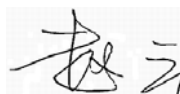
The evidence further shows that the website of the disputed domain name has been designed to sell similar products trademarked "SIEMENS" as the Complainant. In fact, the Complainant has never authorized the Respondent to use the trademark or sell these products. This is exactly the type of bad faith use of the disputed domain name as identified in the Policy, i.e. the Respondent has intentionally attempted to attract, for commercial gain, Internet users to the website or other on-line location, by creating a likelihood of confusion with the Complainant's trademark as to source, sponsorship, affiliation, or endorsement of the website or location or of a product or service on the website or location.

The Panel concludes that the Respondent has registered and used the domain name in bad faith. Accordingly, the Panel finds that the Complaint satisfies the condition provided in Paragraph 4 (a) (iii) of the Policy.

## 5. Decision

For the foregoing reasons, the Panel orders that the domain name "siemens-plc-adapter.com" be cancelled.

Sole Panelist:



DATED: 6 March 2012