



# Alternative dispute resolution proceeding (ADR) Accelerated proceeding

Decision  
08-31-2016

Case number  
932 PF

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## **Applicant**

XLMedia PLC (company registration number 114467)  
12 Castle Street St. Helier  
Jersey JE2 3RT  
Jersey

## **Counsel:**

Sahar Peled, Adv., Peled Law Office  
P.O Box 4004  
Ramat Gan 5214001  
Israel

## **Domain Holder**

Stefan J

## **Matter**

Alternative dispute resolution proceeding concerning the domain name <reefmedia.se>.

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## **Decision**

The domain name <reefmedia.se> shall be transferred from the Domain Holder to the Applicant.

## **Background to the dispute**

The Applicant operates a platform that hosts an affiliate program which caters affiliate partners that drive traffic to online merchants. The Domain Holder is a previous affiliate of the Applicant. The Applicant is the owner of the EU trademark REEFMEDIA with registration number 015149974, application date February 25, 2016 and registration date July 28, 2016.

The disputed domain name <reefmedia.se> was registered on January 12, 2015.

The application for the ADR was submitted on July 25, 2016. The Applicant has requested that the dispute should be decided by ADR Accelerated Proceeding in the case the Domain Holder does not reply. The Domain Holder has been given the opportunity to respond to the application, but have not provided any response.

**Claims**

The Applicant has requested that the disputed domain name <reefmedia.se> shall be transferred from the Domain Holder to the Applicant.

**Brief findings of the arbitrator**

The Applicant has proven that it holds such entitlement as defined in point 7.2.1 of the Terms and Conditions of Registration which is identical or similar to the domain name.

The Applicant has proven that the domain name was used by the Domain Holder in bad faith.

Circumstances in support of a right or justified interest to the domain name for the Domain Holder have not been demonstrated.

On behalf of IIS

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Johan Sjöbeck