



CANADIAN INTERNATIONAL INTERNET DISPUTE RESOLUTION CENTRE

DOMAIN NAME DISPUTE

ADMINISTRATIVE PANEL

DECISION

CIIDRC case number:	25906-UDRP	Decision date: 15 January, 2026
Domain Name:	<betmaster247.com>	
Registrar:	GoDaddy.com, LLC	
Panel:	Rodolfo C. Rivas	
Complainant:	BMGate Ltd., former Reinvent Ltd.	
Respondent:	Gum Goom, Daman	

1. PROCEDURAL HISTORY

The procedural history of this case was set out in a letter from the Canadian International Internet Dispute Resolution Centre ("CIIDRC" or "the Center") to the Panel:

On October 16, 2025, the Complainant, filed a Complaint pursuant to the UDRP and the UDRP Rules via online platform. The required fee was paid on November 18, 2025.

CIIDRC transmitted by email to the concerned Registrar a request for registrar verification in connection with the disputed domain name, and the Registrar responded advising of the identity of the Respondent and providing the above contact details. In addition, the Registrar confirmed that the disputed domain name was placed in a Registrar LOCK.

The Complainant was informed of the Respondent's information as provided by the Registrar and subsequently declined to amend the Complaint.

On December 1, 2025, CIIDRC confirmed compliance of the Complaint and commencement of the administrative dispute resolution process.

On December 1, 2025, pursuant to UDRP Rule 4 and Supplemental Rule 5, CIIDRC notified the Respondent of this administrative proceeding and forwarded a Notice of Complaint to the Respondent.

The deadline for submitting a Response was set for December 22, 2025.

The Respondent did not submit a Response.

The Complainant in this administrative proceeding has elected for a Panel consisting of a single member. The required Panel fee deposit was received on January 9, 2026.

In accordance with Rule 5 (d), CIIDRC hereby appointed, Rodolfo C. Rivas, the undersigned, as a single-member Panel in the above-referenced matter. Please complete and return to CIIDRC the attached statement of acceptance and declaration of impartiality and independence.

Absent exceptional circumstances, and pursuant to Rule 15 (b), your decision is due by January 28, 2026. CIIDRC will communicate the full text of the decision to the parties and the concerned Registrar.

The disputed domain name was registered on November 7, 2023.

This matter is conducted pursuant to the Uniform Domain Name Dispute Resolution Policy (the Policy) and the Rules for Uniform Domain Name Dispute Resolution Policy (the Rules) of the Internet Corporation for Assigned Names and Numbers (ICANN).

2. FACTS ALLEGED BY THE PARTIES

BMGate Ltd, previously known as Reinvent Ltd, has undergone a name change but has not yet been able to inform the trademark offices of the change. Therefore, the trademark certificates submitted in the Complaint may list Reinvent Ltd as the owner of the trademarks rather than BMGate Ltd. However, these entities are the same, and their names should be treated interchangeably.

BMGate Ltd (from hereinafter 'the Complainant') is an international company developing innovative technological solutions, products, and services in areas such as the finance, gaming, and betting industries.

One of the products the Complainant has designed and produced is the Betmaster sports betting and gambling site. The "Betmaster" brand is an international provider of legal online sports betting and casino services to end customers who meet the legal age requirements, operating in regulated markets across Europe, Africa, Asia, and Latin America.

The Complainant has also created and published an application on the Apple App Store titled 'Betmaster – Sports Betting', which has already accumulated a significant number of downloads within a short period of time.

The Complainant alleges it has invested significant effort and financial resources to obtain gaming licenses and permits.

The Complainant's "Betmaster" trademark has an online presence. Online resources include reviews and articles from specialized websites across various countries. As a result of this reputation, the "Betmaster" trademark has positioned itself as a reliable source of entertainment for people around the world.

In short, the Complainant has obtained trademark registrations in multiple jurisdictions for the "Betmaster" trademark.

So, any misuse of the "Betmaster" trademark negatively impacts the Complainant's products and services and causes substantial financial and reputational harm to the Complainant, the Complainant's Group companies, and the brand the Complainant has created.

The Complainant owns the 'BETMASTER' word trademark in the European Union under registration number 018660031 dated 24 November 2022.

In addition, the Complainant owns the following figurative trademark registrations:

Trademark	Registration Number	Jurisdiction	Date
Betmaster	79228369	USA	October 06, 2017
Betmaster	1392868	Kenya, Mexico, Russia, USA.	October 06, 2017
Betmaster	016577736	European Union	April 10, 2017
Betmaster	2015000057307	Italy	October 1, 2015

The Complainant holds several domain name registrations incorporating the "Betmaster" trademark, the primary being <www.betmaster.com>.

The Complainant owns the following domain names (non-exhaustive list):

- <betmaster.com>, registered on October 14, 2001;
- <betmaster.io>, registered on May 27, 2016;
- <betmaster.com.mx>, registered on June 26, 2019 (exclusively for Mexican market);
- <betmaster.pe>, registered on May 4, 2021 (exclusively for Peruvian market).

3. CONTENTIONS OF THE PARTIES

- **Complainant**

The Complainant submits the following.

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1. Trademark/Service Mark Similarities:

The disputed domain name incorporates, in its entirety, the Complainant's registered trademark 'Betmaster' and merely adds the following element: the numbers "247" following the Complainant's trademark likely indicate that the disputed domain name operates twenty-four hours a day, seven days a week. This addition can be perceived as descriptive, as it refers to the continuous availability of the services offered on the disputed domain name.

In any event, it is generic, as a significant majority of websites on the Internet are accessible around the clock.

UDRP decisions have recognized that incorporating a trademark in its entirety can be sufficient to establish that a domain name is identical or confusingly similar to a registered trademark.

Regarding the addition of the descriptive numbers '247' in the disputed domain name, which otherwise incorporate the Complainant's trademark in its entirety, Section 1.7 of the WIPO Overview 3.0 makes it clear that the test for confusing similarity involves a reasoned but relatively straightforward comparison between the complainant's trademark and the disputed domain name. A side-by-side comparison of the domain name and the textual components of the relevant trade mark is typically employed. And where at least a dominant feature of the relevant mark is recognizable in the domain name, the domain name will normally be considered confusingly similar to the trade mark.

It has also been held that the addition of descriptive words does nothing to prevent the confusing similarity of the established domain names.

Considering the above, the Complainant is firmly of the view that the disputed domain name is identical to the Complainant's trademark. The addition of the descriptive term does not remove the likelihood of confusion. This leads the Complainant to believe that Internet users do believe that the disputed domain name is registered and used by the Complainant to promote its products and services on the Internet. Therefore, any activity conducted through the disputed domain name will likely be regarded as activity undertaken by the Complainant.

2. Respondent Domain Rights:

To date, the Respondent has made no claims to having any relevant prior rights to use the trademark 'Betmaster'.

The Complainant has never authorized the Respondent to use any of its trademarks in any form, including in domain names.

The Respondent is not sponsored by, or legitimately affiliated with, the Complainant in any way. The dates on which the Respondent registered the disputed domain name is 2023-11-07. The registration date is significantly after the Complainant's first use in commerce, which was on October 14, 2001, and the Complainant's first trademark registration in Italy, which was on October 1, 2015. It is also important to note that the Complainant registered: a figurative European Union trademark on 10/01/2018; and a European Union word mark on 24/11/2022.

Both of the dates above, predate the date on which the Respondent registered the disputed domain name.

When entering the term 'Betmaster' into Google's search engine, the returned results point to the Complainant's domains, which utilize its registered trademarks. The Respondent could have easily performed a similar search before registering the disputed domain name and should have done so if acting diligently. Had such a search been conducted, the Respondent would have quickly discovered that the Complainant owns the 'Betmaster' trademark, which is used globally and is associated with a number of domain names.

The Complainant's full name has become a distinctive identifier associated with the term 'Betmaster' and the registration of the disputed domain name appears to take advantage of that association with the businesses that the Complainant owns.

The Respondent has not demonstrated that the disputed domain name will be used in connection with a bona fide offering of goods or services, particularly considering that (1) the Complainant's trademark is used in the disputed domain name in its entirety, (2) the services offered by the Respondent on the disputed domain name are identical to those offered by the Complainant, and (3) the disputed domain name utilizes the Complainant's word mark "Betmaster" throughout the disputed domain name, as well as the Complainant's figurative trademark in the header and the footer of the disputed domain name.

3. Domain Names Registered & used in Bad Faith:

The disputed domain name was registered in bad faith. The fact that the Complainant's trademarks predate the registration date of the disputed domain name demonstrates that the Respondent was aware of the Complainant's trademark at the time of registration. Furthermore, it cannot be a mere coincidence that the disputed domain name offers similar services. This strongly suggests that the Respondent knowingly registered the disputed domain name in bad faith.

Evidence of bad faith arises when, among other things, a respondent registers disputed domain names primarily for the purpose of disrupting the business of a competitor or, by using the disputed domain names, attempts to attract, for commercial gain, users to its website or to websites operated by a contracted company, by creating a likelihood of confusion with the Complainant's mark.

Paragraph 4(b)(iv) of the Policy has direct bearing to the present case:

'(iv) by using the domain name, the Respondent has intentionally attempted to attract, for commercial gain, Internet users to his website or other online location, by creating a likelihood of confusion with the Complainant's mark as to the source, sponsorship, affiliation, or endorsement of the said website location or of a product or service on that website location.'

The conduct of the Respondent falls under the above provision. The Respondent has used the disputed domain name in a manner that is likely to cause confusion as to the source, sponsorship, affiliation, or endorsement of the disputed domain name, apparently with the intent to divert consumers looking for the Complainant's website and instead to direct such consumers to the disputed domain name.

The Respondent's intent to attract Internet users for commercial gain is further demonstrated by the fact that the disputed domain name incorporates the Complainant's trademark 'Betmaster' in its entirety, while merely adding a descriptive term '247'. The services offered on the disputed domain name are similar to those of the Complainant, leading to consumer confusion, as users are misled into believing that the disputed domain name is operated by, or affiliated with, the Complainant.

In particular, paragraph 4(b)(iv) of the Policy states that if the Panel finds that the Respondent has used the domain name to intentionally attempt to attract, for commercial gain, Internet users to its website or other on-line location, by creating a likelihood of confusion with the Complainant's trademark as to the source, sponsorship, affiliation or endorsement of its website, it should be taken as evidence of the registration and use of the domain name in bad faith.

The Respondent knew of the Complainant's 'Betmaster' trademark and is using the disputed domain name to confuse consumers and divert Internet traffic to the Respondent's website. This is supported by the following:

- the Complainant's 'Betmaster' trademark is known and specific to the Complainant in connection with online sports betting and casino services;
- the Complainant's <betmaster.com> domain name and related websites have received substantial publicity;
- There is no legitimate justification for the Respondent's registration and use of the disputed domain name;
- The Respondent has not denied any knowledge of the Complainant or its trademark;
- The disputed domain name incorporates the Complainant's registered trademark 'Betmaster', while adding a descriptive term '247', which does not reduce the likelihood of confusion;
- The services offered through the disputed domain name are identical to those provided by the Complainant – gambling services. This, combined with the use of the Complainant's trademark in the name of the disputed domain name, as well as in the footer, header, and, more generally, throughout the entire website, clearly gives consumers the impression that the disputed domain name is official or authorized by the Complainant – which is not the case.
- The services offered on the disputed domain name are of a commercial nature, allowing the Respondent to unjustly benefit from the Complainant's reputation, trademarks and brand name, which are all well known in the Respondent's market of operation. This clearly highlights that the Respondent fails to use the disputed domain name for a bona fide offering of goods or services or legitimate non-commercial or fair use.

- **Respondent**

The Respondent did not submit an administratively compliant Response.

- **Remedy Sought**

The Complainant requests the Domain Name be transferred to it.

4. DISCUSSION AND FINDINGS

4.1 Requirements

In accordance with Paragraph 4 of the Policy, the onus is on the Complainant to prove that:

1. the Domain Name is Identical or Confusingly Similar to a trademark or service mark in which the Complainant has rights;
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.

The Panel will consider each of these requirements in turn.

4.2 Analysis

4.2.1 Procedural matters

The Complaint was submitted without clearly reflecting the identity of the Respondent as later disclosed by the Registrar. Upon receipt of the Complaint, the Center transmitted by email to the concerned Registrar a request for registrar verification in connection with the disputed domain name. In its response, the Registrar disclosed the identity of the underlying registrant and provided the corresponding contact information.

The Registrar identified the Respondent as follows:

Name: Gum Goom, Daman

Following this disclosure, the Complainant elected not to amend the Complaint so as to reflect the disclosed registrant information. The Panel notes that this Complaint was submitted around the same time as the complaint in CIIDRC Case 25912-UDRP, a proceeding over which the Panel also presided, and in which the Complainant likewise declined to change the Complainant designation following registrar disclosure. The Panel considers that a similar reasoning to that articulated in the referenced decision applies equally to the present proceeding.

In this regard, and in accordance with paragraph 4.4.5 of the WIPO Overview of WIPO Panel Views on Selected UDRP Questions, Third Edition (“WIPO Overview 3.0”), the Panel retains discretion to determine the appropriate Respondent against whom the proceeding should continue, having regard to the circumstances of the case and applicable due process considerations.

Based on the record before it, the Panel is satisfied that the Respondent, as identified by the Registrar, was properly identified and afforded adequate notice of the proceeding. The evidence indicates that the Respondent was notified accordingly of the dispute notwithstanding the Complainant's decision not to amend the Complaint following registrar verification.

Accordingly, the Panel determines that the Respondent in this proceeding is Gum Goom, Daman, as disclosed by the Registrar and reflected in this Decision.

That said, the Panel considers it appropriate to reiterate that, as a matter of procedural diligence and clarity, the Complainant would have been well advised to amend the Complaint to reflect the registrant information disclosed by the Registrar, and to adjust its submissions where necessary. While the Panel finds that this omission does not, in the present circumstances, result in a due process violation, panels have consistently emphasized that amending a complaint following registrar disclosure constitutes a best practice under the UDRP and serves to promote procedural economy and transparency.

4.2.2 The Domain Name is Identical or Confusingly Similar to a Mark in which the Complainant has Rights

The Panel finds that the Complainant has established rights in the trademark "BETMASTER", registered in the European Union dating to November 2022. Such registration is sufficient for purposes of paragraph 4(a)(i) of the Policy.

As per the record, the disputed domain name incorporates the Complainant's "BETMASTER" trademark in its entirety, with the sole addition of the numerical element "247". The Panel notes that the trademark remains clearly recognizable within the disputed domain name.

The addition of "247", as argued by the Complainant, typically refers to a commonly used numerical expression referring to continuous availability. The Panel in this case determines that it does not serve to distinguish the disputed domain name from the Complainant's trademark, and it may even enhance it, but for further analysis on that, please see below. As noted in WIPO 3.0 Overview paragraph 1.7, where a complainant's trademark is recognizable within the disputed domain name, the domain name will normally be considered confusingly similar to that trademark.

It is also well established under the Policy that the addition of descriptive or generic terms to a trademark does not prevent a finding of confusing similarity.

Accordingly, the Panel finds that the disputed domain name is identical or confusingly similar to trademarks in which the Complainant has rights, and that the requirement of paragraph 4(a)(i) of the Policy is satisfied.

4.2.3 Rights or Legitimate Interests in respect of the Domain Name

The Panel finds that the Complainant has made a *prima facie* showing that the Respondent lacks rights or legitimate interests in the disputed domain name.

The Complainant has not authorized the Respondent to use the “BETMASTER” trademark in any manner, including in a domain name. There is no evidence that the Respondent is commonly known by the disputed domain name or that it has acquired any rights in the term “Betmaster”.

Based on the record before the Panel, the disputed domain name was registered in November 2023, after the Complainant’s first use of the “BETMASTER” mark in commerce and its trademark registrations in the European Union.

The record further shows that the disputed domain name incorporates the Complainant’s trademark in its entirety and is used in connection with services identical to those offered by the Complainant, while reproducing the Complainant’s trademarks on the associated website. Without any explanation to the contrary, such use does not constitute a *bona fide* offering of goods or services within the meaning of paragraph 4(c)(i) of the Policy, nor a legitimate noncommercial or fair use under paragraph 4(c)(iii) of the Policy.

The Respondent has not submitted any evidence to rebut the Complainant’s *prima facie* case. Accordingly, the Panel decides this element on the basis of the record before it.

The Panel therefore concludes that the Respondent has no rights or legitimate interests in respect of the disputed domain name, and that the Complainant has satisfied paragraph 4(a)(ii) of the Policy.

4.2.4 Registration and Use of the Domain Name in Bad Faith

The Complainant’s “BETMASTER” trademark rights predate the Respondent’s registration of the disputed domain name and its continuous use in connection with online betting and casino services. Given that the disputed domain name is used to offer similar services, the Panel finds it implausible, on the balance of probabilities, that the Respondent was unaware of the Complainant and its trademark at the time of registration.

The disputed domain name incorporates the Complainant’s trademark in its entirety, with the addition of the descriptive term “247”, commonly understood to indicate round-the-clock availability. In the context of similar or competing services, this addition reinforces, rather than diminishes, an association with the Complainant. In the absence of any explanation from the Respondent, it is more likely that the Respondent knew of the Complainant and its trademark than that it did not, and tried to benefit from an implied association to it.

The Respondent has used the disputed domain name to attract Internet users to its website for commercial gain by creating a likelihood of confusion as to the source, sponsorship, affiliation, or endorsement of the website. Such conduct falls within paragraph 4(b)(iv) of the Policy.

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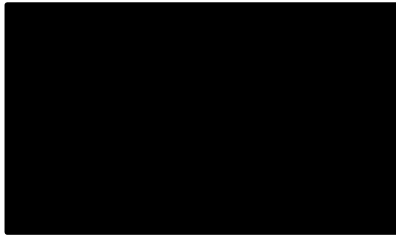
In the absence of any administratively compliant Response or evidence to the contrary of the above-mentioned conclusions, the Panel finds, on the balance of probabilities, that the disputed domain name was registered and is being used in bad faith. Accordingly, the requirement of paragraph 4(a)(iii) of the Policy is satisfied.

5. DECISION and ORDER

For the above reasons, in accordance with Paragraph 4 of the Policy, Paragraph 15 of the Rules, and Rule 10 of the Supplemental Rules, the Panel orders the transfer of the disputed domain name.

Made as of 15 January, 2026.

SIGNATURE OF PANEL



Rodolfo C. Rivas

