



CANADIAN INTERNATIONAL INTERNET DISPUTE RESOLUTION CENTRE

DOMAIN NAME DISPUTE

ADMINISTRATIVE PANEL

DECISION

CIIDRC case number:	27471-CDRP	Decision date: August 16, 2026
Disputed Domain Names:	<geely.ca>	
Panel:	Brian Gray, FCI Arb.	
Complainant:	ZHEJIANG GEELY HOLDING GROUP CO., LTD.	
Registrant:	Meriston Dinesh	

1. OVERVIEW

This matter concerns a registered domain, geely.ca (the “Domain Name”).

This matter is a proceeding under the Canadian Dispute Resolution Policy (“CDRP”) and the Canadian Dispute Resolution Rules (“Rules”) of the Canadian Internet Registry Authority (“CIRA”). The Canadian International Internet Dispute Resolution Centre (“CIIDRC”) is a recognized service provider to the CIRA Domain Name Dispute Resolution Policy (the “Policy”) of the Canadian Internet Registration Authority (“CIRA”).

2. PROCEDURAL HISTORY

The procedural history of this case was set out in a letter from CIIDRC to the Panel:

1. On July 2, 2026, Raphaëlle Nadon of Fasken Martineau DuMoulin LLP, filed a Complaint on behalf of ZHEJIANG GEELY HOLDING GROUP CO., LTD., pursuant to the CDRP and the Resolution Rules. The required commencement fee was paid on the same day. The complaint was in administrative compliance with CIRA’s requirements under Rule 3.2.

2. On July 2, 2026, CIRA was notified of this proceeding and on July 9, 2026, CIRA transmitted by email to CIIDRC its verification response informing that the registrant of the Disputed Domain Names is Meriston Dinesh (the “Registrant”). CIRA also confirmed that the disputed domain names were placed on a Registrar LOCK and that the Domain Names have a Registration Date of 2006-06-14 (the “Registration Date”).

3. Pursuant to Rule 4.4 of the Resolution Rules, CIIDRC formally notified the Registrant of this administrative proceeding on July 9, 2026, and transmitted to the Registrant a Notice of Complaint together with a copy of the Complaint.
4. In accordance with the Resolution Rules, the deadline for the submission of a Response was July 29, 2026.
5. As of the date of this Appointment Letter, the Registrant has not submitted a Response.
6. The Complainant in this administrative proceeding has elected for a Panel consisting of a single-member.
7. The Complaint deposited the required Panel fee on August 4, 2026.

Panel Appointment

8. On August 7, 2026, CIIDRIC appointed me as a single-member Panel in this matter. I confirmed my acceptance of this appointment and also confirmed my impartiality and independence as required under paragraph 7 of the Resolution Rules.
9. The Panel finds that it was properly constituted.
10. The Domain Name was registered on 2006-06-14

3. FACTS

The facts are set out in the Complaint filed by Raphaëlle Nadon on behalf of the Complainant dated July 2 2026 and 16 Appendices attached thereto. The salient facts can be briefly summarized as follows.

1. The Complainant is an automobile manufacturer based in China which operates under the trademark and trade name GEELY. It commenced automobile manufacturing in 1998. It owns many subsisting and pending Canadian trademark registrations for the mark GEELY or GEELY formative for inter alia automobiles, including the following:

Trademark: GEELY & Design
Owner: ZHEJIANG GEELY HOLDING GROUP CO., LTD.
Status : Registered with CIPO (**TMA657462**)
Date of registration : 2006-01-26 (filed 2004-11-2)

Trademark: GEELY (Design)
Owner: ZHEJIANG GEELY HOLDING GROUP CO., LTD.,
Status : Registered with CIPO (**TMA698187**)
Date of registration : 2007-10-11 (filed 2006-06-29)
 And

Trademark: GEELY & Design
Owner: ZHEJIANG GEELY HOLDING GROUP CO., LTD.
Status : Registered with CIPO (**TMA730441**)
Date of registration : 2008-12-9 (filed 2007-10-18)

Domain Name: <geely.ca>
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2. The Complainant holds a number of GEELY domain names including the domain name geely.com registered 1997-07-12. The Complainant also holds numerous country code top level domain names for geely.
3. The Complainant's group began exporting vehicles as early as 2003. The group was an exhibitor at the Frankfurt Motor Show in 2005 and presented a full vehicle lineup to an international audience.
4. In 2026, the Complainant and "its corporate group" produced over 4 million cars per year. The Complainant has a number of other brands including GEELY, VOLVO, POLESTAR and LYNK. . The Complainant does not clearly identify how many cars were produced under the GEELY brand as opposed to others in the "corporate group" and does not identify any sales in Canada.
5. Geely is known throughout much of the world and operates in approximately 90 countries and has an extensive sales and distribution network in those countries, but Complainant does not specifically mention sales in Canada.
6. The Complainant under the GEELY name has appeared in the Fortune 500 global rankings of companies since at least as early as 2012 and has appeared in established media in many countries, including Canada, under the GEELY corporate name.
7. The Complainant also owns and operates a website www.geely.com to promote its automotive Brand. This web site is accessible to Canadian users.
8. The Complainant has received publicity in media circulated in Canada about its possible impending entry into Canada of its automobiles under the brand name GEELY.
9. The Disputed Domain Name resolves to an inactive webpage. There is no evidence that the Respondent has made any use of the Disputed Domain Name since its registration more than twenty years ago. .

4. CONTENTIONS OF THE PARTIES

- **Complainant**

The Complainant submits that it is part of a famous global automotive group headquartered in Hangzhou, China and the parent and controlling entity of the GEELY automotive brand.

By 2002 the Complainant's group of companies was one of China's top 10 automakers. By 2005 the group was producing over 200,000 vehicles per day.

The Complainant's group began exporting vehicles as early as 2003. The group was an exhibitor at the Frankfurt Motor Show in 2005 and presented a full vehicle lineup to an international audience.

The Complainant and its group have appeared on the Fortune 500 global rankings of companies since at least as early as 2012. The Complainant and its affiliated entities operate in approximately 90 countries and have an extensive sales and distribution network.

The Complainant further submits that through extensive international use, the GEELY marks have become highly distinctive and uniquely associated with the Complainant and its automotive goods and services. The marks are inherently distinctive, have no descriptive meaning, and enjoy significant goodwill worldwide.

The Complainant owns valid and subsisting Canadian trademark registrations for marks incorporating the GEELY formative either alone or with a design, all of which are registered for automobiles or automobile related products. The Complainant has invested substantial resources in the promotion and protection of its intellectual property rights.

The Complainant also owns and operates the website <https://www.geely.com/> to promote its automotive brand, which is accessible to Canadian users. The domain name was registered on 1997-07-12.

The Complainant is also the registered owner of numerous other domain names incorporating the GEELY Marks. The Complainant maintains a comprehensive list of “geely” domain name registrations, including “geelyauto”

The Complainant asserts that its rights in the GEELY Marks, as well as in domain names incorporating “geely” The Complainant asserts that this is further confirmed by its consistent success in domain name arbitration proceedings worldwide.

The Complainant submits that no business relationship exists between the Complainant (and its other subsidiaries) and the Respondent. The Respondent does not have, and has never had, permission to use the Complainant’s protected Marks and brand. The Complainant has never authorized, licensed, or otherwise permitted the Respondent to use its GEELY marks in any manner.

The domain name was registered on June 14, 2006, long after the Complainant was founded and began operations. The Complainant submits that by that date it had achieved international recognition, notably through its participation to the Frankfurt Motor Show in 2005.

Geely.ca (the “Disputed Domain Name”) resolves to an inactive webpage. There is no evidence that the Respondent has made any use, bona fide or otherwise, of the Disputed Domain Name since its registration.

The Complainant made extensive unsuccessful efforts to contact the Respondent and resolve this dispute amicably prior to initiating this proceeding. No response has ever been received from the Respondent.

The Registrant’s dot-ca domain name is Confusingly Similar to a Mark.

The Complainant submits that the Disputed Domain Name geely.ca is confusingly similar to the GEELY Marks and to the Complainant's registered domain names because the Disputed Domain Name incorporates the entirety of the GEELY mark, which is the dominant and distinctive component of the Complainant's Marks.

The Complainant further submits that GEELY marks are inherently distinctive and have no descriptive meaning in English.

The Registrant Has No Legitimate Interest in the Domain Name

The Complainant submits that the Registrant lacks any legitimate interest in the domain name under the CDRP.

There is no evidence that the Registrant: a). is commonly known by the name "geely"; b). owns any trademark or trade name rights in "geely"; or c). is making any legitimate non-commercial or fair use of the Disputed Domain.

Given the highly distinctive and invented nature of the GEELY marks, it is implausible that the Registrant independently adopted the Disputed Domain Name without targeting the Complainant. The registration was likely motivated by the international reputation gained by the Complainant and its group prior to the registration of the domain name, notably at the Frankfurt Auto Show.

The Registrant Registered the Domain Name in Bad Faith

The Registrant registered the domain name in bad faith within the meaning of the CDRP. The following factors support a finding of bad faith: a). The GEELY marks are distinctive and uniquely associated with the Complainant's automotive business. b.) It is not credible that the Registrant selected the Disputed Domain Name without knowledge of the Complainant and its trademark rights.

The Disputed Domain Name wholly incorporates the Complainant's mark and is likely intended to a): attract users seeking official GEELY products or information; and b). create a false impression of affiliation or endorsement.

Such conduct constitutes an attempt to violate the Complainant's rights in its registered trademarks, misappropriates goodwill and trades on the Complainant's reputation. Because the marks are coined and highly distinctive, the registration of a corresponding Disputed Domain Name by an unrelated party is inherently suspect and indicative of opportunistic bad faith.

Further, information provided by CIRA demonstrates that the Respondent engages in a broader pattern of registering domain names incorporating well-known third-party trademarks. In particular, the Respondent has previously been involved in a comparable complaint in which he registered the domain name netfirm.ca in 2006 to generate revenue from search engine referrals from this webpage, contrary to the Complainant's Intellectual Property rights in the name NETFIRMS.

Further, information provided by CIRA demonstrates that the Respondent engages in a broader pattern of registering domain names incorporating well-known third-party trademarks

The Complainant submits that taken together the facts demonstrate that the domain name was registered primarily to exploit the Complainant's trademark rights, which constitutes bad faith under the CDRP.

- **Registrant**

The Registrant has filed no evidence and made no submissions, although duly notified of the Complaint and these proceedings.

- **Remedy Sought**

The Complainant requests the Domain Name be transferred to it.

5. DISCUSSION AND FINDINGS

5.1 Eligibility

6. The Complainant is an eligible complainant under paragraph 1.4 of the CDRP. The Complainant is the owner of numerous Canadian registered trade-marks incorporating the formative GEELY, most notably TMA657462, registered 2006-01-26 and TMA698,187 GEELY design, registered September 24,2007 for, *inter alia*, automobiles.

6.1 Requirements

In accordance with Paragraph 4.1 of the CDRP, the onus is on the Complainant to prove that:

- (a) the Domain Name is Confusingly Similar to a Mark in which the Complainant had Rights prior to the date of registration of the Domain Name and continues to have such Rights: and
- (b) the Registrant registered the Domain Name in bad faith.

and the Complainant must provide some evidence that:

- (c) the Registrant has no legitimate interest in the Domain Name.

The Panel will consider each of these requirements in turn.

6.2 Analysis

5.3.1 Whether the Domain Name is Confusingly Similar to a Mark in which the Complainant has Rights

There can be little debate that the Disputed Domain Name is confusingly similar. It is identical to the word GEELY in the registered GEELY marks. For both the Complainant and the Respondent the top level domain names are disregarded for the purpose of the comparison.

“Confusingly similar” for the purposes of the CIRA Domain Name Policy requires only that the Domain Name so nearly resembles the Mark in appearance and sound, or the ideas suggested by the Mark as to be likely to be mistaken for the Mark. Whether the Disputed Domain Name is used on the same or similar goods is irrelevant.

Paragraph 3.1(a) of the Policy requires that the Complainant has “Rights” in its Mark prior to the date of registration of the Disputed Domain Name. The term “Rights” is not defined in the Policy, but Canadian trademark law has recognized that trademark rights may be developed through use in commerce (i.e., at common law) and without the benefit of a trademark registration. Here there is at least one prior trademark registration TMA657462, registered 2006-01-26 is prior to the registration of the Disputed Domain Name.

The Domain Name is Confusingly Similar to a Mark in which the Complainant has prior Rights.

5.3.2 Whether the Registrant registered the Domain Name in Bad Faith

Under Paragraph 4.1(b) of the Policy, the Complainant must demonstrate, on a balance of probabilities, that the Registrant registered the Domain Name in bad faith,

Paragraph 3.5 of the Policy sets out, without limitation, four frequently occurring examples of bad faith, any of which if found by the Panel shall be evidence that the Registrant has registered the domain names in bad faith.

Paragraphs 3.5 (a) states that evidence of bad faith registration may be found where the Registrant registered or acquired the Registration primarily for the purpose of selling, renting, licensing or transferring the Registration to the Complainant or a competitor of the Complainant for a consideration in excess of the Registrant’s actual costs or

Paragraph 3.5 (b) the Registrant has registered the domain name to prevent the Complainant from registering its Mark as a domain name, provided that the Registrant has engaged in a pattern of registering domain names in order to prevent persons who have Rights in Marks from registering the Marks as domain names. .

Paragraphs 3.5(c) and (d) state, respectively, that evidence of bad faith registration may be found where:

“the Registrant registered the domain name or acquired the Registration primarily for the purpose of disrupting the business of the Complainant, or the Complainant’s licensor or licensee of the Mark, who is a competitor of the Registrant;” or “the Registrant has intentionally attempted to attract, for commercial gain, Internet users to the Registrant’s 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 the Registrant’s website or location or of a product or service on the Registrant’s website or location.”

Inherent to a finding of bad faith is some attribution of knowledge by a registrant of a complainant's trademark, whether actual or based upon a conclusion that a registrant should have known of the mark.

Here, there is no evidence that GEELY has actually sold or marketed cars in Canada. More recently, the business press circulating in Canada has published news that the Complainant is considering marketing cars in Canada. GEELY is now well known in some parts of the whole world for its automobiles. However, in 2006 when the Registrant registered geely.ca there is not a lot of evidence that GEELY was known in Canada. The Complainant has asserted that "the group" was an exhibitor at the Frankfurt Motor Show in 2005.

In addition, the domain <https://www.geely.com/>, was only registered on 1997-07-12 after the registration of the Disputed Domain Name on 2006-06-24.

On this basis I might have been tempted to give the Registrant the benefit of the doubt that it has never heard of the Complainant and did not intend to disrupt the Complainant's business or sell its registrations of the Disputed Domain Name to the Complainant. After all the Complainant has held the Disputed Domain Name for 20 years and has not used it, or sold it, or offered it to the Complainant.

The Complainant's case for bad faith essentially boils down to the following:

- i) "geely" is so unusual and distinctive that no one would adopt that as a domain name except to cause confusion or an association with the Complainant or to block the Complainant from the domain geely.ca in Canada "geely" is not a word in English and is completely arbitrary.
- ii) The Registrant has a history of registering domain names and parking them or, in a few cases, using them to divert business from the trademark owner.
- iii) The Registrant has not filed a response to the Complaint and offered no explanation as to its intent in registering the Disputed Domain Name.

These Complainant's arguments have validity. Certainly, it is hard to see why anyone would adopt geely.ca except to target the Complainant. This turns on the question of the purpose and intent for making the registration. What was the Registrant's intent when registering geely.ca? Why register it and park it for 20 years without any commercial use? Here the lack of response from the Registrant is telling.

The Complainant has pointed to one case where the Registrant lost a CDRP decision over a domain name that was diverting business from a trademark owner. The Complainant has also shown that the Registrant is the owner of 18 other domain names, One of these *printdepot.ca* has been shown to be the trademark of another.

On this basis I am satisfied that, on a balance of probabilities, the Complainant has satisfied paragraph 3.5 (b) and that the Registrant has registered the domain name *geely.ca* to prevent the Complainant from registering its Mark as a domain name. The Registrant has a history of registering and parking domain names and has engaged in a pattern of registering domain names in order to prevent persons who have rights in marks from

registering the marks as domain names. If the Registrant had come forward with any explanation as to why it chose to register *geely.ca*, the result might have been different.

I am satisfied that the Registrant registered the Domain Name in Bad Faith

5.3.3 Whether there is Some Evidence that the Registrant has No Legitimate Interest in the Domain Name

Paragraph 4.1(c) of the Policy states that the Complainant must provide “some evidence” that “the Registrant has no legitimate interest in the domain name as described in paragraph 3.4.” Some evidence has been shown by the circumstances set forth above under the discussion about bad faith.

However, the Registrant will still succeed in the proceeding if he “proves, on a balance of probabilities, that [he] has a legitimate interest in the domain name as described in paragraph 3.4.”

Paragraph 3.4 provides six particular, but non-limiting, examples, of circumstances, any one of which, if supported by evidence, shall demonstrate that Registrant has a legitimate interest in the Domain Name.

The Registrant has no business relationship with the Complainant and has not demonstrated any legitimate reason to register the Disputed Domain Name in connection with any business of the Registrant. The Respondent does not have, and has never had, permission to use the Complainant’s protected Marks and brand. The Complainant has never authorized, licensed, or otherwise permitted the Respondent to use its GEELY marks in any manner.

The Disputed Domain Name is not descriptive, and on the contrary contains the whole of the Complainant’s arbitrary and distinctive trademark and domain name. It appears from its registration of the Disputed Domain Name and of the domain names of others that the Registrant is in the business of acquiring them to sell to the Complainant or at least to block the Complainant from registering its own Marks.

The Registrant has not demonstrated any legitimate interest in the Domain Name and no circumstances from the list of possible circumstances in Rule 3.4 have been presented that might demonstrate a legitimate interest.

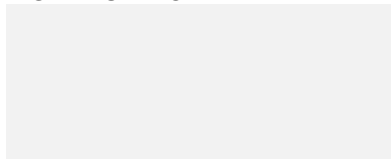
I therefore conclude that the Registrant has No Legitimate Interest in the Disputed Domain Name.

7. DECISION and ORDER

For the above reasons, in accordance with Paragraph 4 of the CDRP, Paragraph 12 of the Resolution Rules, the Panel orders that the Disputed Domain Name be transferred to the Complainant.

Made at Toronto Canada as of 16th day of Aug 2026.

SIGNATURE OF PANEL



Domain Name: <geely.ca>
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