



CANADIAN INTERNATIONAL INTERNET DISPUTE RESOLUTION CENTRE

DOMAIN NAME DISPUTE

ADMINISTRATIVE PANEL

DECISION

CIIDRC case number:	27704-CDRP	Decision date: October 7, 2026
Domain Name:	alzheimerlondon.ca	
Panel:	Barry Effler	
Complainant:	Alzheimer Society Southwest Partners	
Registrant:	Elza Manhool	

1. OVERVIEW

This matter concerns a registered domain, <**alzheimerlondon.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:

“The particulars of the case are as follows:

1. On July 27, 2026, David Canton of Harrison Pensa LLP, filed a Complaint on behalf of Alzheimer Society Southwest Partners, pursuant to the CDRP and the Resolution Rules. The required commencement fee was received on August 5, 2026. The complaint was in administrative compliance with CIRA’s requirements under Rule 3.2.
2. On August 5, 2026, CIRA was notified of this proceeding and on August 13, 2026, CIRA transmitted by email to CIIDRC its verification response informing that the registrant of the Disputed Domain Name is Elza Manhool (the “Registrant”). CIRA also confirmed that the disputed domain name was placed on a

Domain Name: alzheimerlondon.ca
27704-CDRP

Registrar LOCK and that the Domain Name has a Registration Date of 2025-09-17 (the “Registration Date”).

3. Pursuant to Resolution Rule 4.4, CIIDRC notified the Registrant of this administrative proceeding and forwarded a Notice of Complaint along with the Complaint to the Registrant on August 13, 2026.
4. In accordance with the CDRP Resolution Rules, the deadline for the submission of a Response was September 2, 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 September 14, 2026.
8. CIIDRC hereby appoints you, Barry Effler, as a single-member Panel in the above-referenced matter.”

The Domain Name was registered on <2025-09-17>.

3. FACTS

Background facts alleged by the Complainant and accepted as probative are summarized here from the Complaint and its attachments:

The Complainant was incorporated under the Ontario Corporations Act on May 31, 1982 as Alzheimer Society of London and Middlesex. It changed its name to Alzheimer Society Southwest Partners by supplementary letters patent dated July 1 2021 as a result of a merger. The Complainant is a non-profit corporation and registered charity. It is part of a network of Alzheimer Societies operating across Ontario offering a variety of services in the region of Elgin, Middlesex, and Oxford Counties in the fields of dementia education, counselling and support services, and therapeutic recreation, health and wellness activities. It supports people living with dementia, care partners and allied health care professionals.

The Complainant has no registered trademarks, however it is licensed to use various Canadian trademarks registered by the Alzheimer Society of Canada, including the “Alzheimer Society” word mark and an “Alzheimer Society” design mark. The Complainant’s former legal name, and a current registered business name it uses, is “Alzheimer Society of London and Middlesex. The Complainant obtained its current domain name, alzswp.ca on June 3 2021. Many donors and clients of the Complainant still refer to the Complainant as the Alzheimer Society of London and Middlesex. The Complainant still receives donations under that business name. Before the name change, the Complainant’s website was at alzheimerlondon.ca. The Complainant used that site for some time to redirect traffic to the new website at alzswp.ca. It let the alzheimerlondon.ca domain name expire in July 2025.

The Registrant’s domain name is identical to the Complainant’s original domain name. It is a shortened version of and confusingly similar to the Complainant’s original corporate name and current business trade name. The Complainant has not given the Registrant permission to use “alzheimer london” in any way. The Registrant’s

Domain Name: alzheimerlondon.ca
27704-CDRP

website is a blatant copy of the Complainant's former website, and includes the Alzheimer Society word trademark and design trademark.

The sublicense agreement granting the Complainant rights to use the trademarks owned by the Alzheimer Society of Canada is in evidence for this hearing.

4. CONTENTIONS OF THE PARTIES

- **Complainant**

The Complainant submits that the information in the Complaint and attachments provide sufficient evidence to meet the onus on the Complainant provided in Paragraph 4.1 of the CDRP.

- **Registrant**

The Registrant did not participate in this proceeding and made no submissions.

- **Remedy Sought**

The Complainant requests the Domain Name be transferred to it.

5. DISCUSSION AND FINDINGS

5.1 Eligibility

The Complainant is an eligible complainant under paragraph 1.4 of the CDRP. The Complainant is a corporation created under the laws of Ontario.

5.2 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 trademark or service 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.

5.3 Analysis

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

The Complainant is the licensee of a registered Canadian trade-mark for ALZHEIMER SOCIETY in which the exact word component ALZHEIMER is included within the Domain Name. The Canadian trade-mark is a Mark as provided in Paragraph 3.2 (a) of the CDRP. The Complainant established that it has rights in a trade-mark (registered No. TMA706518 on February 5, 2008, that was a “Mark” prior to the date on which the Domain Name was registered, being September 17, 2025.)

The Domain Name was operated by the Complainant until it failed to renew the Domain Name and it was subsequently registered by the Registrant.

The reference to London within the Domain Name was a reference to the exclusive territory in which the Complainant was licensed to use the Alzheimer Society of Canada trademarks.

5.3.2 Whether the Registrant registered the Domain Name in Bad Faith

The evidence provided that the Domain Name resolved to an active website that mimicked the Complainant’s website in wording, look and feel. In fact, it was an exact copy of the Complainant’s website. This demonstrates an intent to masquerade as the actual Complainant’s website.

The use of the Complainant’s Mark and website imagery was clearly intended to divert consumer web traffic to the Registrant for illegitimate purposes, and the Panel finds that this establishes bad faith by the Registrant when it registered the Domain Name. Further, these facts establish that the Registrant was diverting internet traffic for “commercial gain” within the meaning of Paragraph 3.5 (d) of the CDRP.

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

There is no evidence that any of the circumstances outlined in paragraph 3.4 of the Policy regarding legitimate interest apply. The Panel is satisfied that the Registrant has no legitimate interest in the Domain Name.

6. 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 Domain Name be transferred to the Complainant.

Made as of the 7th day of October, 2026.

SIGNATURE OF PANEL

Signed by

Barry C. Effler, LL.B., LL.M., C. Arb. (Fellow)

