



ADNDRC

# 2023 ANNUAL REPORT

**Asian Domain Name Dispute Resolution Centre**

- ICANN Accredited Domain Name Dispute Resolution Provider

## ABOUT ADNDRC

ADNDRC is the first Uniform Domain Name Dispute Resolution Policy (“UDRP”) provider in Asia accredited by the Internet Corporation for Assigned Names and Numbers (“ICANN”). Jointly established in 2002 by the Hong Kong International Arbitration Centre (“HKIAC”) and the China International Economic and Trade Arbitration Commission (“CIETAC”), today, ADNDRC operates four offices: Beijing operated by CIETAC, Hong Kong operated by HKIAC, Kuala Lumpur operated by the Asian International Arbitration Centre (“AIAC”), and Seoul operated by the Korea Internet Address Dispute Resolution Committee (“IDRC”). Each office of ADNDRC provides services concerning generic top-level domains (“gTLDs”), new gTLDs, and certain country-code top-level domains.

ADNDRC is a charitable institution limited by guarantee and registered in Hong Kong.

ADNDRC is governed by its Council composed of leading professionals specialised in domain name dispute resolution, intellectual property, the Internet, and e-commerce. The Council is led by the Chair, and the role of Chair is rotated across the four offices every three years. The work of the Council is supported by the ADNDRC Secretariat, which is currently operated by the Hong Kong office (HKIAC). Since March 2024, Ms. Louise Wong stepped into the role of Secretary-General of ADNDRC, overseeing the Secretariat's work supporting the four offices.

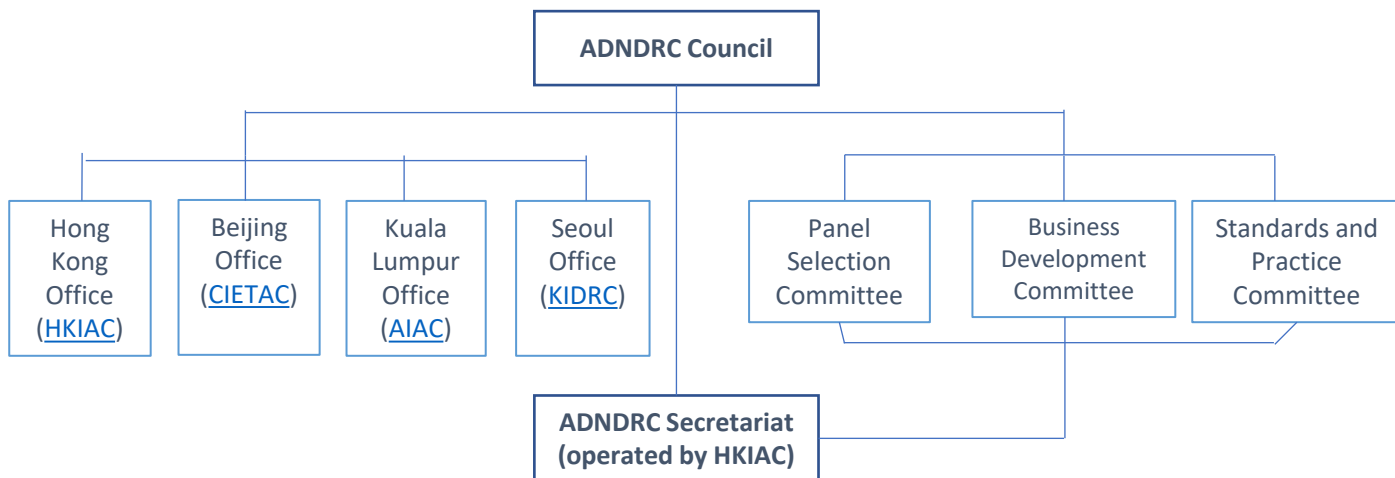
The current Chair of ADNDRC is Mr. WANG Chengjie, the Vice Chairman and Secretary General of CIETAC.

In addition to administering domain name dispute resolution proceedings under the UDRP, ADNDRC also administers proceedings under the following ICANN policies:-

- Uniform Rapid Suspension System (URS)
- Trademark Post Delegation Dispute Resolution Procedure (TM-PDDRP)
- Registrar Transfer Dispute Resolution Policy (TDRP)
- Sunrise Dispute Resolution Policy (SDRP)
- Charter Eligibility Dispute Resolution Policy (CEDRP)

ADNDRC is also approved by OP3FT to resolve disputes concerning Frogans addresses.

## ORGANISATIONAL CHART



The ADNDRC Secretariat is responsible for the administration of ADNDRC, which includes providing support to the Council and its sub-committees and liaising with the relevant organisations and other stakeholders.

## ADNDRC COUNCIL MEMBERS AND COMMITTEES

### Chairman

WANG Chengjie, Vice Chairman & Secretary General of CIETAC.

### Secretariat

Hong Kong International Arbitration Centre

### Secretary-General

Louise Wong, Special Counsel, Hong Kong International Arbitration Centre

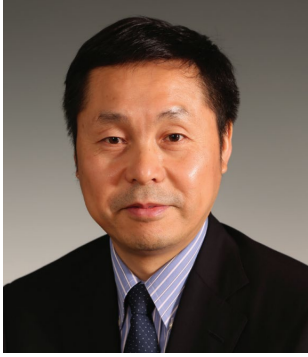
### ADNDRC Council Members:

|                            |                |
|----------------------------|----------------|
| <b>Beijing Office</b>      | WANG Chengjie  |
|                            | GU Yan         |
|                            | YANG Fan       |
| <b>Hong Kong Office</b>    | LU Yahan       |
|                            | Mariel Dimsey  |
|                            | Christopher To |
|                            | Dennis Cai     |
| <b>Kuala Lumpur Office</b> | Sarah Grimmer  |
|                            | Prissilla John |
|                            | Datuk Sundra   |
| <b>Seoul Office</b>        | Heather Yee    |
|                            | Yune Gie Sung  |
|                            | Daehee Lee     |

### ADNDRC Committees:

|   |                        |
|---|------------------------|
| <b>Panel Selection Committee</b>        | Prissilla John (Chair) |
|   | Sarah Grimmer          |
|   | LU Yahan               |
|   | Christopher To         |
| <b>Business Development Committee</b>   | Mariel Dimsey          |
|   | Marnie Shaw (Chair)    |
|   | LU Yahan               |
|   | Ho-Hyun Nahm           |
|   | Bryan Anthony Richard  |
| <b>Standards and Practice Committee</b> | Paddy Tam              |
|   | Yune Gie Sung          |
|   | YANG Fan (Chair)       |
|   | Dennis Cai             |
|   | Shi Young Chang        |

## MESSAGE FROM CHAIR OF ADNDRC COUNCIL



As we enter the year 2024, I am honored to lead the Asian Domain Name Dispute Resolution Centre (ADNDRC) into a new era of growth and expansion. The past year marked not only the continuation of our esteemed 20-year legacy but also the dawn of a promising future.

In 2023, ADNDRC continued to uphold its commitment to providing exceptional domain name dispute resolution (DNDR) services to trademark holders across the Asia-Pacific and beyond. The ADNDRC has handled an increasing number of complex cases, involving parties from over 30 countries and regions, demonstrating our ability to adapt to the evolving needs of the digital economy.

We have remained steadfast in promoting best practices and experiences in DNDR services, organizing workshops and trainings to enhance the capabilities of our panelists. This has ensured that our services remain standardized, unified, and efficient, meeting the expectations of our users.

Looking ahead, we will intensify our efforts in promoting intellectual property protection and advancing the theory and practice of online dispute resolution. We believe that these initiatives will not only enhance the international credibility and competitiveness of ADNDRC but also contribute significantly to the development of domain name dispute resolution globally.

I am confident that together with the dedicated team of professionals at ADNDRC, we will continue to uphold our mission of providing professional DNDR services and safeguard the legitimate rights and interests of our stakeholders.

WANG Chengjie  
**Chair of the ADNDRC**

## MESSAGE FROM THE SECRETARY-GENERAL



It is with great pleasure that we present the 2023 Annual Report of the Asian Domain Name Dispute Resolution Centre (“ADNDRC”) and the achievements that took place at ADNDRC last year.

I am honoured to take over the role of Secretary-General and look forward to working with the operating offices of ADNDRC and leading the Secretariat to provide efficient and exceptional domain name dispute resolution services.

### **Steady Caseload**

In 2023, ADNDRC received 251 cases, a 21.3% increase over 2022. For the fourth straight year (2020-2023), ADNDRC has notably received over 200 domain name cases.

### **Standards and Practices Improvements**

ADNDRC continued to promote its ADNDRC Decision Drafting Guidelines for UDRP Proceedings published in April 2022. After the first episode of “Voices behind the ADNDRC Decision Drafting Guidelines” in 2022, the interviews with Professor Dae-Hee Lee, Mr. Bahari Yeow Tien Hong and Professor Kun Fan were released in 2023.

In response to recommendations by the Internet Corporation for Assigned Names and Numbers (“ICANN”), the Standards and Practice Committee (“SP Committee”) revised the ADNDRC Supplemental Rules in relation to the Uniform Domain Name Dispute Resolution Policy (“UDRP”) and the Rules for the Uniform Domain Name Dispute Resolution Policy, the Uniform Rapid Suspension System (“URS”), and the Trademark Post-Delegation Dispute Resolution Procedure (“TM-PDDRP”).

### **Panelist Re-Empanelment Project**

The Panel Selection Committee (“PS Committee”) and the Secretariat completed the re-empanelment project for ADNDRC panelists who are eligible for the three-year re-empanelment from 2024 to 2026.

### **Promotional Activities**

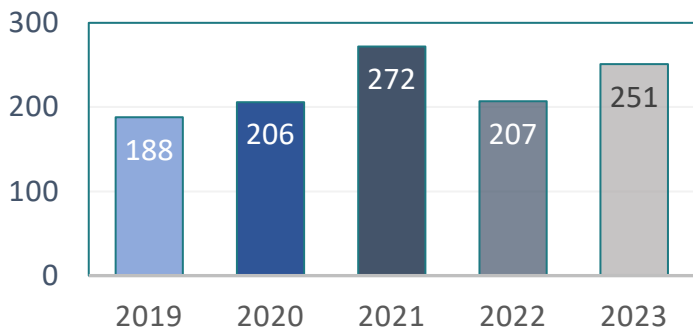
The Business Development Committee (“BD Committee”) launched the ADNDRC Domain Name Dispute Resolution Practice Development Workshop 2.0. The Workshop took place from 27th to 28th April 2023 in Hong Kong. It explored both practical and legal complexities relating to UDRP proceedings, including concurrent litigation proceedings, case management by ADNDRC, and practitioners’ views on the values of UDRP proceedings in IP rights protection.

The Kuala Lumpur office of ADNDRC, operated by the Asian International Arbitration Centre (“AIAC”), organised the 2023 ADNDRC Annual Conference on 14 December 2023. With the surge of Artificial Intelligence and the dawn of Web3 domains worldwide, the Conference saw diverse international panels discuss the impact of these latest trends in the domain name dispute resolution sphere.

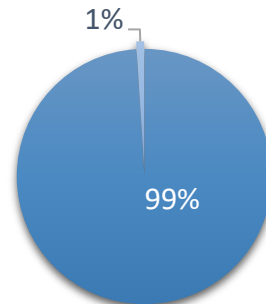
Louise Wong  
**ADNDRC Secretary-General**

2023 CASE STATISTICS

UDRP Case Registration

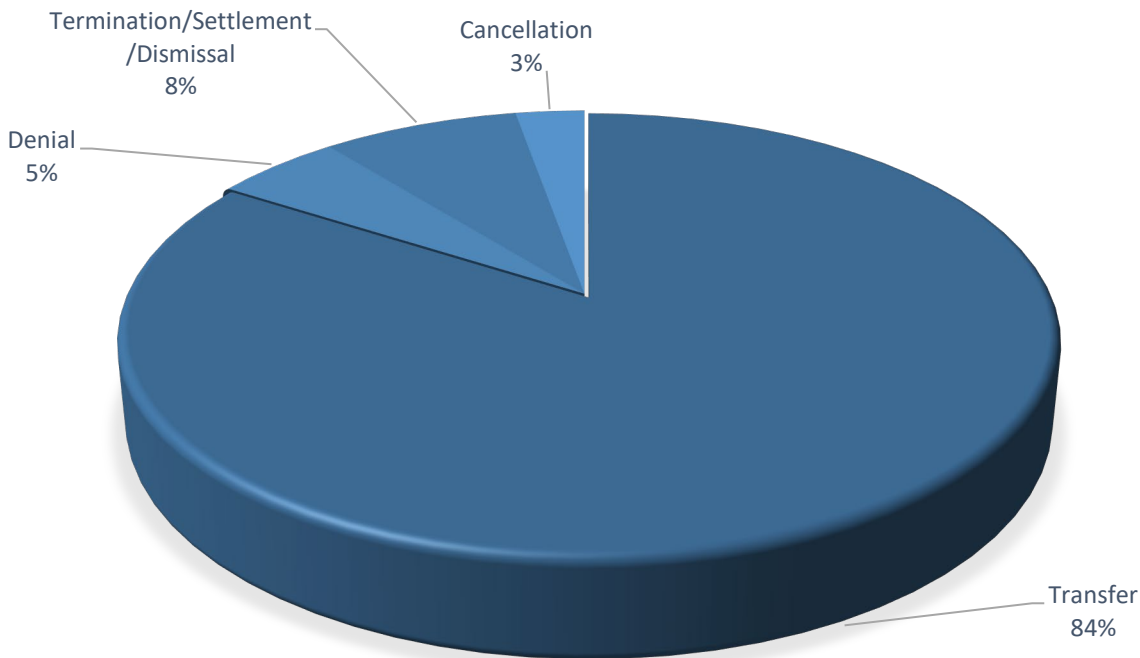


Users' preference on number of panelists

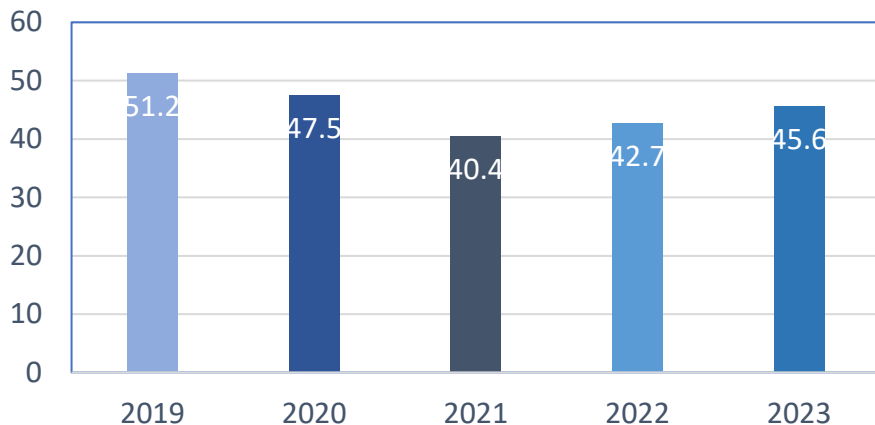


■ One-member panel ■ Three-member panel

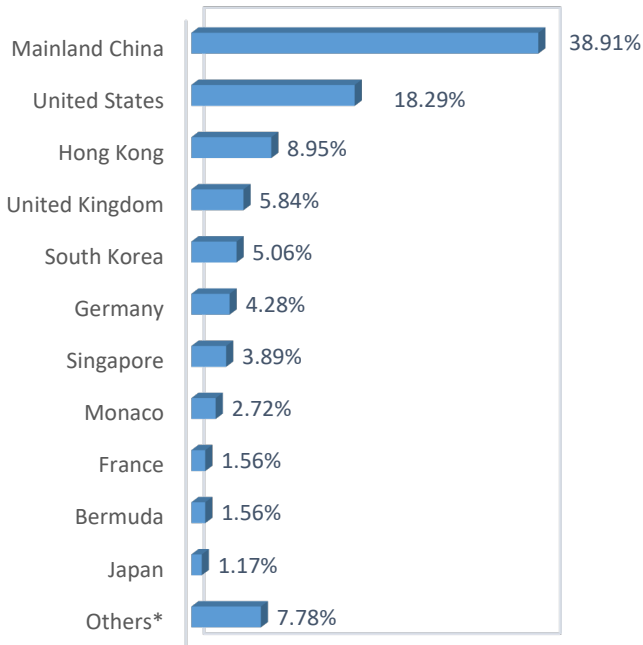
Summary of outcome of decisions



Duration of each proceedings (calendar days)

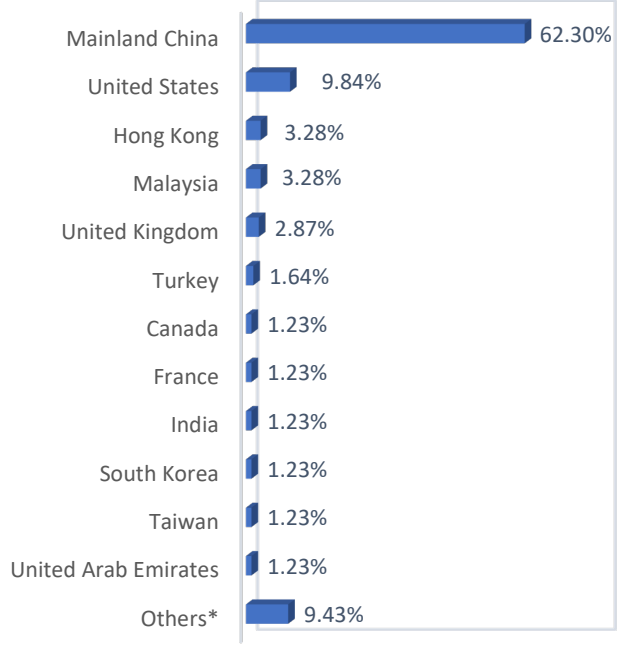


### Locations of Complainants



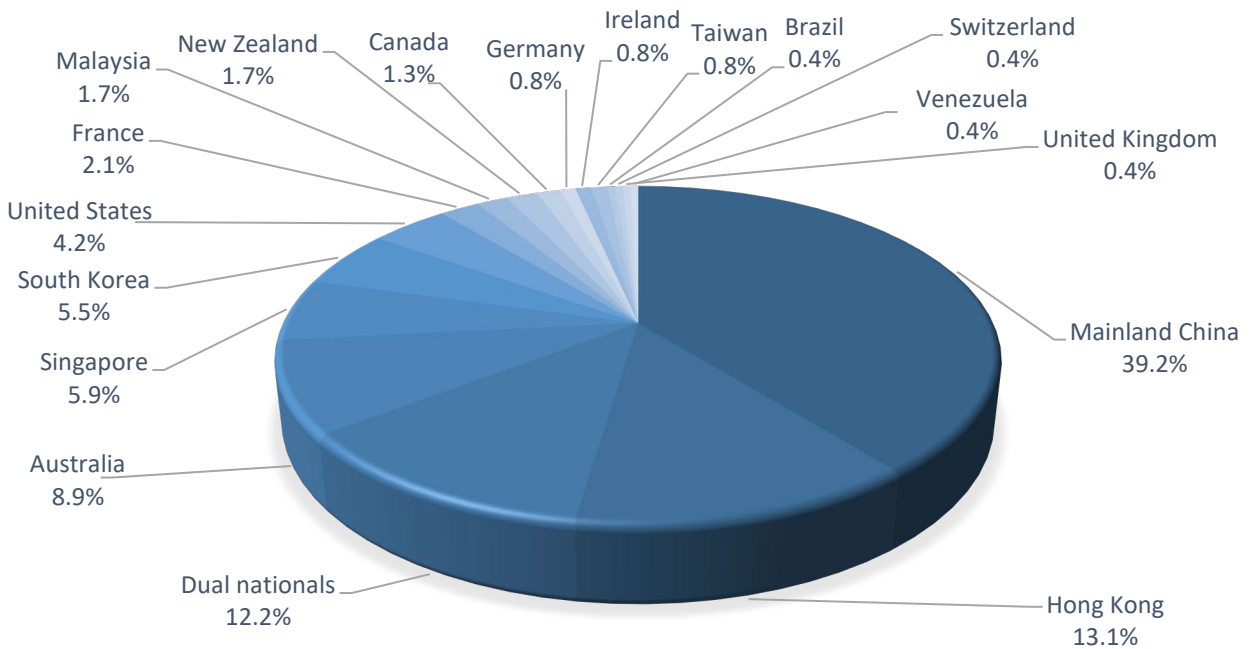
\*the remaining 7.78% is split among Cayman Islands, Italy, Malaysia, Taiwan each at 0.78% and among Australia, Cameroon, Denmark, Egypt, Belgium, British Virgin Islands, Canada, Denmark, Finland, India, Ireland, Netherland, Russia, Sweden, Switzerland each at 0.39%.

### Locations of Respondents



\*the remaining 9.43% is split among Nigeria, Singapore, Ukraine each at 0.82% and among Australia, Cameroon, Denmark, Egypt, Germany, Ghana, Iceland, Israel, Italy, Macau, Morocco, Philippines, Romania, Russia, South Africa, Spain, Vietnam each at 0.41%.

### Nationalities/Geographical Origins of Panelist



\*Dual nationals (Percentage)

|                                  |                               |
|----------------------------------|-------------------------------|
| Hong Kong/United Kingdom (6.3%)  | Canada/Hong Kong (1.7%)       |
| New Zealand/United States (1.3%) | Israel/United Kingdom (0.8%)  |
| Hungary/Italy (0.8%)             | Nigeria/United Kingdom (0.4%) |
| Australia/United Kingdom (0.4%)  | Russia/United States (0.4%)   |

## ADNDRC ACTIVITIES

### Internal Meetings

Council Members and the Sub-committee Members of the ADNDRC regularly meet to discuss, plan, and decide any matters pertaining to the ADNDRC. During 2023, the Council Members of the ADNDRC conducted four Council meetings and each of the three Sub-committees conducted four committee meetings.

### Voices behind the ADNDRC Decision Drafting Guidelines

In 2023, ADNDRC continued its ADNDRC Voices Series: “*Voices behind the ADNDRC Decision Drafting Guidelines*” which was launched in June 2022. In this series, representatives from ADNDRC interviewed experienced domain name panelists on the topic of decision drafting.



#### Q & A with Dae-Hee Lee

Professor Dae-Hee Lee, leading domain name dispute resolution expert, discussed with Seong-ok Jun, Case Manager at ADNDRC about the characteristics of UDRP proceedings and the importance of the *ADNDRC Decision Drafting Guidelines*.

Click [HERE](#) to watch the interview.



#### Q & A with Bahari Yeow

Mr. Bahari Yeow from Rosli Dahlan Saravana Partnership (RDS) spoke with Ezra Ponnudurai, Case Counsel at AIAC and provided valuable insights into the benefits of the *ADNDRC Decision Drafting Guidelines* and their seamless integration into the UDRP proceedings.

Click [HERE](#) to watch the interview.



#### Q & A with Kun Fan

This Series concluded with Kun Fan, a dispute resolution expert at University of New South Wales. She was interviewed by LU Yahan, Deputy Secretary General of CIETAC Online Dispute Resolution Center about experience of drafting UDRP decisions.

Click [HERE](#) to watch the interview.



ADNDRC Practice Development Workshop ASIA-PACIFIC AND AMERICAS EDITION



ADNDRC Practice Development Workshop 2.0 was held from 27-28 April 2023 in a hybrid format, with an attendance of over 55 participants. The event explored practical and legal complexities relating to proceedings under UDRP, including concurrent litigation proceedings, ADNDRC case management, and the practitioner's perspective.

- DAY 1**
- OVERVIEW OF THE UDRP INCLUDING ITS LEGAL FRAMEWORKS AND THE ADNDRC'S ROLE AS A SERVICE PROVIDER
  - ADNDRC'S CASE MANAGEMENT: PRACTICAL SUGGESTIONS ON FILING OR DEFENDING A UDRP CASE
  - SUBSTANTIVE ISSUES IN DNDR PROCEEDINGS
  - PROCEDURAL ISSUES IN DNDR PROCEEDINGS: THREE-MEMBER PANELS, SUSPENSION OF PROCEEDINGS, AND CONCURRENT LITIGATION

- DAY 2**
- A PRACTITIONER'S PERSPECTIVE: PROTECTING YOUR CLIENT'S INTERESTS THROUGH UDRP PROCEEDINGS
  - SKILL SETS FOR EFFECTIVE DECISION DRAFTING IN USUAL AND UNUSUAL CIRCUMSTANCES

2023 ADNDRC Annual Conference

**ADNDRC ANNUAL CONFERENCE**  
MEET YOUR SPEAKERS

**DATUK SUNDRA RAJOO**  
Director of the AIAC

**PROFESSOR DATO' DR. RAHMAT MOHAMAD**  
Chairman of the AIAC Advisory Board and  
Honorary Professor at the Faculty of Law,  
Universiti Teknologi MARA

**MR. WANG CHENGJIE**  
Chairman of ADNDRC

**Session 1: Where There's Smoke, There's Fire - Discovering Infringement**

**BAHARI YEOW**  
Rosti Dahlan Saravana  
Partnership, Malaysia  
MODERATOR

**RAYMOND MAH**  
MahWengKwai &  
Associates, Malaysia

**WONG JIN NEE**  
Wong Jin Nee & Teo,  
Malaysia

**JAYEMS DHINGRA**  
Tiberias Management  
Consultants, Singapore

**Session 2: ADNDRC Procedures & Best Practices**

**PRISSILLA JOHN**  
AIAC, Malaysia  
MODERATOR

**ERIC NG**  
HKIAC, Hong Kong

**HANG MIN**  
CIETAC, China

**YUNE GIE SUNG**  
KIDRC, Republic of  
Korea

**Session 3: Into the Future - AI in UDRP**

**DENNIS CAI**  
AALCO-HKAC,  
Hong Kong  
MODERATOR

**SOH KAR LIANG**  
Ella Cheong LLC,  
Singapore

**DOUGLAS M ISENBERG**  
ESQ  
GigaLaw Firm, USA

**EUGENE LOW**  
Hogan Lovells, Hong  
Kong

**Session 4: Enhancing Digital Security - Trends & Importance of Domain Name Registration**

**TIMOTHY SIAW**  
Shearn Delamore & Co.  
Malaysia  
MODERATOR

**HEMALATHA RAMULU**  
Skrine, Malaysia

**DR STANLEY LAI TZE**  
CHANG, SC  
Allen & Oodhiti LLP,  
Singapore

**HO-HYUN NAHM**  
Barun IP & Law,  
Republic of Korea

2023 ADNDRC Conference organised by the Kuala Lumpur Office (AIAC) took place on 14 December 2023.

The event received a total of nearly 430 registrations, including 135 in-person registrations. The audience included domain name dispute resolution experts, legal practitioners and industry representatives from dispute resolution institutions.

The event enabled the Intellectual Property practitioners to exchange their experiences in handling domain name registration and dispute resolution, as well as engage in discussions on emerging trends like Web3 and AI.

Since its inaugural conference in 2005, the ADNDRC Conference has provided a unique forum for participants to exchange views on hot topics on domain name dispute resolution, bringing together in-house counsel, barristers, solicitors, arbitrators, domain name experts, and senior executives of major local and international corporations.

REPRESENTATIVE CASE

**HK-2301726 Tencent Holdings Limited (腾讯控股有限公司), 腾讯科技(深圳)有限公司 v. PENG OLIVER WU/Empire**

The registration agreement of the disputed domain name was in English. The language of the administrative proceeding shall be the language of the Registration Agreement pursuant to the Paragraph 11(a) of the UDRP Rules, subject to the authority of the Panel to determine otherwise, having regard to the circumstances of the administrative proceeding.

The Complainant requested to change the language of proceedings into Chinese. The ADNDRC Hong Kong Office appointed a panellist who was proficient in English and Chinese. The panel agreed with the request having regard to the Chinese website to which the domain name resolved, having Chinese currency and means of payment displayed on the website. Chinese would not prevent the Respondent from participating in the proceedings, expressing their views, nor would it result in impartiality towards the Respondent.

The panel rendered a Chinese decision in favour of the Complainant and ordered the domain name be transferred to the Complainant.



**CN-2301535 Rothy's Inc. v. Web Commerce Communications Limited (30-29)**

The Complaint may relate to more than one domain name, so long as the registrant of the domain names specified in the Complaint is the same pursuant to Paragraph 3(c) of the UDRP Rules.

The Complaint filed in one Complaint 30 complainants in Rothy's Inc. v. Web Commerce Communications Limited. By verifying the registration information, the Complainant waived 1 out of 30 complainants because of the difference in the registrants.

The ADNDRC Beijing Office accepted on a preliminary basis the consolidation of the remaining 29 domain names in Rothy's Inc. v. Web Commerce Communications Limited in consideration of the fact that the registrant, the registrar and the applicable language of disputed domain names are the same. The panel permitted the consolidated application taking above elements and procedurally efficiency into consideration. The panel found that the Complaints satisfied all requirements and ordered the domain names be transferred to the Complainant.



**AIAC/ADNDRC-1218-2023 HLX Sdn Bhd (previously known as GuoLine eMarketing Sdn Bhd) v Allen**

The Complainant was the registered and / or common law proprietor of the GEMFIVE Marks, including its variants and extensions used in relation to various goods and servers in Malaysia, Brunei, Singapore, Japan, Korea, Thailand, Philippines, and Vietnam. GEMFIVE is an e-commerce marketplace which is a horizontal platform owned and operated by the Complainant.

The complainant contended that the domain name was confusingly similar to their trademark "GEMFIVE," which they had been using for e-commerce services since 2015. The respondent did not respond to the complaint.

Despite the lack of evidence from the Respondent to support its rights and legitimate interests in using the Disputed Domain Name, the Complainant was still required to prove that the Respondent had no rights and legitimate interests.

The panelist found in favour of the Complainant and ordered the transfer of the disputed domain name to the complainant, HLX Sdn Bhd.



**KR-2300244 Hurom Inc. vs. Christopher Alexander**

Hurom Inc. is a global company that produces household kitchen items such as juicers. A in-house patent attorney of Hurom Inc. contacted ADNDRC Seoul office about seeking "transfer" of four cyber-squatted "Hurom" domain names; those were "huromus.com; ushurom.com; ushurom.co; huromtm.com". These hold three gTLDs and one ccTLD. The fact that four domain names were all registered by one man could be for obvious cyber-squaring purpose. In addition, the websites with the domain names were organized similarly to Hurom's website, selling Hurom's products at 1/10 of the normal price, and the product was not delivered even after they purchased it. The websites also provided false contact addresses. These were obvious bad-faith evidences or phishing purposes. However, the Respondent did not respond to the Complainant's contentions.

Based on this clear evidence, the panel was able to find a clear decision. The panel rendered a decision in favour of the Complainant and ordered the four domain names be transferred to the Complainant.



## CONTACT US

**Beijing Office (CIETAC)**

6/F, CCOIC Building, No.2 Huapichang Hutong,  
Xicheng District, Beijing, 10035, P.R. China  
Tel: 86 (010) 6464 6688 Fax: 86 (010) 6464 3500  
Email: [cietac@adndrc.org](mailto:cietac@adndrc.org)

**Hong Kong Office (HKIAC)**

38/F Two Exchange Square,  
8 Connaught Place, Central, Hong Kong  
Tel: (852) 2525 2381 Fax: (852) 2524 2171  
Email: [hkiac@adndrc.org](mailto:hkiac@adndrc.org)

**Kuala Lumpur Office (AIAC)**

Bangunan Sulaiman, Jalan Sultan Hishamuddin,  
50000 Kuala Lumpur, Malaysia  
Tel: (603) 2271 1000 Fax: (603) 2271 1010  
Email: [aiac@adndrc.org](mailto:aiac@adndrc.org)

**Seoul Office (KIDRC)**

5th Floor, Korea Internet & Security Agency (KISA),  
9 Jinheung-gil, Naju, Jeollanam-do, Republic of Korea (58324)  
Tel: 82 (0)61 820 1550 Fax : 82 (0)61 820 2611  
Email: [kidrc@adndrc.org](mailto:kidrc@adndrc.org)