

BEFORE THE SOLE ARBITRATOR
MR. PRAVEEN KUMAR JAIN, ADVOCATE
INDRP CASE NO. 2065

In the arbitration between:

Amazon Technologies, Inc.
410 Terry Avenue North, Seattle
Washington 98109
United States of America
Email- ipr@archerangel.com

...Complainant

and

Sardar Singh Chhaba
Jato Ka Mohalla, Sinodiya
Jaipur 303008
Rajasthan, India
Email- cortana170@gmail.com

...Respondent

Disputed Domain Name: <logisticsamazonstore.in>

Date of Complaint: October 15, 2025

Date of Award: March 13, 2026

ARBITRAL AWARD

A. INTRODUCTION:

1. The above-titled Complaint dated 15-10-2025 has been filed by the Complainant - Amazon Technologies, Inc. for adjudication of the domain name dispute in accordance with the *.IN Domain Name Dispute Resolution Policy* (hereinafter referred to as "the Policy")



and the INDRP Rules of Procedure (hereinafter referred to as “the INDRP Rules”), as adopted by the .IN Registry - *National Internet Exchange of India* (hereinafter referred to as “the Registry”). The disputed domain name <logisticsamazonstore.in> is registered with the Registrar, namely GoDaddy.com, LLC. The domain name is registered by Sardar Singh Chhaba, the Respondent herein.

B. THE PARTIES:

1. The Complainant in these proceedings is **Amazon Technologies, Inc.**, a Nevada Corporation, having its address at 410 Terry Avenue North, Seattle, Washington 98109, United States of America. The Complainant is represented by Mr. Sanjay Chhabra of Archer & Angel, Advocates & Legal Consultants, #5B, 5th Floor, Commercial Towers, Hotel JW Marriott, Aerocity, New Delhi - 110037, India.
2. The Respondent in these proceedings is **Sardar Singh Chhaba**, having his address at Jato Ka Mohalla, Sinodiya, Jaipur 303008, Rajasthan, India. The Respondent has not participated in these proceedings and is not represented.

C. PROCEDURAL HISTORY:

I. Complaint:

1. The Complainant filed a Complaint dated October 15, 2025, with the National Internet Exchange of India (NIXI), New



Delhi, seeking transfer of the domain name <logisticsamazonstore.in>.

II. Appointment of the Sole Arbitrator:

2. *Vide* its email dated 13-11-2025, the Registry sought my consent for appointment as the Sole Arbitrator to adjudicate the above-stated domain name dispute between the parties.
3. *Vide* my email dated 13.11.2025, I furnished to the Registry my digitally signed “*Statement of Acceptance and Declaration of Impartiality & Independence*” dated 13.11.2025, in the format prescribed by the Registry, confirming that I had no conflict of interest in the matter.
4. Thereafter, *vide* email dated 17.11.2025, the Registry informed the parties that the undersigned had been appointed as the Sole Arbitrator to adjudicate the dispute pertaining to the domain name <logisticsamazonstore.in>, and accordingly, the matter was assigned INDRP Case No. 2065.

III. Tribunal's notice to the Parties:

5. *Vide* my Notice under Rule 5(C) of the INDRP Rules of Procedure dated December 10, 2025, the Complainant was directed to serve the complete set of the Complaint along with annexures upon the Respondent at the address reflected in the WHOIS record *via* email and Registered Post/Speed Post or



International Courier Service. The Respondent was directed to file a detailed Response within seven (7) days from the date of receipt of the Complaint, failing which the matter would be decided *ex parte* on merits.

IV. Filing of Notarised and Apostilled Documents:

6. In the Notice dated December 10, 2025 issued under Rule 5(C) of the INDRP Rules, this Tribunal had also directed the Complainant to place on record duly signed and duly notarised/ apostilled copies of the Certificate of Incorporation of the Complainant, the Board Resolution authorising execution of the Power of Attorney, and the Power of Attorney executed in favour of the Complainant's authorised representative.
7. Subsequently, the Complainant sought extension of time for compliance with the said direction on the ground that the documents had been submitted to the Secretary of State in the United States for apostille and had not yet been received due to year-end holidays.
8. Upon considering the reasons stated, this Tribunal granted a limited extension of time up to January 15, 2026 for filing the notarised/ apostilled documents.
9. In compliance with the directions of this Tribunal and within the extended timeline, the Complainant filed the duly notarised and



apostilled documents, namely the Certificate of Incorporation, the Board Resolution, and the Power of Attorney. The said documents have been taken on record and form part of the arbitral record.

V. Service of complaint:

10. *Vide* email dated December 15, 2025, the Complainant submitted proof of service of the Complaint upon the Respondent *via* email dated December 14, 2025. The delivery receipt confirms successful delivery of the soft copy of the Complaint along with all annexures to the Respondent's email address cortana170@gmail.com.
11. *Vide* email dated December 18, 2025, the Complainant submitted proof of delivery of the hard copy of the Complaint along with all annexures *via* India Post (Shipment No. ED212306399IN) to the Respondent's registered address at Jato Ka Mohalla, Sinodiya, Jaipur 303008, Rajasthan, India. The India Post Delivery Report confirms successful delivery on December 16, 2025.
12. In terms of Rule 2(d) of the INDRP Rules of Procedure, service of the Complaint upon the Respondent is deemed to have been duly effected. No communication has been received from the Respondent seeking copies of the Complaint or updating the contact details on WHOIS.



VI. Respondent's non-participation:

13. *Vide* my Procedural Order dated January 01, 2026, the Respondent was granted one final opportunity to file its Response on or before January 08, 2026, with a clear indication that no further opportunity would be granted thereafter. Despite proper service and adequate opportunity, the Respondent has failed to file any Response or seek any extension of time.
14. More than Eighty-Five (85) days have elapsed since service of the Complaint upon the Respondent through email dated December 14, 2025, and by Speed Post dated December 16, 2025. The Respondent has chosen not to participate in these proceedings, and accordingly, this Arbitral Tribunal proceeds to decide the matter on the basis of the materials on record.

D. FACTUAL BACKGROUND:

I. The Complainant and its AMAZON Trademarks:

1. The Complainant, Amazon Technologies, Inc., is part of the Amazon group of companies, which is one of the world's leading online retailers and technology companies. The Complainant's founder, Jeff Bezos, developed an innovative plan in 1994 to sell a wide selection of books over the Internet. Amazon opened its virtual doors in July 1995, offering retail store services *via* the website www.amazon.com.



2. Today, Amazon is a leading global retailer offering a wide variety of products and services including e-commerce, cloud computing (Amazon Web Services), artificial intelligence, data storage, databases, data analytics, and data mining. Amazon serves customers in more than 100 countries around the globe with data centres serving 245 countries and territories worldwide.
3. The Complainant has invested substantial time, effort, and resources in building worldwide consumer recognition and goodwill in the AMAZON trademark. Due to extensive advertising, use, and commercial success, the AMAZON trademark has become famous and is consistently ranked as one of the most well-known and recognizable brands globally.
4. The Complainant has been ranked No. 3 in Fortune's World's Most Admired Companies list in 2024 and 2025. The Complainant has been ranked third by Interbrand in global brand rankings for the years 2024, 2023 and 2022. In India, the Complainant's online retail website www.amazon.in became the most visited e-commerce site in India with more than 200 million visitors in 2015, and was recognized as the most trusted, preferred and loved online shopping brand in India; based on a commissioned Nielsen Media India survey in 2023.



5. To safeguard its rights, the Complainant has secured trademark registrations for AMAZON in numerous jurisdictions worldwide. The Complainant owns a large portfolio of trademark registrations in India and internationally. An illustrative list of the Complainant's trademark registrations in India is provided below:

S. No.	Trademark	Registration No.
1.	AMAZON	916801 (Class 01)
2.	AMAZON	916802 to 916834
3.	AMAZON	1238450 (Classes 35-42)

The earliest registration for the mark AMAZON in India dates back to April 10, 2000. The Complainant has provided Registration Certificates evidencing its rights in the AMAZON trademark.

6. The Complainant also owns the domain names <amazon.com>, <amazon.in>, and <amazon.co.in>, which have been registered and regularly renewed since November 01, 1994, February 11, 2005, and December 31, 2003 respectively. The Complainant operates its primary website at www.amazon.com and its India-specific website at www.amazon.in, through which it conducts a significant portion of its business.



7. The Complainant has dedicated substantial resources to advertising and marketing under the AMAZON trademark. As of August 2025, Amazon's Facebook page has been followed by 29 million users globally and 10 million users in India; its X (Twitter) account has 6 million followers globally and 2.5 million followers in India; and its YouTube account has more than 974 thousand followers globally and more than 1.56 million followers in India.
8. In India, the Complainant has invested in building a network of more than 70 Fulfilment Centres across 15 states with a combined storage space of more than 43 million cubic feet. The Complainant has close to 2000 delivery stations both owned and operated by the Complainant as well as Delivery Service Partners, and over 12 lakh sellers in India. The Complainant's business activities include logistics and delivery services as part of its core operations.

II. The Disputed Domain Name:

9. The Disputed Domain Name <logisticsamazonstore.in> was registered on July 16, 2024, by the Respondent through the registrar GoDaddy.com, LLC. The WHOIS details for the Disputed Domain Name are as follows:



Domain Name:	logisticsamazonstore.in
Registrant:	SARDAR SINGH CHHABA
Email:	cortana170@gmail.com
Registration Date:	July 16, 2024
Registrar:	GoDaddy.com, LLC

10. The Complainant has submitted evidence (Annexure 11) demonstrating that the Disputed Domain Name was being used to operate a website that prominently displayed the Complainant's AMAZON trademarks and logos. The website purported to offer Amazon Store; Amazon E-store; Amazon E-store logistics and Amazon logistics store; franchises, requiring payments to the Respondent.
11. The impugned website displayed the Complainant's AMAZON trademarks and distinctive logo (the curved arrow design) without authorization. The footer of the website stated 'Amazon Store | Powered By [Amazon]'. The content under the 'Opportunity' section of the website was identical to content on the Complainant's official website, creating a misleading impression that the Respondent was authorized by or associated with the Complainant.



12. There were no disclaimers on the Respondent's website to indicate that it was not affiliated with or endorsed by the Complainant. The overall appearance and content of the website was calculated to create confusion among Internet users that the website and services were connected with or approved by the Complainant.

III. Cease and Desist Notice:

13. Upon discovering the unauthorized registration and use of the Disputed Domain Name, the Complainant, through its counsel, issued a cease and desist letter dated April 05, 2025 (Annexure 12) to the Respondent. The letter called upon the Respondent to cease all use of the Complainant's AMAZON trademarks and to transfer the Disputed Domain Name to the Complainant.
14. While the Respondent has recently ceased operation of the impugned website, the Respondent has not sent any response to the Complainant's letter and continues to hold ownership of the Disputed Domain Name. This lack of response and continued retention of the Disputed Domain Name indicates bad faith on the part of the Respondent.

E. COMPLAINANT'S CONTENTIONS:

The Complainant contends that the Disputed Domain Name should be transferred to it on the following grounds:



I. The Disputed Domain Name is identical or confusingly similar to the Complainant's trademarks:

1. The Complainant submits that the Disputed Domain Name <logisticsamazonstore.in> is confusingly similar to its registered and well-known AMAZON trademark. The Disputed Domain Name incorporates the Complainant's trademark AMAZON in its entirety, adding only (i) the descriptive or generic terms "logistics" and "store", both of which are directly related to the Complainant's business activities, and (ii) the ccTLD "in" which is shared with the Complainant's Indian domain AMAZON.IN.
2. The Complainant argues that the addition of descriptive or generic terms that relate to the business in which the Complainant engages does not avoid confusing similarity, but rather compounds the likelihood of confusion. The Complainant cites numerous INDRP decisions recognizing the fame of the AMAZON trademark and holding that domain names incorporating AMAZON along with descriptive terms are confusingly similar to the AMAZON trademark.



II. The Respondent has no rights or legitimate interests in the Disputed Domain Name:

3. The Complainant submits that the Respondent has no rights or legitimate interests in the Disputed Domain Name. The Respondent is not commonly known by the name "Amazon" or any variation thereof. The Respondent is not licensed by the Complainant to use the AMAZON trademark, nor is the Respondent an authorized vendor, supplier, or distributor of the Complainant's goods and services.
4. The Complainant contends that the Respondent's use of the Disputed Domain Name to operate a website that prominently displays the Complainant's trademarks and logos, purporting to offer Amazon franchise opportunities, does not constitute a *bona fide* offering of goods or services or a legitimate non-commercial or fair use. The Respondent was using the Complainant's identity and trademarks to promote bogus or fake franchise opportunities, without any authorization from the Complainant.
5. The Complainant submits that such use constitutes passing off and is not a fair, nominative, or otherwise legitimate use. The Respondent's conduct was calculated to mislead consumers into



believing that the Respondent was associated with or endorsed by the Complainant.

III. The Disputed Domain Name was registered or is being used in bad faith:

6. The Complainant submits that the Disputed Domain Name was registered and is being used in bad faith. The Complainant argues that at the time of registration of the Disputed Domain Name (July 16, 2024), the AMAZON trademark was famous and well-known to countless consumers worldwide, including in India. Since the Disputed Domain Name was registered more than 24 years after the Complainant filed trademark applications in India and nearly 20 years after the Complainant began using the AMAZON trademark in commerce, it is clear that the Respondent registered the Disputed Domain Name with knowledge of the Complainant's rights.
7. The Complainant further submits that the Respondent's use of the Disputed Domain Name to operate a website displaying the Complainant's trademarks and logos demonstrates that the Respondent intended to create an association with the Complainant and its goods and services. By using the AMAZON trademark and logos to promote alternative franchise programs, the Respondent has created a false



impression that its website or services originate with, are approved by, or are otherwise associated with the Complainant.

8. The Complainant contends that by promoting fee-based services using the AMAZON trademark and logos, the Respondent has attempted to commercially benefit, unfairly and opportunistically, from the goodwill associated with the Complainant's trademark. This conduct of diversion shows bad faith registration and use pursuant to Paragraphs 4(b)(iii), 4(b)(iv), 4(c), and 7(a)-(c) of the INDRP Policy.

F. RESPONDENT'S CONTENTIONS:

1. Despite proper service of the Complaint and adequate opportunity to file a Response, the Respondent has failed to participate in these proceedings. The Respondent has not filed any Response or submissions in defense of its registration and use of the Disputed Domain Name. Accordingly, the Respondent is deemed to be in default, and this Tribunal proceeds to decide the matter on the basis of the Complainant's submissions and the materials on record.

G. DISCUSSION AND FINDINGS:

I. Applicable Legal Framework:

1. The present dispute is governed by the .IN Domain Name Dispute Resolution Policy i.e. INDRP Policy and the Rules for



the .IN Domain Name Dispute Resolution Policy i.e. INDRP Rules of the National Internet Exchange of India, read with the applicable provisions of the Arbitration and Conciliation Act, 1996 (as amended up to date).

2. Paragraph 4 of the INDRP Policy requires a Complainant to prove each of the following three elements to obtain an order for cancellation or transfer of a domain name:
 - i. The domain name registered by the Respondent is identical or confusingly similar to a trademark or service mark in which the Complainant has rights; and
 - ii. The Respondent has no rights or legitimate interests in respect of the domain name; and
 - iii. The domain name has been registered and is being used in bad faith.
3. The burden of proof lies on the Complainant to establish all three elements. However, where a Complainant makes out a *prima facie* case, the evidentiary burden shifts to the Respondent to rebut the same. In the present case, the Respondent has failed to participate in these proceedings despite being given adequate opportunity. Accordingly, adverse



inferences may be drawn against the Respondent in accordance with well-established principles.

4. At the outset, this Tribunal notes that pursuant to its directions issued in the Notice dated December 10, 2025 under Rule 5(C) of the INDRP Rules, the Complainant was directed to place on record duly notarised and apostilled copies of its Certificate of Incorporation, the Resolution of its Board of Directors authorising the execution of the Power of Attorney, and the Power of Attorney executed in favour of its authorised representative. The Complainant subsequently filed the said documents within the extended timeline granted by this Tribunal. The Tribunal has perused the notarised and apostilled documents placed on record and is satisfied that the Complaint has been instituted by a duly authorised representative of the Complainant.

II. Identical or Confusingly Similar (Paragraph 4(a)(i) of the INDRP Policy):

1. The first element that the Complainant must establish is that the Disputed Domain Name is identical or confusingly similar to a trademark or service mark in which the Complainant has rights.
2. The Complainant has adduced extensive evidence of its trademark rights in the mark **AMAZON**. It holds numerous



trademark registrations for **AMAZON** in India, the earliest of which dates back to 10.04.2000. Copies of these registrations have been placed on record and constitute *prima facie* evidence of the validity of the trademark and the Complainant's rights therein. The Respondent has neither disputed these registration documents nor produced any material demonstrating any trademark rights in respect of the disputed domain name.

3. Hence, this Tribunal holds that the Complainant has established clear and incontrovertible rights in the **AMAZON** trademark through (i) its extensive portfolio of trademark registrations in India and worldwide, (ii) its long and continuous use of the **AMAZON** trademark since 1995, and (iii) the substantial goodwill and reputation acquired by the **AMAZON** trademark through the Complainant's global business activities.
4. The question then arises whether the Disputed Domain Name <logisticsamazonstore.in> is identical or confusingly similar to the Complainant's **AMAZON** trademark.
5. The Disputed Domain Name incorporates the Complainant's trademark **AMAZON** in its entirety. The only additional elements in the Disputed Domain Name are (i) the prefix 'logistics', (ii) the suffix 'store', and (iii) the country code top-level domain '.in'.



6. It is well-established in domain name dispute resolution jurisprudence that the addition of generic or descriptive terms to a trademark does not avoid confusing similarity. In the present case, both 'logistics' and 'store' are generic terms that are directly related to the Complainant's business activities. The Complainant operates online retail stores and provides logistics and delivery services as a core part of its business model.
7. Hence, this Tribunal holds that the addition of the terms 'logistics' and 'store' to the AMAZON trademark does not serve to distinguish the Disputed Domain Name from the Complainant's trademark. Rather, the use of these descriptive terms *increases* the likelihood of confusion, as they suggest a connection with the Complainant's logistics and retail store business.
8. The country code top-level domain '.in' is a technical requirement for domain name registration and does not serve to distinguish the Disputed Domain Name from the Complainant's trademark. Moreover, the Complainant itself uses the '.in' domain extension for its Indian operations (amazon.in), which further increases the likelihood of confusion.
9. The dominant and distinctive element in the Disputed Domain Name is undoubtedly the trademark AMAZON. An average Internet user seeking the Complainant's services or information



about Amazon's logistics or store operations could easily be confused into believing that the Disputed Domain Name is associated with, endorsed by, or operated by the Complainant.

10. The Complainant has cited numerous precedents from NIXI, WIPO, and other domain name dispute resolution forums wherein domain names incorporating the AMAZON trademark along with descriptive terms have been held to be confusingly similar to the AMAZON mark. Although such precedents are not binding upon this Tribunal, they carry persuasive value.
11. Reference may be made to the decision of the NIXI Arbitrator in *Amazon Technologies, Inc. v. Surya Pratap <amazonsales.co.in>* (INDRP/835), wherein it was observed:

"The Arbitrator is convinced with the distinctive nature of and the Complainant's ownership in the mark AMAZON and its well-known status in India. The Disputed Domain Name incorporates the mark AMAZON in entirety and merely adds a descriptive word 'SALES' therewith, which is insufficient to differentiate the Disputed Domain Name with the mark AMAZON. The Disputed Domain Name is therefore held to be confusingly similar with the Complainant's mark AMAZON."



12. Similarly, in the present case, the Disputed Domain Name incorporates the AMAZON trademark in its entirety and merely adds the descriptive words 'logistics' and 'store' which are insufficient to differentiate the Disputed Domain Name from the Complainant's AMAZON trademark.
13. For the reasons stated above, this Tribunal holds that the Disputed Domain Name <logisticsamazonstore.in> is confusingly similar to the Complainant's registered AMAZON trademark.
14. Accordingly, the Complainant has successfully established the first element under Paragraph 4(a)(i) of the INDRP Policy.

III. No Rights or Legitimate Interests (Paragraph 4(a)(ii) of the INDRP Policy)

1. The second element that the Complainant must establish is that the Respondent has no rights or legitimate interests in respect of the Disputed Domain Name.
2. Paragraph 6 of the INDRP Policy sets out circumstances which, if proven, shall demonstrate the Respondent's rights or legitimate interests in the domain name for purposes of Paragraph 4(a)(ii). These circumstances include:



- i. Before receiving any notice of the dispute, the Respondent's use of, or demonstrable preparations to use, the domain name or a name corresponding to the domain name in connection with a *bona fide* offering of goods or services; or
 - ii. The Respondent (as an individual, business, or other organization) has been commonly known by the domain name, even if the Respondent has acquired no trademark or service mark rights; or
 - iii. The Respondent is making a legitimate non-commercial or fair use of the domain name, without intent for commercial gain to misleadingly divert consumers or to tarnish the trademark or service mark at issue.
3. It is well-settled that once a Complainant makes out a *prima facie* case that the Respondent lacks rights or legitimate interests in the disputed domain name, the burden of proof shifts to the Respondent to establish such rights or legitimate interests. If the Respondent fails to come forward with relevant evidence, the Complainant is deemed to have satisfied the second element under Paragraph 4(a)(ii) of the INDRP Policy.



4. In the present case, the Complainant has made the following submissions to establish a *prima facie* case that the Respondent lacks rights or legitimate interests:
- i. The Respondent is not commonly known by the name 'Amazon' or 'logisticsamazonstore' or any variation thereof. The WHOIS information identifies the Respondent as 'Sardar Singh Chhaba', which bears no resemblance to the Disputed Domain Name.
 - ii. The Respondent is not affiliated with the Complainant in any way. The Respondent is not licensed by the Complainant to use the AMAZON trademark. The Respondent is not an authorized vendor, supplier, distributor, or franchisee of the Complainant.
 - iii. The Respondent has used the Disputed Domain Name to operate a website that prominently displays the Complainant's AMAZON trademarks and logos without authorization, creating a false impression of association with the Complainant.
 - iv. The Respondent's website purported to offer bogus or fake 'Amazon Store', 'Amazon Estore, and 'Amazon logistics store franchises, requiring payments to the Respondent. The Complainant does not offer such franchise programs.



- v. The Respondent's use was for commercial gain, attempting to profit from the goodwill and reputation of the Complainant's famous AMAZON trademark.
5. This Tribunal finds that the Complainant has made out a strong *prima facie* case that the Respondent lacks rights or legitimate interests in the Disputed Domain Name. The burden therefore shifted to the Respondent to come forward with evidence demonstrating rights or legitimate interests under Paragraph 6 of the INDRP Policy.
6. Despite being given adequate opportunity, the Respondent has failed to file any Response or provide any explanation for its registration and use of the Disputed Domain Name. The Respondent has not claimed that it was commonly known by the Disputed Domain Name. The Respondent has not claimed any authorization or license from the Complainant. The Respondent has not provided any evidence of a *bona fide* offering of goods or services or a legitimate non-commercial or fair use of the Disputed Domain Name.
7. On the contrary, the evidence on record establishes that the Respondent was using the Disputed Domain Name to impersonate the Complainant and to deceive Internet users into believing that the Respondent's website and services were



associated with or approved by the Complainant. The Respondent was prominently displaying the Complainant's trademarks and logos on the website, copying content from the Complainant's official website, and purporting to offer Amazon franchise opportunities that do not exist.

8. Such use does not constitute a *bona fide* offering of goods or services under Paragraph 6(a) of the INDRP Policy. The Respondent was not offering any genuine goods or services, but was engaged in a deceptive scheme to extract payments from unsuspecting consumers who believed they were dealing with the Complainant or an entity authorized by the Complainant.
9. Similarly, the Respondent's use does not constitute a legitimate non-commercial or fair use under Paragraph 6(c) of the INDRP Policy. The Respondent's use was clearly commercial in nature, seeking to derive financial benefit by exploiting the goodwill and reputation of the Complainant's famous trademark. Moreover, the Respondent's use was calculated to misleadingly divert consumers and to tarnish the Complainant's trademark.
10. The Respondent's conduct constitutes classic 'passing off' - falsely representing to the public that the Respondent's business or services are connected with or approved by the Complainant.



Such conduct cannot give rise to rights or legitimate interests in the Disputed Domain Name.

11. It is further noted that even after receiving the Complainant's cease and desist letter dated April 07, 2025, the Respondent has failed to provide any explanation or justification for its registration and use of the Disputed Domain Name. While the Respondent has ceased operation of the infringing website, the Respondent continues to hold the Disputed Domain Name, which demonstrates a lack of *bona fide* intent.
12. For all the reasons stated above, this Tribunal holds that the Respondent has no rights or legitimate interests in respect of the Disputed Domain Name <logisticsamazonstore.in>.
13. Accordingly, the Complainant has successfully established the second element under Paragraph 4(a)(ii) of the INDRP Policy.

IV. Bad Faith Registration and Use (Paragraph 4(a)(iii) of the INDRP Policy):

1. The third and final element that the Complainant must establish is that the Disputed Domain Name has been registered and is being used in bad faith.



2. Paragraph 7 of the INDRP Policy sets out certain circumstances which, if found by the Arbitrator to be present, shall be evidence of the registration and use of a domain name in bad faith. These include:
- i. Circumstances indicating that the Respondent has registered or acquired the domain name primarily for the purpose of selling, renting, or otherwise transferring the domain name registration to the Complainant who is the owner of the trademark or service mark or to a competitor of that Complainant, for valuable consideration in excess of the Respondent's documented out-of-pocket costs directly related to the domain name; or
 - ii. The Respondent has registered the domain name in order to prevent the owner of the trademark or service mark from reflecting the mark in a corresponding domain name; or
 - iii. The Respondent has registered the domain name primarily for the purpose of disrupting the business of a competitor; or
 - iv. By using the domain name, the Respondent has intentionally attempted to attract, for commercial gain, Internet users to the Respondent'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 Respondent's website or location or of a product or service on the Respondent's website or location.

3. This Tribunal notes that the circumstances listed in Paragraph 7 are not exhaustive, and bad faith may be found on the basis of other circumstances as well.
4. In the present case, there is overwhelming evidence of bad faith registration and use of the Disputed Domain Name by the Respondent. The Tribunal makes the following findings:

i. Actual Knowledge of the Complainant's Rights:

- a. The Disputed Domain Name was registered on July 16, 2024, which is more than 24 years after the Complainant filed its trademark applications in India for the AMAZON mark (year 2000) and nearly 30 years after the Complainant began using the AMAZON trademark in commerce (year 1995).
- b. By the time the Respondent registered the Disputed Domain Name in 2024, the AMAZON trademark had become one of the most famous and widely recognized trademarks in the world. As detailed in the factual background section of this Award, Amazon



has been consistently ranked among the top global brands, with its website www.amazon.in being the most visited e-commerce site in India.

- c. Moreover, the fact that the Respondent prominently displayed the Complainant's AMAZON trademarks and logos on the website operated at the Disputed Domain Name clearly establishes that the Respondent had actual knowledge of the Complainant and its trademark rights at the time of registration.
- d. It is inconceivable that the Respondent could have registered a domain name incorporating the word 'amazon' along with terms directly related to the Complainant's business 'logistics' and 'store' without being aware of the Complainant and its famous AMAZON trademark. The Respondent's registration of the Disputed Domain Name with actual knowledge of the Complainant's rights is itself strong evidence of bad faith.

ii. Use to Create Confusion and Mislead Consumers:

- a. The Respondent used the Disputed Domain Name to operate a website that was designed to impersonate the Complainant and to mislead Internet users into



believing that the website and services offered thereon were associated with, endorsed by, or operated by the Complainant.

b. The evidence shows that the Respondent's website:

- Prominently displayed the Complainant's AMAZON word marks;
- Displayed the Complainant's distinctive logo featuring the curved arrow design;
- Contained content under the 'Opportunity' section that was identical to content on the Complainant's official website;
- Purported to offer 'Amazon Store', 'Amazon Estore', 'Amazon Estore logistics', and 'Amazon logistics store' franchise opportunities;
- Contained a footer stating 'Amazon Store | Powered By [Amazon]';
- Contained no disclaimers or other indications that the website was not affiliated with or endorsed by the Complainant.



- c. The overall impression created by the website was that it was operated by or with the authorization of the Complainant. This is a clear case of the Respondent intentionally creating confusion with the Complainant's trademark as to the source, sponsorship, affiliation, or endorsement of the Respondent's website and services.
- d. Such conduct falls squarely within Paragraph 7(d) of the INDRP Policy, which provides that bad faith exists where 'by using the domain name, the Respondent has intentionally attempted to attract, for commercial gain, Internet users to the Respondent'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 Respondent's website';

iii. Commercial Gain from the Complainant's Goodwill:

- a. The Respondent was using the Disputed Domain Name and the Complainant's trademarks to promote fee-based franchise opportunities, soliciting payments from consumers who believed they were dealing with the Complainant or an entity authorized by the Complainant.



- b. The Complainant has clearly stated that it does not offer the types of franchise programs that were being promoted on the Respondent's website. The Respondent was therefore engaged in a fraudulent scheme to extract money from unsuspecting consumers by falsely representing an association with the Complainant.
- c. Such conduct demonstrates that the Respondent registered and used the Disputed Domain Name primarily for the purpose of unfairly and opportunistically benefiting from the goodwill and reputation associated with the Complainant's famous AMAZON trademark. This constitutes bad faith under Paragraph 4(b)(iv) and 7(a)-(c) of the INDRP Policy.

iv. Disruption of the Complainant's Business:

- a. By promoting alternative and non-existent franchise programs using the AMAZON trademark and logos, the Respondent has disrupted the Complainant's business. Consumers who were misled by the Respondent's website may have formed a negative impression of the Complainant or lost trust in the Complainant's brand.



b. Moreover, the Respondent's actions have the potential to divert customers who were genuinely interested in the Complainant's services, causing harm to the Complainant's business and reputation. This constitutes bad faith under Paragraph 4(b)(iii) of the INDRP Policy.

v. **Failure to Respond to Cease and Desist Notice:**

- a. The Complainant sent a cease and desist letter to the Respondent on April 07, 2025, calling upon the Respondent to cease use of the AMAZON trademarks and to transfer the Disputed Domain Name to the Complainant. The Respondent has failed to respond to this letter or provide any explanation for its registration and use of the Disputed Domain Name.
- b. While the Respondent has ceased operation of the infringing website, the Respondent continues to hold the Disputed Domain Name and has not transferred it to the Complainant. The Respondent's failure to respond to the cease and desist letter and its continued retention of the Disputed Domain Name despite having no legitimate use for it is further evidence of bad faith.



vi. Failure to Participate in These Proceedings:

- a. Despite proper service of the Complaint and adequate opportunity to file a Response, the Respondent has chosen not to participate in these proceedings. The Respondent has not provided any explanation or justification for its registration and use of the Disputed Domain Name.
 - b. While the failure to respond is not itself conclusive evidence of bad faith, it is a relevant circumstance that may be taken into account. In the present case, where the evidence of bad faith is overwhelming and the Respondent has offered no explanation or defense, an adverse inference may appropriately be drawn from the Respondent's failure to participate.
5. For all the reasons stated above, this Tribunal holds that the Respondent registered the Disputed Domain Name with full knowledge of the Complainant's rights in the AMAZON trademark and with the deliberate intention of exploiting the goodwill and reputation of the Complainant's famous trademark for commercial gain.
6. The Respondent used the Disputed Domain Name to create confusion among Internet users, to impersonate the



Complainant, and to promote fraudulent franchise opportunities. Such conduct clearly constitutes bad faith registration and use under Paragraphs 4(a)(iii), 4(b)(iii), 4(b)(iv), 4(c), and 7(a)-(d) of the INDRP Policy.

7. Accordingly, the Complainant has successfully established the third and final element under Paragraph 4(a)(iii) of the INDRP Policy.
8. Hence, considering the facts and material available on record, the applicable provisions of the INDRP Policy and Rules, and in the overall interest of justice, this Tribunal is of the considered view that the disputed domain name <logisticsamazonstore.in> is liable to be transferred from the Respondent to the Complainant.

H. COSTS OF THE PROCEEDINGS:

1. As far as the issue of awarding the costs of proceedings to the complainant is concerned, the reference may be made to the Section 31A of the Arbitration & Conciliation Act, 1996 which is as under:

31A. Regime for costs-(1) In relation to any arbitration proceeding or a proceeding under any of the provisions of this Act pertaining to the arbitration, the Court or arbitral tribunal, notwithstanding anything contained in the Code of Civil Procedure, 1908 (5 of 1908), shall have the discretion to determine—

- a) whether costs are payable by one party to another;



- b) the amount of such costs; and
- c) when such costs are to be paid.

Explanation- For the purpose of this sub-section, "costs" means reasonable costs relating to—

- i. the fees and expenses of the arbitrators, Courts and witnesses;
 - ii. legal fees and expenses;
 - iii. any administration fees of the institution supervising the arbitration; and
 - iv. any other expenses incurred in connection with the arbitral or Court proceedings and the arbitral award.
- 2) If the Court or arbitral tribunal decides to make an order as to payment of costs, — :
- a) the general rule is that the unsuccessful party shall be ordered to pay the costs of the successful party; or
 - b) the Court or arbitral tribunal may make a different order for reasons to be recorded in writing.
- 3) In determining the costs, the Court or arbitral tribunal shall have regard to all the circumstances, including—
- a) the conduct of all the parties;
 - b) whether a party has succeeded partly in the case;
 - c) whether the party had made a frivolous counterclaim leading to delay in the disposal of the arbitral proceedings; and
 - d) whether any reasonable offer to settle the dispute is made by a party and refused by the other party.
- 4) The Court or arbitral tribunal may make any order under this section including the order that a party shall pay—
- a) a proportion of another party's costs;
 - b) a stated amount in respect of another party's costs;
 - c) costs from or until a certain date only;
 - d) costs incurred before proceedings have begun;
 - e) costs relating to particular steps taken in the proceedings;
 - f) costs relating only to a distinct part of the proceedings; and
 - g) interest on costs from or until a certain date.
- 5) An agreement which has the effect that a party is to pay the whole or part of the costs of the arbitration in any event shall be only valid if such agreement is made after the dispute in question has arisen.

(emphasis added)



2. A bare perusal of the above-mentioned provision of the Act makes it evident that this Tribunal is vested with the discretion to determine whether costs are payable by one party to another, the quantum of such costs, and the timing of such payment. In terms of Section 31A(2)(a) of the Arbitration and Conciliation Act, 1996, the general rule is that the unsuccessful party shall be ordered to pay the costs of the successful party. However, this Tribunal finds it appropriate to make a different order in exercise of its discretion under Section 31A(2)(b), for the following reasons, having regard to the conduct of the parties as contemplated under Section 31A(3)(a):
- i. The Respondent has not participated in the present proceedings and has neither filed any Response nor placed any material on record contesting the claims of the Complainant.
 - ii. The present dispute has been adjudicated on the basis of pleadings and documentary material available on record, without oral hearings or prolonged evidentiary proceedings.
 - iii. The Complainant has not filed any detailed statement of costs or material quantifying the expenses incurred in the present arbitral proceedings.



3. After weighing these circumstances, the Tribunal, in the exercise of its discretion, finds it equitable that each party shall bear its own costs.

I. DECISION:

1. Having carefully considered the submissions and evidence on record, this Tribunal finds that the Complainant has successfully established all three elements required under Paragraph 4(a) of the INDRP Policy, namely:
 - i. The Disputed Domain Name <logisticsamazonstore.in> is confusingly similar to the Complainant's registered AMAZON trademark;
 - ii. The Respondent has no rights or legitimate interests in respect of the Disputed Domain Name; and
 - iii. The Disputed Domain Name has been registered and is being used in bad faith by the Respondent.

J. RELIEF:

Accordingly, pursuant to Paragraph 4(i) of the INDRP Policy and Rule 15(a) of the INDRP Rules, this Tribunal orders that the Disputed Domain Name <logisticsamazonstore.in> be TRANSFERRED from the



Respondent, Sardar Singh Chhaba, to the Complainant, Amazon Technologies, Inc.

K. DISPOSITION AND DIRECTIONS REGARDING THE AWARD:

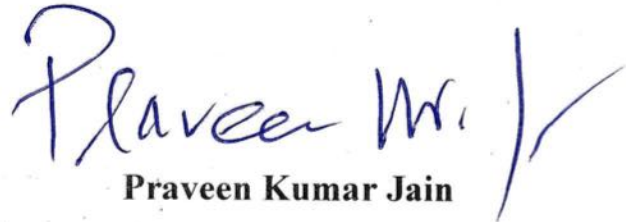
1. In terms of Rule 20 of the INDRP Rules, the original signed copy of this Award shall be forwarded to the Registry. The parties may obtain a certified copy of the Award, if required, from the Registry.
2. This Award has been executed on stamp paper of ₹100/-. Any deficiency in stamp duty, if applicable, shall be borne and paid by the concerned party before the appropriate authority in accordance with the applicable law.

L. PRONOUNCEMENT:

This Award is signed and pronounced by me at New Delhi (India) on this 13th day of March, 2026.

Place: New Delhi

Date: March 13, 2026


Praveen Kumar Jain

Sole Arbitrator

