DISPUTE RESOLUTION SERVICE DECISION

Jagex Limited v. Waleed Mahmood
Case No. DUK2026-0006

1. The Parties

1.1. The Complainant is Jagex Limited, United Kingdom ("UK"), represented by Stobbs IP, UK.

1.2. The Respondent is Waleed Mahmood, United States of America.

2. The Domain Name and Registry

2.1. The Registry of the disputed domain name <jagexlauncher.co.uk> (the "Domain Name") is Nominet UK ("Nominet" or the "Registry").

3. Procedural History

3.1. The Complaint was filed with the WIPO Arbitration and Mediation Center (the "Center") on July 15, 2026. On the same date, the Center transmitted by email to the Registry a request for registry verification in connection with the Domain Name. On July 16, 2026, the Registry transmitted by email to the Center its verification response confirming that the Respondent is listed as the registrant and providing the contact details. The Center sent an email communication to the Complainant on the same date, addressing the missing formalities in the Complaint and requesting the Complainant to amend the Complaint. The Complainant filed an amended Complaint on July 20, 2026.

3.2. The Center verified that the Complaint satisfied the formal requirements of the Dispute Resolution Service (the "Policy" or "DRS Policy").

3.3. In accordance with the Policy, paragraphs 3 and 6, the Center formally notified the Respondent of the Complaint on July 24, 2026. In accordance with the Policy, paragraph 7, the due date for Response was August 14, 2026. The Respondent sent email communications to the Center on July 26, July 30, August 12, and August 14, 2026, which the Center has registered as the Response.

3.4. In accordance with the Policy, paragraph 9, the due date for the Complainant's Reply was August 25, 2026. The Complainant confirmed on August 25, 2026 that it will not submit a Reply.

3.5. The Parties were sent to mediation on August 26, 2026. The Registry confirmed the mediation was unsuccessful on September 15, 2026.

3.6. The Complainant paid the fee for an expert decision on September 18, 2026.

3.7. The Center appointed Steve Ormand as the Expert in this matter on October 1, 2026. The Expert finds that it was properly constituted. The Expert has submitted the Statement of Acceptance and Declaration of Impartiality and Independence, as required by the Center to ensure compliance with the Policy, paragraph 15.

4. Factual Background

4.1. The Complainant was incorporated in England and Wales on April 28, 2000.

4.2. The Complainant owns and operates the domain name <jagex.com> as its official website in connection with its business operations.

4.3. The Complainant is the registered proprietor of trade marks including:

4.3.1. JAGEX.COM (word) registered in the UK on June 17, 2011 (UK00908771891);

4.3.2. JAGEX (word) registered in the UK on January 31, 2005 (UK00902943884); and

4.3.3. JAGEX (word) registered in the UK on November 8, 2002 (UK00002302759)
(the "Trade Mark(s)").

4.4. The Complainant owns many domain names relating to its Massively Multiplayer Online Role-Playing Games ("MMORPG") "RuneScape" and "Old School RuneScape" including <runescape.com> which has resolved to an active website relating to on-line video games since August 2000. The Complainant has also acquired further domain names which incorporate its Trade Marks and which resolve to active websites including <runescape.net>, <osrs.game>, and <osrsdeadman.com>.

4.5. The Respondent registered the Domain Name on June 1, 2026.

4.6. The Respondent has used the Domain Name to resolve to a website that purports to be the "unified security home for Jagex's PC games library" and includes "Download for Windows" and "Download for MAC" buttons.

4.7. The website displays the JAGEX Trade Mark in a prominent position and presents game images under the banner "RuneScape" as well as press releases under the banner "Latest Updates" for RuneScape, OldSchool RuneScape, and RuneScape's 25th anniversary.

5. Parties' Contentions

5.1. The Complaint – Rights

5.1.1. The Complainant says that the Domain Name falsely presents itself as part of the Complainant's official online infrastructure and/or an official Jagex software download channel, thereby increasing the likelihood of confusion among users seeking the Complainant's legitimate websites, games and services.

5.1.2. The Complainant presents evidence of Old School RuneScape having been recognised by the Guinness World Records for being the largest free-to-play MMORPG with over 300 million accounts. RuneScape celebrated its 25th anniversary in January 2026.

5.1.3. The Complainant presents evidence of its social media activity and number of followers to demonstrate public awareness of its brand.

5.1.4. The Complainant presents evidence of its reputation and the popularity of its games which, it says, reinforces recognition of the Complainant as the developer, publisher and operator of those games, which in turn supports the likelihood that users would associate a "Jagex launcher" with the Complainant's official software and services.

5.1.5. The Complainant says it has significant trading goodwill and reputation in the UK in its JAGEX brand when used in relation to its games and invested GBP 7 million in 2025 in marketing of those games. It provides evidence of reviews and recognition in support.

5.1.6. The Complainant contends that the Domain Name is similar to the Trade Marks because it incorporates the mark JAGEX in its entirety; the addition of the term "launcher" does not distinguish the Domain Name from the Trade Marks nor does it reduce the similarity between the Domain Name and the Complainant's Rights. The mark JAGEX is the distinctive and dominant element of the Domain Name. Players are apt to use the descriptive term "launcher" to refer to software used to access, download, update and/or play online games; thus, the Domain Name gives the impression that it is an official Jagex launcher authorised by the Complainant.

5.2. The Complaint – Abusive Registration

5.2.1. The Complainant says that the Respondent has registered or otherwise acquired the Domain Name primarily for the purposes of disrupting the Complainant's business:

5.2.2. The Domain Name has been used as part of a phishing scam and/or to induce users to download files under the false impression that they are obtaining legitimate Jagex software. The Complainant submits emails from users to demonstrate that they have been confused, or at risk of being confused, into believing that the Domain Name is connected with the Complainant. Users are at risk of exposure to malware compromising user trust in the Complainant and causing reputational harm. The emails demonstrate that the Domain Name has caused concern amongst users.

5.2.3. The Respondent's use of the Domain Name was liable to divert users away from the Complainant's websites and services. It is not merely a case of passive or incidental misuse of the Trade Marks.

5.2.4. The Complainant submits that the Respondent has used the Domain Name in a way which has confused, or is likely to confuse, people or businesses into believing that the Domain Name is registered to, operated or authorised by, or otherwise connected with the Complainant:

5.2.4.1. The website to which the Domain Name resolves purports to offer, or otherwise presents itself as associated with, a Jagex game launcher, thereby encouraging Internet users to download files under the false impression that they are obtaining legitimate software associated with the Complainant.

5.2.4.2. The overall impression created by the Domain Name is that it relates to an official Jagex launcher or software download service.

5.2.4.3. The emails submitted with the Complaint demonstrate actual confusion. The Respondent has used that confusion to lend credibility to a fake Jagex launcher and to induce users to interact with the website and/or download files under the false impression that they are engaging with the Complainant's official software.

5.2.5. The Complainant submits that the Respondent has used the Domain Name to take unfair advantage of the Complainant's Rights in the JAGEX name and the Trade Marks:

5.2.5.1. The unfair advantage is clear from the nature of the Domain Name and the use to which it has been put. The Domain Name combines the Complainant's JAGEX mark with the term "launcher" in circumstances where the Respondent is using the Domain Name to resolve to a website that presents users with a purported Jagex game launcher. There is no plausible good-faith reason for the Respondent to have selected this combination other than to create the false impression that the Domain Name is connected with the Complainant's official software or download services.

5.2.5.2. The Respondent was plainly aware of the Complainant and the JAGEX brand. The Respondent's website relies on the trust and reputation attached to the JAGEX name in order to make the fake launcher appear legitimate and to induce users to download files or otherwise interact with the website.

5.2.5.3. The Respondent is not licensed or otherwise authorised to offer, provide, distribute or make available any software, launcher, download or related service on behalf of the Complainant. The Respondent is not authorised to use the Trade Marks and it does not have any business relationships with the Respondent.

5.2.5.4. The Complainant submits that the Respondent has not used or made demonstrable preparations to use the Domain Name in connection with a genuine offering of goods or services. Paragraph 4.4 of the Dispute Resolution Service – Experts' Overview states that, an "offering of goods or services" is not "genuine" when it is "fictitious and/or 'created' to defeat the complaint and/or designed to take unfair advantage of or damage the Complainant's Rights/business". The Respondent cannot avail itself of any defence based on a bona fide offering of goods or services given its use of the Domain Name.

5.2.6. The Respondent has not been commonly known by the name or legitimately connected with a mark which is identical or similar to the Domain Name. Following searches of Companies House and publicly available search results, the Complainant is not aware of any evidence indicating that the Respondent has ever legitimately been known as Jagex, Jagex Launcher, or any name incorporating the JAGEX mark.

5.2.7. The Respondent has not made legitimate non-commercial or fair use of the Domain Name. Paragraph 4.6 of the Dispute Resolution Service – Experts' Overview states that "The key issue is not whether the use in question is 'legitimate non-commercial or fair' but whether that use, commercial or non-commercial, has 'taken unfair advantage of or has been unfairly detrimental to the Complainant's Rights'." The Domain Name is being used to impersonate the Complainant.

5.2.8. The Complainant submits that the Domain Name is not generic or descriptive and the Respondent is not making fair use of it. The name JAGEX is distinctive of the Complainant and is not generic or descriptive. The addition of the term "launcher" does not render the Domain Name generic or descriptive. Rather, in the context of the Complainant's business, the term "launcher" reinforces the false impression that the Domain Name is connected with official software provided or authorised by the Complainant.

5.3. The Response

5.3.1. In response to the notification of the Complaint, the Respondent replied by email:

"I had no bad intentions with this, they may have the domain and please let me know the process to give Jagex the domain. Thank you and sorry for any inconvenience caused."

5.3.2. In response to the notification of the impending deadline for submitting a response, the Respondent replied by email:

"Well they can have the domain if they want, you can transfer it to them."

6. Discussion and Findings

6.1. To succeed in this Complaint, the Complainant has to prove to the Expert on the balance of probabilities, pursuant to paragraphs 2.1 and 2.2 of the Policy, both limbs of the test that:

- The Complainant has Rights in respect of a name or mark which is identical or similar to the Domain Name; and
- The Domain Name, in the hands of the Respondent, is an Abusive Registration.

6.2. In respect of the first limb of the test:

6.2.1. "Rights" is defined in paragraph 1 of the Policy as "rights enforceable by the Complainant, whether under English law or otherwise, and may include rights in descriptive terms which have acquired a secondary meaning".

6.2.2. The wholly generic suffix ".co.uk" may be discounted for the purposes of establishing whether a complainant has Rights in a name or mark which is identical or similar to a domain name.

6.2.3. The Complainant has demonstrated registered rights in the name JAGEX, which predate the registration of the Domain Name by 24 years.

6.2.4. The Domain Name incorporates the JAGEX mark together with the generic term "launcher". The generic term "launcher" does not in any way detract from the distinctive JAGEX mark and it is highly likely to assist in the appearance of the Domain Name in a search for the Complainant's products.

6.2.5. Accordingly, for the purposes of the first limb of the test in paragraph 2.1.1 of the Policy, I find that the Complainant has Rights in the JAGEX mark which is similar to the Domain Name.

6.3. In respect of the second limb of the test:

6.3.1. Abusive Registration is defined in paragraph 1 of the Policy as a domain name which either:

- "was registered or otherwise acquired in a manner which, at the time when the registration or acquisition took place, took unfair advantage of or was unfairly detrimental to the Complainant's Rights; or

- is being or has been used in a manner which has taken unfair advantage of or has been unfairly detrimental to the Complainant's Rights."

6.3.2. The Complainant refers in the Complaint to the non-exhaustive list of factors which may be evidence that the Domain Name is an Abusive Registration as set out in paragraph 5.1 of the Policy and in each case has set out detailed submissions with supporting evidence.

6.3.3. I cannot find any reason on the papers before me, and in the absence of any rebuttal from the Respondent, to disagree with any aspect of the Complainant's submissions; the Respondent's registration and use of the Domain Name is abusive. The website to which the Domain Name resolves is designed to deceive users into believing that it is operated by the Complainant and to entice them into downloading software or services that they believe to be the Complainant's software or services. The evidence submitted by the Complainant shows that users have been deceived and have suffered detrimental consequences by downloading from the website. It is of particular note that this evidence has arisen in the short three-and-a-half week period between registration of the Domain Name and the date of the Complaint.

6.3.4. I cannot conceive of any explanation that the Respondent could put forward that would justify its use of the Domain Name, and its website, as anything other than abusive.

6.3.5. I therefore conclude that the Respondent was aware of the Complainant's Rights at the time of registration of the Domain Name, that the Respondent's use of the Domain Name is taking unfair advantage of and is unfairly detrimental to the Complainant's Rights and has caused initial interest confusion, and actual confusion, to users believing the Domain Name to be registered to, operated or authorised by, or otherwise connected with the Complainant.

6.3.6. Accordingly, the Respondent's registration and use of the Domain Name is an Abusive Registration.

7. Decision

7.1. For the foregoing reasons, in accordance with paragraph 18 of the Policy, the Expert orders that the disputed domain name <jagexlauncher.co.uk> be transferred to the Complainant.

Steve Ormand
Expert
Date: October 20, 2026