

WIPO

10 Years UDRP

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Nestlé and UDRP

Preferred ADR procedure

Key advantages

- ❖ Arbitration system with own WIPO principles
 - no jurisdictional issues
 - straight forward criteria
 - consistent case law

- ❖ Speed
 - it could be even faster

Improvement areas

- ❖ No response from respondent shows no interest in domain name
- ❖ Mediation as first step ?
 - Look for an intermediary solution between the cease and desist letter and the UDRP complaint
- ❖ Bad faith in registration or use