



MONCLER TAKES CONTROL OF 50 ILLEGAL DOMAINS IN A SINGLE MONTH

Moncler S.p.A. announces that The World Intellectual Property Organization in Geneva has ordered the immediate transfer to Moncler of 50 domain names that were registered in violation of Moncler's trademark rights. Its decision, dated 18 January 2016, follows an arbitration request from Moncler.

These domains had been registered in December 2015 by three Chinese individuals and consisted of the Moncler trademark in combination with terms like 'outlet' and 'sale' and were designed to attract the attention of consumers searching for Moncler branded products at discounted prices.

The domains directed users to websites that were similar to the official Moncler website where consumers were further misled by images of authentic Moncler garments that had been unlawfully taken from the official website moncler.com. Upon ordering, these consumers then received counterfeited products.

The international arbitrators concluded, as Moncler had argued, that the three owners of the 50 domains were distinct only at a formal level, but essentially concealed a single party. The decision took into account a series of factors including the particular structure of the registered domains, the similarities of the registration dates and addresses of the owners, the use of the same Registrar, and the fact that all of the domains directed users to the same web page.



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Moncler was founded at Monestier-de-Clermont, Grenoble, France, in 1952 and is currently headquartered in Italy. Over the years the brand has combined style with constant technological research assisted by experts in activities linked to the world of the mountain. The Moncler outerwear collections marry the extreme demands of nature with those of city life. In 2003 Remo Ruffini took over the company, of which he is currently Chairman and CEO. Moncler manufactures and directly distributes the Moncler clothing and accessories collections Moncler Gamme Rouge, Moncler Gamme Bleu, Moncler Grenoble and Moncler Enfant through its boutiques and in exclusive international department stores and multi-brand outlets.

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