



DECISION OF THE THIRD-PARTY DECIDER

GAMBLING MANAGEMENT S.A./ LEAD TOTAL LIMITED

Case no. 444260: circus-belgium.be

1. The parties

1.1. Complainant:

GAMBLING MANAGEMENT S.A.:

with registered office at 4000 Liège (Belgium),
Rue des Guillemins 129,
Registered with the Belgian Banque-Carrefour des Entreprises
under number 0859.984.677

Represented by:

Mr. Philippe Partoune (Cogitus SRL),
Legal advisor – Trademark attorney,
with office at 4053 Embourg (Belgium),
Avenue des Bouleaux 30

1.2. Domain name holder, Respondent:

LEAD TOTAL LIMITED,
Office 4/10 F, Kwan Chart
Tower No.6
Tonnochy Road, Wanchai
00000 Hong Kong.

2. Domain name

Domain name: "**circus-belgium.be**"

Registered on: May 15, 2025

hereafter referred to as "the Domain name".

3. Procedural history

On December 8, 2025 the Complainant filed a complaint with the Belgian Centre for Arbitration and Mediation (CEPANI, hereafter referred to as the "Centre") concerning the Domain name, pursuant to the Cepani Rules for domain name dispute resolution and the Dispute resolution policy of DNS BE (Article 10 of the Terms and conditions for domain name registrations under the ".be" domain operated by DNS Belgium ASBL, hereafter "DNS.BE").

The Complaint was filed in English pursuant to Article 12 of the Cepani Rules for domain name dispute resolution.

The Complainant requests that the Domain name be transferred in its favour.

The Complaint was notified by CEPANI to the Domain name holder who was invited to submit a response. The Domain name holder did not submit a response to CEPANI.

On January 13, 2026, the Third-Party Decider sent the statement of independence to the CEPANI.

Mr. Emmanuel Cornu was appointed on January 16, 2026 by the Centre as the Third-Party Decider to settle the dispute pursuant to Article 7.2 of the Cepani Rules for domain name dispute resolution.

The Centre also informed the Third-Party Decider that the deliberations would be closed by January 23, 2026 and that the decision needed to be filed by February 6, 2026. Both the Complainant and the Domain name holder were informed of the aforementioned appointment and deadlines.

On January 23, 2026, pursuant to Article 13 of the CEPANI Rules for domain name dispute resolution, the deliberations were closed.

The Third-Party Decider's decision is issued according to:

- the Complaint dated December 8, 2025 and annexed documents;
- the Rules of the Belgian Centre for Arbitration and Mediation for domain name dispute resolution (hereafter "Cepani Rules");
- the "Terms and conditions of domain name registrations under the ".be" domain operated by DNS", entitled "Dispute Resolution Policy" (hereafter "the Policy").

4. Factual information

1. The Complainant is a Belgian company named "Gambling Management S.A.".
2. The Complainant is a licensee of Circus Belgium S.A, a company incorporated under Belgian law, having its registered office at Rue des Guillemins 129, 4000 Liège, Belgium, registered with the Belgian Banque-Carrefour des Entreprises under the number 0451.000.609 (Annex 11 of the Complainant).
3. Circus Belgium S.A. is the owner of various figurative trademarks containing the element "CIRCUS", usually registered for goods and services in classes 9, 28 and 41. These "CIRCUS" trademarks are registered, among others, in the EU, Canada, Uruguay, United Kingdom, Benelux, Brazil, Serbia, Switzerland, Colombia, Peru and France.
4. Circus Belgium S.A. has granted to the Complainant a non-exclusive licence to use some "CIRCUS" trademarks for the purpose of operating an online casino website under the domain name circus-casino.be and related promotional activities (Annex 11 of the Complainant).

The said licence has been granted for the territory of Benelux and for the following two EU trademarks (Annex 11 of the Complainant):

- EU figurative trademark n°018025773, registered for goods and services in classes 9, 28 and 41, such as, *inter alia*, casino facilities [gambling] (Providing -), games of chance and sports betting services:



- EU figurative trademark n°018544938, registered for goods and services in classes 9, 28 and 41, such as, *inter alia*, casino, gaming and gambling services, and sports betting services:



5. Circus Belgium S.A. is also the owner of the following Benelux trademarks :

 Benelux data last updated on: 06/12/2025	<u>CIRCUS</u> Designated territory BE, BX, LU, NL Registration number 1504972 Goods and Services 9, 28, 41 Applicant name CIRCUS BELGIUM S.A.	Application date 23-05-2024 Registration date 24-05-2024
 Benelux data last updated on: 06/12/2025	<u>CIRCUS</u> Designated territory LU, BX, NL, BE Registration number 1409860 Goods and Services 9, 28, 37, 41, 42 Applicant name CIRCUS BELGIUM S.A.	Application date 21-01-2020 Registration date 25-04-2020
 Benelux data last updated on: 06/12/2025	<u>CIRCUS GRAND CASINO NAMUR</u> Designated territory BE, BX, LU, NL Registration number 1006473 Goods and Services 9, 28, 41 Applicant name CIRCUS BELGIUM S.A.	Application date 21-11-2016 Registration date 23-02-2017

The Complainant submits neither any licence nor any evidence establishing that these Benelux trademarks have been licensed to it. The "Unilateral Statement" filed by the Complainant as Annex 11 concerns only the two aforementioned EU trademarks n°018025773 and n°018544938.

6. The Complainant is the registrant and operator of the online casino website "circus-casino.be".

The Domain name "circus-casino.be" has been registered since January 21, 2010 (Annex 10 of the Complainant).

7. The Complainant declares that the Belgian gambling website circus-casino.be it operates is the online extension of the physical "Casino de Namur".

8. The Complainant is the owner of the A+ licence, allowing it to offer casino games online to players in Belgium.

Its licence number is 20635.

9. Other domain names such as <https://www.circus.nl/en>, <https://www.circus.be/en>, <https://www.circuscasino.fr>, <https://www.circus-sport.be> are also used and registered. These domain names are not owned by the Complainant.

10. The disputed domain name is **circus-belgium.be** and was registered on May 15, 2025 by the Domain name holder.

The website associated with the Domain Name "circus-belgium.be" appears as follows (Annex 6 of the Complainant):

https://circus-belgium.be/ 8 décembre 2025 à 12:41 UTC+1

Bonus De Boost

Boost Bonus Circus De 1000 %

S'inscrire →

Circus Casino

Bienvenue sur Circus Casino, la plateforme incontournable pour les amateurs de jeux d'argent en ligne. Avec plus de 1500 jeux différents, Casino propose une sélection variée de machines à sous, jeux de table et live casino, accessible en euro (EUR). Profitez d'un bonus de bienvenue jusqu'à 250 € et 250 free spins dès votre première inscription. Casino Circus détient une licence officielle de la Commission des Jeux de Hasard de Belgique, garantissant un environnement sécurisé et fiable à tous ses joueurs.

Bonus Du Circus Casino

Circus Casino propose aux joueurs belges une variété de promotions et de tournois, conformes à la réglementation locale. Bien que les bonus de bienvenue soient interdits en Belgique depuis mars 2020, Circus Casino offre des alternatives attractives, telles que des boosts de gains et des compétitions régulières. Voici un aperçu des promotions disponibles :

Promotion	Description	Conditions
Boost Circus 1000 %	Augmentation des gains sur des jeux sélectionnés	Disponible pour tous les joueurs
Tournois quotidiens	Compétitions avec des prix en espèces et des récompenses	Participation via les jeux éligibles
Cash Drops	Récompenses aléatoires pendant le jeu	Actif sur certains jeux
Programme de fidélité	Accumulation de points échangeables contre des avantages	Inscription automatique après la création du compte

Ces promotions sont conçues pour offrir une expérience de jeu enrichissante tout en respectant les réglementations belges. Pour plus d'informations, veuillez consulter le site officiel de Circus Casino.

Circus Casino Logiciel

Circus Casino utilise une plateforme technique fiable, compatible avec tous les appareils et régulièrement mise à jour pour garantir la sécurité et la fluidité du jeu. Nous collaborons avec des fournisseurs renommés tels qu'Evolution, NetEnt et Gaming1, notre partenaire exclusif qui développe des jeux disponibles uniquement sur Circus Casino. Cette diversité permet d'offrir un catalogue varié, comprenant aussi bien des machines à sous populaires que des jeux en direct innovants, pour répondre à toutes les préférences de nos joueurs.

PRAGMATIC PLAY

BETSOFT

Galaxysys

GAMING1

NETENT

NEXTGEN CASINO

NOVOMATIC

PLAY'N GO

Circus Casino Inscription

Pour créer un compte chez Circus Casino, suivez les étapes suivantes :

1. Accédez au site officiel de Circus Casino et cliquez sur le bouton " S'inscrire ".
2. Remplissez le formulaire d'inscription en fournissant vos informations personnelles : nom, prénom, date de naissance, adresse e-mail, adresse postale et numéro de téléphone.
3. Choisissez un nom d'utilisateur et un mot de passe sécurisé.
4. Acceptez les conditions générales d'utilisation en cochant la case correspondante.
5. Validez votre inscription en cliquant sur le lien de confirmation envoyé à votre adresse e-mail.
6. Pour finaliser la création de votre compte, vous devrez fournir une copie d'une pièce d'identité valide (carte d'identité ou passeport) et, si nécessaire, un justificatif de domicile.



Une fois ces étapes complétées, votre compte sera activé et vous pourrez commencer à jouer sur la plateforme.

Circus Casino Méthodes De Paiement

Circus Casino propose aux joueurs belges une gamme étendue de méthodes de paiement sécurisées pour les dépôts et les retraits. Les options disponibles incluent des cartes bancaires, des portefeuilles électroniques, des cartes prépayées et des virements bancaires. Les délais de traitement varient selon la méthode choisie, avec des transactions instantanées pour les portefeuilles électroniques et des délais de 3 à 5 jours ouvrables pour les virements bancaires. Les joueurs sont encouragés à consulter la section " Caisse " de leur compte Circus pour obtenir des informations spécifiques sur les options de paiement disponibles.



Visa	10 €	Oui
Mastercard	10 €	Oui
Bancontact	10 €	Non
Skrill	10 €	Oui

Circus Casino En Bref

Histoire de Circus Casino

Circus Casino, lancé en 2011 par Gaming1 (groupe Ardent), détient une licence officielle belge. La plateforme s'est rapidement imposée en Belgique grâce à son respect strict de la réglementation et à une offre adaptée, ce qui lui a permis de fidéliser un large public local.

Politique de confidentialité et protection des données

Chez Circus Casino, toutes les données personnelles sont stockées sur des serveurs sécurisés et protégés par cryptage SSL. Elles sont utilisées uniquement pour la gestion des comptes et le respect des obligations légales, et ne sont partagées qu'avec des partenaires soumis aux mêmes exigences de sécurité.



Circus Casino Jeu Responsable

Chez Circus Casino, la protection des joueurs et la promotion du jeu responsable sont essentielles. La plateforme permet aux utilisateurs de fixer des limites personnalisées sur les dépôts, les mises ou les pertes, ainsi que de recourir à l'auto-exclusion temporaire ou définitive directement via leur espace personnel. Circus Casino guide aussi les joueurs vers des organismes spécialisés tels que la Commission des jeux de hasard ou SOS Joueurs, qui apportent écoute et assistance en toute confidentialité. En outre, la conformité de la plateforme avec la législation belge garantit le respect des normes de sécurité et la délivrance de toutes les certifications nécessaires. Grâce à cette approche proactive, chaque joueur bénéficie d'un environnement sûr, transparent et respectueux, pensé pour le bien-être et la tranquillité d'esprit.



FAQ

Qu'est-Ce Que Circus Casino ?

Comment S'inscrire Sur Circus Casino ?

Quels Moyens De Paiement Puis-Je Utiliser ?

Existe-T-il Un Bonus De Bienvenue ?

Puis-Je Jouer Sur Mobile ?

© 2025 circus-belgium.be. Tous droits réservés. Circus Casino est exploité par Gambling Management NV (numéro d'entreprise BE 0859.984.677), dont le siège social est situé Rue des Guillemins 129, 4000 Liège, Belgique. L'opérateur détient les licences A et A+ n° 20635, délivrées par la Commission des Jeux de Hasard de Belgique. La participation est uniquement autorisée aux personnes âgées de 21 ans et plus. Jouez de manière responsable.

VISA  PayPal  CASH 

support@circus-belgium.be



5. Position of the parties

5.1. Position of the Complainant

11. The Complainant argues in its complaint that the conditions of Article 10(1)(b) of the Policy are met since:

- the domain name is identical or confusingly similar to a trademark, a trade name, a registered name or a company name, a geographical designation, a name of origin, a designation of source, a personal name or a geographical entity in which the complainant has rights;
- the domain name holder has no rights or legitimate interests in the domain name;
- the domain name was registered or is being used in bad faith.

Accordingly, the Complainant requests that the domain name "circus-belgium.be" be transferred to the Complainant.

5.2. Position of the Domain name holder

12. The Domain name holder did not file a response in the course of the proceedings.

6. Discussion and findings

13. Pursuant to Article 16(1) of the Cepani Rules for domain name dispute resolution, the Third-party decider shall rule on domain name disputes with due regard for the Policy and the Cepani Rules for domain name dispute resolutions.

Pursuant to Article 10(b)(1) of the Terms and conditions for .be domain name registrations operated by DNS.BE, the Complainant must provide evidence of the following:

- *“the registrant's domain name is identical or confusingly similar to a trademark, a trade name, a social name or corporation name, a geographical designation, a name of origin, a designation of source, a personal name or name of a geographical entity in which the Complainant has rights; and*
- *the registrant has no rights or legitimate interests in the domain name; and*
- *the registrant's domain name has been registered or is being used in bad faith.”*

6.1. Identity or confusing similarity

(a) As to the existence of prior rights

14. According to Article 10(b)(1)(i) of the Policy, the Complainant must establish that the contested domain name is identical or confusingly similar to a trademark, a trade name, a registered name or a company name, a geographical designation, a name of origin, a designation of source, a personal name or name of a geographical entity in which the Complainant holds rights.

15. The Complainant is not the owner of any trademark.

The Complainant asserts that it is the licensee of Circus Belgium S.A., and that this licence covers the following two EU trademarks (Annex 11 of the Complainant):

- EU figurative trademark n°018025773, registered for goods and services in classes 9, 28 and 41:



CIRCUS
 Designated territory: DE, BE, FI, PT, BG, DK, LT, LU, HR, LV, FR, HU, SE, SI, BX, SK, IE, EE, MT, EM, GR, IT, ES, AT, CY, CZ, PL, RO, NL
 Registration number: 018025773
 Goods and Services: 9, 28, 41
 Applicant name: CIRCUS BELGIUM S.A.

Application date 13-05-2019
 Registration date 20-10-2020

EUIPO data last updated on:
 06/12/2025

- EU figurative trademark n°018544938, registered for goods and services in classes 9, 28 and 41:



Designated territory: DE, BE, FI, PT, BG, DK, LT, LU, HR, LV, FR, HU, SE, SI, BX, SK, IE, EE, MT, EM, GR, IT, ES, AT, CY, CZ, PL, RO, NL
 Registration number: 018544938
 Goods and Services: 9, 28, 41
 Applicant name: CIRCUS BELGIUM S.A.

Application date 01-09-2021
 Registration date 10-03-2022

EUIPO data last updated on:
 06/12/2025

16. To establish the existence of such licence, the Complainant produces a "Unilateral Statement" made by Circus Belgium S.A. (Annex 11 of the Complainant).

17. Under EU law, and more specifically under Regulation (EU) 2017/1001 of the European Parliament and of the Council of 14 June 2017 on the European Union trade mark, the licensee may bring proceedings for infringement of an EU trademark only if its proprietor consents thereto (Article 25(3) of Regulation 2017/1001).

However, a licence concerning an EU trade mark shall have effects against third parties in all the Member States only after entry in the Register (Article 27(1) of Regulation 2017/1001).

18. In the present case, the licence has not been recorded. However, in accordance with the case-law of the Court of Justice, the absence of such registration does not prevent the licensee from bringing infringement proceedings (CJEU, 4 February 2016, C-163/15, Hassan, point 26).

It is nevertheless required that the licensee has been duly authorised to initiate infringement proceedings (Article 25(3) of Regulation 2017/1001).

The Complainant has submitted no authorisation by which the trademark owner empowers it to bring infringement proceedings on the basis of the two EU figurative trademarks n°018025773 and n°018544938 in accordance with Article 25(3) of Regulation 2017/1001.

19. The same principles apply under Benelux law.

Article 2.32(4) of the Benelux Convention on Intellectual Property provides that the licensee may bring proceedings for infringement of a Benelux trademark only if its proprietor consents thereto.

A licence relating to a Benelux trademark shall become opposable against third parties only after recordal of an extract from the document establishing this or a corresponding declaration signed by the parties involved in the manner specified by the implementing regulations and following payment of the fees due (Article 2.33 of the Benelux Convention on Intellectual Property). However, as already mentioned, the absence of such registration does not prevent the licensee from bringing infringement proceedings (CJEU, 4 February 2016, C-163/15, Hassan, point 26).

20. The Complainant has submitted neither any licence agreement nor any declaration from the trademark owner nor any evidence establishing that Circus S.A.'s Benelux trademarks have been licensed to it. The "Unilateral Agreement" filed by the Complainant as Annex 11 does not refer to these Benelux trademarks.

21. Furthermore, the Complainant has submitted no authorisation by which Circus S.A. empowers it to bring infringement proceedings on the basis of any of Circus S.A.'s Benelux trademarks.

22. Accordingly, the Complainant's claim, insofar as it is based on trademark law, is unfounded.

23. The Complainant is the owner of the domain name "circus-casino.be", registered since January 21, 2010 (Annex 10 of the Complainant).

The Complainant uses this domain name to offer online casino services under the name "Circus" (Annex 4 of the Complainant).

The Complainant therefore also uses the name "circus" as a trade name.

24. The right to a trade name is protected by the Paris Convention for the Protection of Industrial Property dated March 20th, 1883. Article 8 of this Convention states in fact that "*a trade name shall be protected in all the countries of the Union without the obligation of filing or registration, whether or not it forms part of a trademark*". In Belgium, the protection of a trade name is acquired merely through public, visible and constant use¹, without any formal obligation.

Once acquired, the protection of the trade name is to be found in the Belgian Code of Economic Law, more precisely in its Article VI.104 prohibiting "*every act contrary to the honest market practice by which a company violates or can violate the professional interests of one or several other companies*" (free translation).

In this respect, the Complainant's rights in its trade name do not seem to be questionable in the present case, and the Third-Party Decider therefore regards them as valid.

(b) As to the identity and the risk of confusion

25. According to established case law, the likelihood of confusion is established on the basis of a comparison in *abstracto* of the signs at issue (see for example CEPANI, nr. 44106; CEPANI, nr. 44334, "thomann.be").

26. The Third-Party Decider finds the Domain name "circus-belgium.be" to be confusingly similar to the trade name "Circus".

Firstly, both the Domain name "circus-belgium.be" and the trade name "circus" contain the element "circus", which constitutes the dominant element of both signs.

¹ Van Ryn and Heenen, « *Principes de droit commercial* », t. I, 2nd ed., p. 173 ; D. Dessard, « *Nom commercial et enseigne belge* » in « *Les droits intellectuels* », excerpt of the notarial directory, 2nd ed., Larcier, 2013, p. 224 ; P. Maeyaert, « *De bescherming van de handelsnaam en de vennootschapsnaam in België* », Larcier, 2006, n° 53.

Secondly, the term “belgium” in the disputed Domain name is devoid of distinctive character, as it is merely a geographical reference whose function is, at most, to establish a geographical link between Belgium, on the one hand, and the entity using the domain name or its activities, on the other hand.

The addition of the term “Belgium” is likely to lead internet users to believe that the Domain name is operated by a local branch or an affiliate of the Complainant. This is particularly the case since the online casino services offered by the Complainant are exclusively directed to people located in Belgium.

Thirdly, the element “circus” is placed at the beginning of the Domain name, which reinforces its dominant and distinctive character.

Fourthly, according to the well-established case law of Cepani, the suffix “.be” may be disregarded for the assessment of the identity or confusing similarity of the Domain name (see for example CEPANI, case nr. 444166).

27. The Third-Party Decider therefore finds that the Domain name “circus-belgium.be” is confusingly similar to the trade name “Circus”.

The Third-Party Decider concludes that the first condition of the Article 10(b) of the Policy is met.

6.2. Rights and legitimate interests of the domain name holder

28. According to Article 10(b)(1)(ii) of the Policy, the Complainant must establish that the Domain name holder has no rights or legitimate interests in the disputed Domain name.

29. The Complainant submits that the Domain name holder has no rights or legitimate interests in the Domain name.

30. The Domain name holder did not submit any response and accordingly did not allege having any rights or legitimate interests in the domain name.

31. The Domain name was registered on May 15, 2025. At that time, the Complainant was already using its trade name “circus” in Belgium.

32. The Third-Party Decider has received no evidence showing that, prior to any notice of the dispute, the Domain name holder used the Domain name or a name corresponding to the Domain name in connection with a *bona fide* offering of goods or services, or that the Domain name holder made demonstrable preparations for such use.

33. Considering the difficulty of proving such a negative fact (“*negativa non sunt probanda*”), the burden of proof that the domain name holder has no rights or

legitimate interests to the domain name is considered to be satisfied when, taking into account all the facts of the case, the complainant can credibly state that it is unaware of any reason or circumstance which could be indicative of such a right or legitimate interest (W.I.P.O., D2001- 1020, “pokemonplanet.com”; CEPANI, nr. 44071, “hrs.be”; nr. 44059, “brabant-wallon.be”; nr. 44013, “smirnoff.be”; see also CEPANI, nr. 4038, 4064, 4030, 4013, 44334, 44387 and 44419).

As the case at hand concerns the operation of strictly regulated casino activities, it is relevant that to run an online casino in Belgium, any business operator must obtain a license from the Belgian Gaming Commission. The Domain name holder does not appear on the list of licensed operators. Hence, it cannot legally operate either offline or online gambling activities targeted at Belgian consumers (see page 10 of the complaint).

Furthermore, the Complainant emphasises that the website associated to the disputed Domain name “circus-belgium.be” is a visual copy of the Complainant’s website “circus-casino.be” (Annex 6 of the Complainant). The Complainant adds that when users attempt to access the games offered on circus-belgium.be, they are redirected to a third-party gambling website named “malinacasino25.com /” operated by an undertaking with no link to the Complainant.

Finally, there is no apparent connection between the Domain name holder’s name and the Domain name. The Domain name holder is not known and seems to have never been known under the terms “Circus-Belgium”.

34. Taking into account the above, it is credible to consider that there are no reasons or circumstances that are indicative of any rights or legitimate interests in the domain name by the Domain name holder.

35. The Third-Party Decider therefore considers that the Domain name holder has no rights or legitimate interests in the Domain name.

The second condition of the Article 10(b) of the Policy is therefore met.

6.3. *Registration in bad faith*

36. Bad faith is to be construed as the knowledge (proven as having been actual or having taken place with a reasonable certainty of evidence in the circumstances) by the domain name holder that a third party (the complainant) enjoyed a factual or legal situation previous to, and conflicting with, the disputed registration or use (CEPANI, nr. 44436, “bollorelogistics.be”).

37. It should first be noted that the notion of bad faith is a broad notion and that in CEPANI case law, it is sufficient that the domain name has been registered in bad faith or is being used in bad faith, these two criteria being non-cumulative (CEPANI, nr. 44046, “zodiac.be”).

38. Bad faith may never be presumed but must be reasonably proven. This principle was settled by Cepani case law (see CEPANI, cases nr. 4049, 4067, 44150 and 44309).

39. Case law also reiterated the principle that one may not deduce bad faith from the mere fact that a domain name holder does not file a response (see CEPANI nr. 4045, 4053, 44309 ;44387 and 44419). However, although not being in itself sufficient evidence for bad faith, the absence of a response, in combination with other elements, may nevertheless serve as a circumstantial evidence for establishing a domain name holder's bad faith.

40. Bad faith can be proven by any means, including presumptions and circumstances that indicate, with a reasonable degree of certainty, that the domain name holder knew, or ought to know, the Complainant's trade name, as well as its trademark and nevertheless registered the Domain name.

41. The Complainant alleges that the "Circus" trademarks owned by its licensor enjoy a reputation in Belgium for online casino services, and that the Domain Name Holder could not have been unaware of this.

42. As already stated, the Complainant's claim, insofar as it is based on trademark law, is unfounded.

43. In any event, the Complainant has not provided evidence establishing that the "Circus" trademarks or the "Circus" trade name enjoy any reputation.

44. However, the Domain name holder could not reasonably ignore that the Complainant was at least using the term "Circus" as a trade name.

In the case at hand, the disputed Domain Name ending with ".be" indicates that it is intended to be used for Belgium-related activities. The Domain name holder should reasonably have been aware of the Complainant's existence and prior rights in Belgium, given its official status as a government-authorized operator for online casino services.

In fact, a simple search of the term on popular search engine directly refers to the website of the Complainant.

45. Furthermore, the website associated to the disputed Domain name is a reproduction of the Complainant's website (Annex 6 of the Complainant).

Even the legal information of the Complainant are reproduced on the website associated to the disputed Domain name.

46. In addition, when users attempt to access the games offered on *circus-belgium.be*, they are (at the time the complaint was filed) redirected to a third-party gambling website named “*malinacasino25.com* /”.

The Complainant explains that “*Malinacasino25.com*” is a third-party gambling platform that does not hold the Belgian licences for offering casino services online.

47. The disputed Domain name “*circus-belgium.be*” has therefore been used to divert consumers to another website.

48. Considering that bad faith can be established on the basis of simple presumptions (CEPANI, 44067, “*rembostyling.be*”), it makes little doubt that the Domain name holder registered the disputed Domain name in bad faith, that is, with the knowledge of the existence of the use of the term “*circus*” by the Complainant for online casino services.

Moreover, it makes no doubt that the disputed Domain name was used in bad faith by the Domain name holder to attract, for commercial purposes, Internet users to another website, by creating confusion with the Complainant’s trade name. The use of a domain name to host a website containing links to webpages offering goods and services directly or indirectly related to the Complainant’s goods or services can be reasonably assumed to be a use in bad faith of the Domain name to obtain financial gain by unduly profiting the Complainant’s goodwill and reputation (CEPANI, 44383, “*instagram.be*”).

It results from the above that the domain name has been registered in bad faith.

49. The third condition of the Article 10(b) of the Policy is therefore met.

7. Decision

Consequently, pursuant to Article 10(e) of the Terms and conditions of domain name registrations under the ".be" domain operated by DNS BE, the Third-Party Decider hereby rules that the domain name registration for the "**circus-belgium.be**" domain name is to be transferred to the Complainant.

Brussels, 29 January 2026

DocuSigned by:

Emmanuel Cornu

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Emmanuel Cornu
The Third-Party Decider