Dear auDA Compliance Team,

Thank you for emailing us the outcome of the investigation regarding our complaint about the domain name ▮▮▮.com.au.

We request an internal review of the decision and also use our case for the .au Licensing Rules Review. We request to keep this submission confidential.

About our Business

▮▮▮ Pty Ltd is an Australian Proprietary Company. We develop digital health products such as web applications and software as medical devices, using clinical research and clinical trials. We have been using "▮▮▮" as the name for our company and business name since 2018.
Since 2018, we have been using the domain name "▮▮▮healthcare" for our online presence.

Re: Domain name: ▮▮▮.com.au
It appears that the domain name "▮▮▮.com.au" is used to refer to the business name ▮▮▮ Coordination, and we believe this domain name is used in accordance with the domain licensing rule set out in Article 2.4.4 under the Acronym category.

The use of the acronym " ▮▮▮ " as an online identifier for the business name " ▮▮▮ Coordination" by a business or company that is not related to us constitutes a misrepresentation of the business operations conducted by ▮▮▮ Pty Ltd, as well as those of ▮▮▮ Coordination.

Such use is misleading and deceptive to consumers and the general public, and gives rise to significant concerns in relation to consumer protection and fair trading obligations.

Accordingly, we request an internal review of the decision and seek that the registrant be prevented from using the domain name ▮▮▮.com.au.

Further, to prevent similar occurrences in the future, we request the introduction of domain name licensing rules that prohibit the registration or use of an acronym or synonym that exactly matches the name of an unrelated company, business, statutory body, or personal name.

Prior to the registration of a ".com.au" or ".au" domain name, a public search of the ASIC registers should be undertaken to determine whether an unrelated company or business is already operating under the same or an identical name.

Yours sincerely,
▮▮▮

Director, ▮▮▮ Pty Ltd

On Wed, Oct 8, 2025 at 10:10 AM auDA General <general@auda.org.au> wrote:

Dear ████████

auDA Case: ██████████████████████████████████

Domain Name(s): ☐ ████████.com.au

We refer to your complaint about the above domain name. The registrant has updated their Eligibility details for this domain. As they now meet the requirements under the .au Licensing Rules, the suspension has been lifted and the domain record updated.

Accordingly, there are no grounds for our further involvement in this matter and we will take no further action.

If you believe that the registrant is infringing your legal rights in the name, you may wish to lodge a complaint under the .au Dispute Resolution Policy (auDRP). Complaints under the auDRP involve a fee and are decided by an independent arbitrator. For more information about the auDRP please refer to our fact sheet: ☐
https://www.auda.org.au/au-domain-names/domain-name-help/resolving-disputes-au-fact-sheet

If you do not agree with our decision in this matter, you can request an internal review of the decision either by return email or via the complaint form on our website. You will need to tell us why you disagree with our decision and what remedy you are seeking.

Regards

auDA Compliance Team

.au Domain Administration Ltd (auDA)
T 1300 732 929
E general@auda.org.au
☐ http://www.auda.org.au

Please include the string ██████████████████████████████ in the body of all future correspondence with regards to this case. To do so, you may simply reply to this message.

--------------- Original Message ---------------
From: auDA General [general@auda.org.au]
Sent: 29/9/2025, 12:09 pm
To: ██████████████████████████
Subject: auDA Case: ██████████████████████████████████

Dear ████████,

auDA Case: ██████████████████████████████████

Domain Name(s): ☐ ████████.com.au

We refer to your complaint about the above domain name.

We have investigated your complaint and determined that the domain name registration is in breach of domain name rules: .au Domain Administration Rules: Licensing (.au Licensing Rules).

We have instructed the registrar of record to suspend the domain name. The suspension period is 30 days, after which the domain name will move to a 14 day cancellation period.

Once this 14 day period has expired, the domain name will be deleted and purged from the registry. It will become available for registration on a first come, first served basis by the public.

Information about when the domain name will become available for registration can be found on the registry website here: https://www.identitydigital.au/domain-name-drop-list when the domain name enters the cancellation period. Dates and times displayed are in UTC time.

Please note that while the domain name is in the suspension and cancellation periods, the registrant is able to provide further information to support their registration of the domain name. If the registrant can provide new information to demonstrate their compliance with the .au Licensing Rules, the domain name may be restored to them. We will notify you if this occurs.

Regards

auDA Compliance Team

.au Domain Administration Ltd (auDA)
T 1300 732 929
E general@auda.org.au
http://www.auda.org.au

Please include the string ███████████████████████ in the body of all future correspondence with regards to this case. To do so, you may simply reply to this message.

--------------- Original Message ---------------
From: auDA General [general@auda.org.au]
Sent: 10/9/2025, 2:20 pm
To: ████████████████████
Subject: auDA Case: ████████ ███████com.au [
███████████████████

Dear ████████,

auDA Case: ██████████████████████
Domain Name(s): ████████com.au

Thank you for contacting auDA with your enquiry. We administer the rules for .au domains in accordance with the .au Licensing Rules.

The above domain does not appear to currently meet the requirements under the .au Licensing Rules:

com.au and net.au Namespace

2.4.4 A Person applying for a Licence in the com.au and net.au Namespaces must be

1. a Commercial Entity; and
2. the domain name applied for must be:
    1. a Match of the Person's company, business, statutory or Personal name; or
    2. an Acronym of the Person's company, business, statutory or Personal name; or
    3. a Match of the Person's Australian Trade Mark; or
    4. a Match to or an Acronym of a name of a Related Australian Body Corporate or
    5. a Match or an Acronym of a name of:
        1. a partnership of which the Person is a partner;
        2. a trust of which the Person is a trustee; or
    6. a Match or Synonym of the name of:
        1. a Service that the Person provides;
        2. Goods that the Person sells (whether retail or wholesale);
        3. an event that the Person registers or sponsors;
        4. an activity that the Person facilitates, teaches or trains;
        5. premises which the Person operates

We will investigate your complaint regarding the above domain and provide an outcome within 28 days. If we need more time to complete our investigation, we will let you know.

If you have any questions, please do not hesitate to contact us via return email and we will be happy to assist.

Regards

auDA Compliance Team

.au Domain Administration Ltd (auDA)
T 1300 732 929
E general@auda.org.au
http://www.auda.org.au

Please include the string ▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮ in the body of all future correspondence with regards to this case. To do so, you may simply reply to this message.

Important Notices
Please do not remove the internal reference fields on email the subject line or body of the email message.

This email may contain information which is confidential and/or subject to legal