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9  
10 UNITED STATES DISTRICT COURT  
11 DISTRICT OF NEVADA

12 LAS VEGAS SANDS CORP., a Nevada  
13 corporation,

14 Plaintiff,

15 v.

16  
17 SANDCASH.COM, an unknown entity,

18 Defendant.  
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**COMPLAINT FOR DAMAGES AND  
INJUNCTIVE RELIEF**

- (1) Trademark Infringement  
under 15 U.S.C. § 1114
- (2) Cybersquatting  
under 15 U.S.C. § 1125(d)
- (3) Unfair Competition  
under 15 U.S.C. § 1125(a)
- (4) Trademark Dilution  
under 15 U.S.C. § 1125(c)
- (5) State Trademark Infringement under  
N.R.S. § 600.420
- (6) State Trademark Dilution under  
N.R.S. § 600.435
- (7) Common Law Trademark  
Infringement
- (8) Deceptive Trade Practices  
under N.R.S. § 598.0903, et seq.
- (9) Intentional Interference with  
Prospective Economic Advantage

28 For its complaint, LAS VEGAS SANDS CORP. ("LVSC") alleges as follows:

1 **NATURE OF THE CASE**

2 This is an action by Las Vegas Sands Corp. ("LVSC"), the owner of the famous SANDS  
3 trademark, against <SandCash.com>, which owns and operates a website purporting to be an  
4 official LVSC website. Las Vegas Sands Corp. asserts claims for trademark infringement,  
5 cybersquatting, unfair competition and trademark dilution under federal statutes, with pendent  
6 state and/or common law claims for trademark infringement, trademark dilution, deceptive trade  
7 practices, and intentional interference with prospective economic advantage. LVSC seeks  
8 damages, attorneys' fees, costs, and temporary, preliminary and permanent injunctive relief.

9 **JURISDICTION AND VENUE**

10 1. This Court has subject matter jurisdiction over this case pursuant to 28 U.S.C.  
11 §§ 1331 and 1338(a). This Court has supplemental jurisdiction over LVSC's state and common  
12 law claims pursuant to 28 U.S.C. § 1367(a).

13 2. This Court has personal jurisdiction over Defendant based upon the following: (a)  
14 Defendant operates an interactive website on the Internet that is accessible to residents of the  
15 State of Nevada; (b) Defendant's website is commercial in nature; (c) Defendant has committed  
16 tortious acts that it knew or should have known would cause injury to LVSC in the State of  
17 Nevada.

18 3. Venue is proper in the United States District Court for the District of Nevada  
19 under 28 U.S.C. §§ 1391(b) and 1391(d). Venue lies in the unofficial Southern division of this  
20 Court.

21 **PARTIES**

22 4. LVSC is a Nevada corporation that owns and operates resort hotels and casinos in  
23 the United States, Macau and Singapore.



24 5. Upon information and belief, SANDCASH.COM is an unknown entity through  
25 which the <SandCash.com> domain name was registered with Directi Internet Solutions Pvt Ltd.  
26 d/b/a/ PublicDomainRegistry.com, a domain name registrar, so as to hide the identity of the true  
27 registrant.



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**ALLEGATIONS COMMON TO ALL COUNTS**

6. Based on United States Patent and Trademark Office records, LVSC's predecessors-in-interest claimed first use of the SANDS mark for hotel resorts and casinos in 1952. The original Sands Hotel in Las Vegas, Nevada, became famous by attracting numerous celebrities and serving as the setting for several famous Hollywood films, including the original "Ocean's Eleven" movie. LVSC currently owns The Venetian and The Palazzo Resort Hotel Casinos and the Sands Expo and Convention Center in Las Vegas, Nevada; the Sands Bethlehem in Bethlehem, Pennsylvania; the Sands Macao, The Venetian Macao, the Four Seasons Hotel Macao and Sands Cotai Central in Macao; and the Marina Bay Sands in Singapore.

7. LVSC owns trademark rights in the SANDS mark, including United States trademark registrations for, among others:

Mark	U.S. Reg. No.	Goods and Services
SANDS	4042291	Hotel, restaurant, bar services, catering services, providing facilities for conventions, banquets, social functions, fund raising and special events.
SANDS	3850500	Casino services; gambling services; gaming services; entertainment services in the nature of boxing contests and art exhibition; arranging of seminars and conferences; educational demonstrations; rental of portable stages; rental of audio-visual equipment; preparation of special effects for trade show booths and exhibitions; entertainment, namely, lighting production.
	1209102	Entertainment Services-Namely, Providing Stage Show, Gambling and Casino Services.
	3838397	Casino services; gambling services; gaming services; Entertainment services in the nature of boxing contests and art exhibitions; arranging of seminars and conferences; educational demonstrations; rental of audio-visual equipment; rental of portable stages; rental of audio-visual equipment; preparation of special effects for trade show booths and exhibitions; entertainment, namely, lighting production.

1 2 3 4		3504043	Providing and rental of exhibition stands and booths including respective equipment; organizing exhibitions for commercial or advertising purposes; planning and conducting of trade fairs, exhibitions and presentations for economic or advertising purposes; consultation relating to trade fairs; rental of advertising space; rental of office machinery and equipment.
5 6 7		3930913	Providing convention facilities; Resort hotels
8 9	VENETIAN	2411454	Hotels, [ restaurants, ] hotel concierge services, bar services, [ security guard services, beauty salons, health spas, massage, ] catering services, providing facilities for conventions, banquets, social functions, fund raising, and special events.
10 11	PALAZZO	3958087	Provision of conference, exhibition and meeting facilities; providing convention facilities; providing facilities for exhibitions; catering services; hotel, bar, restaurant and catering services.
12 13 14	PALAZZO	2729637	Hotel services, namely, providing facilities for conventions, conferences, banquets, social functions, fund raising, and special events; and providing hotel lodging services.

15 LVSC also owns a Nevada state trademark registration for SANDS HOTEL & CASINO (Reg.  
16 No. TN00250422), as well as common law rights in the SANDS marks. (All the aforementioned  
17 marks are collectively referred to herein as the “SANDS Marks”.) These federal and state  
18 trademark registrations have not been abandoned, canceled, or revoked.

19 8. LVSC uses the SANDS mark in connection with advertising and promoting its  
20 properties in the United States and around the world.

21 9. LVSC has expended millions of dollars to promote and advertise the SANDS  
22 Marks in print and broadcast media, and on the Internet, including through various websites. Its  
23 primary website is located at <lasvegassands.com>. A true and accurate copy of the home page  
24 of “Las Vegas Sands” is attached hereto as Exhibit 1, and is incorporated herein by this  
25 reference.

26 10. Based on its federal and state trademark registrations and extensive use, LVSC  
27 owns the exclusive right to use the SANDS Marks in connection with hotel, casino and related  
28 services and goods in the United States.

1           11.     The SANDS Marks have become distinctive and famous in the United States and  
2 around the world for resort hotel and casino services.

3           12.     On or about April 8, 2012, Defendant registered the <SandCash.com> Internet  
4 domain name with Directi Internet Solutions Pvt Ltd. d/b/a/ PublicDomainRegistry.com, a  
5 domain name registrar. Defendant registered the domain name through a private registration  
6 service that conceals the identity of the Defendant from the public. The <SandCash.com>  
7 domain name incorporates a singular version of SANDS word mark, followed by the generic  
8 term "cash."

9           13.     Some time after registration on April 8, 2012, Defendant created a website by  
10 directly copying substantial portions of LVSC's official website at <lasvegassands.com>,  
11 including the home page and most of the interior pages (the "SandCash website"). Defendant's  
12 website is accessible at the <SandCash.com> domain name. A true and accurate copy of the  
13 SandCash website's home page is attached hereto as Exhibit 2, and is incorporated herein by this  
14 reference.

15           14.     The SandCash website copies many elements of LVSC's website, including use  
16 of some of the SANDS Marks, several photographs, artwork, and text. In addition, the layout of  
17 Defendant's SandCash website mirrors the layout of LVSC's website. The website uses the  
18 same font and distinctive sunburst design incorporated in the SANDS design marks. It also uses  
19 an interactive map of LVSC's properties taken directly from the <lasvegassands.com> website,  
20 and displays identical images of the Venetian, Palazzo, and other LVSC properties. The website  
21 uses the same headings as LVSC's website, labeled "Corporate Overview," "Our Properties,"  
22 and "Investor Relations." Under each of these headings, there are links to pages that contain  
23 content that is identical to the content on <lasvegassands.com>, including verbatim descriptions  
24 of LVSC's properties and information about LVSC's management team. As a result, the  
25 SandCash website creates the impression that it is an official LVSC website. True and accurate  
26 copies of LVSC's web pages and the corresponding web pages from <SandCash.com> are  
27 attached as Exhibit 3, and are incorporated herein by this reference.

28           15.     The SandCash website also lists LVSC's New York Stock Exchange Symbol and



1 includes a "Market Review" section that lists stock exchange and currency exchange  
2 information. *See* Ex. 2. The SandCash website also has an additional header, which cannot be  
3 found on the genuine LVSC website, entitled "Investment." Under this heading, there is  
4 information about an investment scheme that is unrelated to LVSC. True and accurate copies of  
5 these web pages are attached hereto as Exhibit 4, and are incorporated herein by this reference.

6 16. The SandCash website is in English and is aimed at and accessible within the  
7 United States, including to residents of the State of Nevada. There is a "Member Access"  
8 section of the home page that allows users to input a username and password. *See* Ex. 2. In  
9 addition, the SandCash website provides an email address (investor@SandCash.com) through  
10 which consumers can apparently contact the owner or operator of the SandCash website.

11 17. Upon information and belief, Defendant deliberately and knowingly chose to  
12 register a domain name that incorporates LVSC's SANDS Mark, because it enjoys decades of  
13 recognition, reputation, and goodwill.

14 18. Upon information and belief, Defendant intentionally copied content from  
15 LVSC's website in an effort to drive Internet traffic to the website at <SandCash.com> and  
16 mislead consumers into believing that the website is an official website of LVSC.

17 19. Upon information and belief, Defendant intends to defraud consumers into  
18 transferring money to Defendant based on the false representation that they are investing in  
19 LVSC.

20 20. Defendant has not registered and used the aforementioned domain name in good  
21 faith.

22 21. By registering and using a domain name containing LVSC's trademarks,  
23 Defendant was and is attempting to trade on the goodwill of LVSC.

24 22. By registering and using a domain name containing LVSC's trademarks,  
25 Defendant was and is creating or attempting to create an association between the  
26 <SanCash.com> domain name and LVSC.

27 23. By registering and using the <SandCash.com> domain name, Defendant was and  
28 is attempting to divert Internet traffic intended for LVSC's official website to the website at

1 <SandCash.com>.

2 **COUNT I**

3 (Trademark Infringement under  
4 the Lanham Act, 15 U.S.C. § 1114)

5 24. LVSC incorporates the allegations in the preceding paragraphs as if fully set forth  
6 herein.

7 25. Defendant has used and/or is using in commerce marks that are the same as or  
8 confusingly similar to the SANDS Marks.

9 26. Defendant's use in commerce of the SANDS Marks and/or marks confusingly  
10 similar to thereto for its services, and in the <SandCash.com> domain name and on the  
11 associated website, constitutes a reproduction, copying, counterfeiting, and colorable imitation of  
12 LVSC's trademarks in a manner that is likely to cause confusion or mistake or is likely to  
13 deceive consumers.

14 27. By using the SANDS Marks and/or marks confusingly similar thereto with the  
15 knowledge that LVSC owns and has used, and continues to use, its trademarks in the United  
16 States and around the world, Defendant has intended to cause confusion, cause mistake, or  
17 deceive consumers.

18 28. Defendant is using marks that are the same and/or confusingly similar to the  
19 SANDS Marks in connection with the sale, offering for sale, or advertising of services in a  
20 manner that is likely to cause confusion or mistake, or to deceive consumers as to an affiliation,  
21 connection, or association with LVSC, or as to the origin, sponsorship, or approval of  
22 Defendant's services or commercial activities by LVSC.

23 29. Defendant is also using marks that are the same and/or confusingly similar to the  
24 SANDS Marks in its respective registered domain names to cause initial interest confusion and  
25 divert Internet users away from LVSC's website located at <lasvegassands.com>.

26 30. Defendant's use of the SANDS Marks and/or marks confusingly similar thereto  
27 has created a likelihood of confusion among consumers who may falsely believe that  
28 Defendant's website is associated with LVSC or that LVSC sponsors or approves of Defendant's  
services or commercial activities.





39. As a direct and proximate result of such unfair competition, LVSC has suffered, and will continue to suffer, monetary loss and irreparable injury to its business, reputation, and goodwill.

**COUNT IV**

(Trademark Dilution under  
the Federal Trademark Dilution Act, 15 U.S.C. § 1125(c))

40. LVSC incorporates the allegations in the preceding paragraphs as if fully set forth herein.

41. LVSC's SANDS Marks are famous within the meaning of the Federal Trademark Dilution Act, as amended.

42. After the SANDS Marks became famous, Defendant began using marks that are the same as or similar to the SANDS Marks.

43. Defendant's use of marks that are the same as or similar to the SANDS Marks is likely to cause dilution by blurring or tarnishment of the SANDS Marks.

44. As a direct and proximate result of Defendant's dilution of LVSC's marks, LVSC has suffered, and will suffer, irreparable injury to its business, reputation, and goodwill.

**COUNT V**

(State Trademark Infringement  
under N.R.S. 600.420)

45. LVSC incorporates the allegations in the preceding paragraphs as if fully set forth herein.

46. Defendant has used and/or is using marks that are the same as or confusingly similar to the SANDS Marks.

47. Defendant's use in commerce of the SANDS Marks and/or marks confusingly similar thereto constitutes a reproduction, copying, counterfeiting, and colorable imitation of LVSC's trademarks in a manner that is likely to cause confusion or mistake or is likely to deceive consumers.

48. By using the SANDS Marks and/or marks confusingly similar thereto with the knowledge that LVSC owns and uses the SANDS Marks, Defendant has intended to cause confusion, cause mistake, or deceive consumers.



1 SANDS Marks or willfully intended to trade on the reputation of LVSC.

2 58. As a direct and proximate result of Defendant's dilution of the SANDS Marks,  
3 LVSC has suffered, and will suffer, irreparable injury to its business, reputation, and goodwill.

4  
5 **COUNT VII**

(Common Law Trademark Infringement)

6 59. LVSC incorporates the allegations in the preceding paragraphs as if fully set forth  
7 herein.

8 60. By virtue of having used and continuing to use the SANDS Marks, LVSC has  
9 acquired common law trademark rights in the SANDS Marks.

10 61. Defendant's use of marks the same and/or confusingly similar to the SANDS  
11 Marks infringes LVSC's common law rights in its SANDS Marks and is likely to cause  
12 confusion, mistake, or deception among consumers, who will believe that Defendant's website  
13 originates from, or is affiliated with or endorsed by LVSC, when, in fact, it is not.

14 62. As the direct and proximate result of Defendant's infringement of LVSC's  
15 common law trademark rights under Nevada and other common law, LVSC has suffered, and  
16 will continue to suffer, monetary damages and irreparable injury to its business, reputation, and  
17 goodwill.

18 **COUNT VIII**

(Deceptive Trade Practices  
19 under N.R.S. § 598.0915)

20 63. LVSC incorporates the allegations in the preceding paragraphs as if fully set forth  
21 herein.

22 64. Upon information and belief, in the course of conducting its business, Defendant  
23 knowingly made false representations as to an affiliation, connection and/or association with  
24 LVSC by using a mark identical and/or confusingly similar to the SANDS Marks and otherwise  
25 engaged in deceptive trade practices.

26 65. As the direct and proximate result of Defendant's deceptive conduct, LVSC has  
27 suffered, and will continue to suffer, monetary damages and irreparable injury to its business,  
28 reputation, and goodwill.

**COUNT IX**  
(Intentional Interference with  
Prospective Economic Advantage)

66. LVSC incorporates the allegations in the preceding paragraphs as if fully set forth herein.

67. Upon information and belief, at the time Defendant adopted and began using marks that are the same and/or confusingly similar to the SANDS Marks and since that time, Defendant knew and has known that LVSC is in the business of providing hotel and casino services, and advertises these services on the Internet using the SANDS Marks.

68. Upon information and belief, Defendant committed acts intended or designed to disrupt LVSC's prospective economic advantage arising from providing these services.

69. Defendant's actions have disrupted or are intended to disrupt LVSC's business by, among other things, diverting web users away from LVSC's website redirected from <lasvegassands.com> and to Defendant's domain name.

70. Defendant has no legal right, privilege or justification for its conduct.

71. As a direct and proximate result of Defendant's intentional interference with LVSC's prospective economic advantage, LVSC has suffered, and will continue to suffer, monetary damages and irreparable injury.

72. Based on the intentional, willful and malicious nature of Defendant's actions, LVSC is entitled to recover monetary damages, exemplary or punitive damages and reasonable attorneys' fees and costs incurred in connection with this action.

**PRAYER FOR RELIEF**

WHEREFORE, LVSC respectfully prays that the Court grant the following relief:

A. A temporary restraining order, preliminary and permanent injunction prohibiting Defendant, Defendant's respective officers, agents, servants, employees and/or all persons acting in concert or participation with Defendant, from: (1) using the SANDS Marks or confusingly similar variations thereof, alone or in combination with any other letters, words, letter strings, phrases or designs, in commerce or in connection with any business or for any purpose whatsoever (including, but not limited to, on websites, in domain names, in hidden text and

1 metatags); and (2) registering or trafficking in any domain names containing the SANDS Marks  
2 or confusingly similar variations thereof, alone or in combination with any other letters, words,  
3 phrases or designs;

4 B. A temporary restraining order, preliminary and permanent injunction requiring the  
5 current domain name registrar and/or registry to transfer the <SandCash.com> domain name  
6 registration to LVSC and the registrar of its choice;

7 C. An award of compensatory, consequential, statutory, and/or punitive damages to  
8 LVSC in an amount to be determined at trial;

9 D. An award of interest, costs and attorneys' fees incurred by LVSC in prosecuting  
10 this action; and

11 E. All other relief to which LVSC is entitled.

12 DATED: May 1, 2012.

13 Respectfully submitted,

14 LEWIS AND ROCA LLP

15  
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