

Suspected Typosquatting and Competitive Diversion

Preliminary matter assessment and evidence plan

The observed redirect is serious evidence of diversion. It is not, by itself, proof of who arranged it.

Executive assessment

CONFIRMED

A confusingly similar PopSockets domain returned a 301 redirect toward OhSnap.

LARGEST RISK

The redirect could change before the controller and transaction trail are preserved.

Recommended posture

Treat the matter as suspected typosquatting and competitive diversion. Preserve first. Attribute second. Let counsel choose the remedy lane after the evidence is secured.

Current limit: public evidence does not establish that OhSnap registered, controlled, funded, authorized, or knew about the domain.

Observed redirect

POINT-IN-TIME CAPTURE

2026-09-04 01:27 UTC · September 3 PT

ENTERED DOMAIN

poppsockets.com

HTTP 301

LOCATION HEADER

http://ohsnap.com

Additional current technical facts

A records

15.197.225.128
3.33.251.168

Registrar

GoDaddy.com, LLC

Public registrant

Domains By Proxy, LLC

This capture proves the response observed from one vantage at one time. Repeat collection is required.

Evidence boundary

Proposition	Present record	Status
Confusing similarity	The domain adds one “p” to the PopSockets name.	Confirmed
Competitive diversion	The captured response directed the request toward ohsnap.com.	Confirmed
Commercial benefit	A competitor may benefit from misdirected visitors.	Inference
Registrant identity	Public registration data identifies a privacy proxy, not the beneficial registrant.	Unknown
OhSnap control	No public record reviewed establishes domain or registrar-account control by OhSnap.	Unknown
Authorization or knowledge	No public record reviewed establishes instruction, payment, authorization, or knowledge.	Unknown
Consumer harm	Actual confusion, lost conversions, diverted sales, and support impact require company evidence.	Source needed

Legal characterization

PREFERRED FRAMING

Suspected typosquatting and intentional digital diversion

Why it fits

The name is a close misspelling of the mark, and the observed redirect points toward a competing commercial destination.

DO NOT LEAD WITH

Fraud

A fraud claim commonly requires a material misrepresentation, knowledge, intent, reliance, and damages. The redirect alone does not establish each element—or identify the responsible actor.

Counsel may still assess state unfair-competition or interference theories after jurisdiction, actors, conduct, and harm are established.

Federal legal theories

ACPA cybersquatting	Distinctive mark + confusing domain + bad-faith intent to profit	The statute identifies confusing diversion for commercial gain as a bad-faith consideration. Control remains critical.
Registered-mark infringement	Use in commerce likely to cause confusion, mistake, or deception	Counsel must assess ownership, use, likely confusion, defenses, and the responsible defendant.
False association	Use likely to confuse as to affiliation, connection, sponsorship, or approval	The redirect may create an association problem even if visitors ultimately see another brand.

ACPA “use” liability has a statutory control limitation: the person generally must be the registrant or an authorized licensee.

Remedy paths

Path	What it can do	Discovery	Principal advantage	Principal limit
Preservation + transfer	Secure records; seek transfer	Voluntary	Fast if cooperative	Notice may change routing
UDRP	Transfer or cancel domain	Limited	Focused administrative process	No damages; limited attribution
ACPA / Lanham Act	Injunction, transfer, damages	Formal	Can compel identity and payment records	Higher cost and pleading burden

Emergency relief is a separate decision: it requires verified facts, precise relief, notice analysis, and security under Rule 65.

ACPA statutory damages may be elected at \$1,000–\$100,000 per domain. That is a remedy framework, not a valuation of this matter.

Attribution proof ladder

1	Confusing similarity	OBSERVED
2	Competitive redirect	OBSERVED
3	Technical / commercial linkage	COLLECT
4	Registrant identity and control	PRIVATE RECORDS
5	Authorization, knowledge, or payment	DISCOVERY
6	Intent, confusion, and damages	PROOF

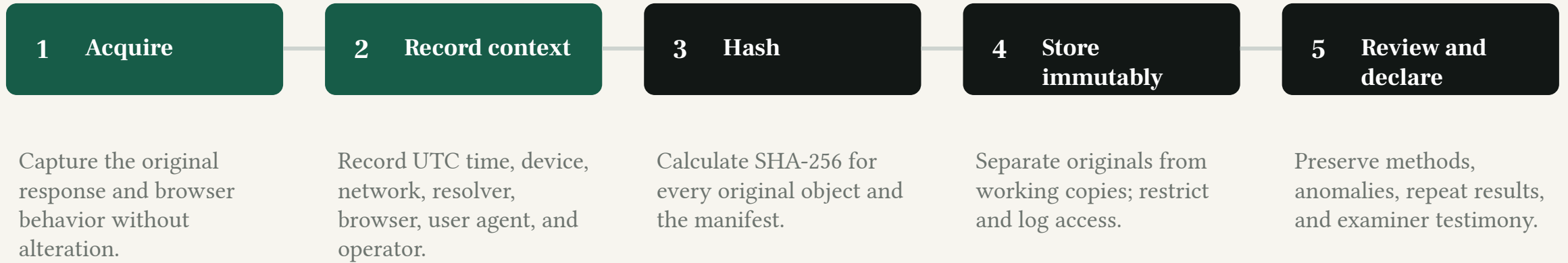
The case can be strong on diversion while remaining unresolved on sponsor attribution.

Evidence package

01	Redirect capture	Screen recording, screenshots, raw headers, HAR/WARC, DNS, TLS, user agent, and exact UTC time
02	Domain history	RDAP/WHOIS, passive DNS, nameserver changes, certificate transparency, archives, renewal history
03	Destination linkage	Every hop, parameters, cookies, affiliate IDs, analytics tags, pixels, and geographic variation
04	Consumer harm	Support tickets, declarations, mistyped visits, lost conversions, refunds, diverted sales, and costs
05	Control records	Registrar account, payment, hosting, affiliate, platform, analytics, communications, and server records
06	Counsel package	Chronology, exhibit index, declarations, attribution matrix, gap list, preservation letters, and remedy memo

Preserve favorable, unfavorable, and inconsistent results. Selective collection weakens credibility.

Authentication and chain of custody



Authentication proves what the capture is and how it was made. It does not prove who operated the domain.

First 48 hours

Window	Action	Output	Control
0-4 hours	Complete multi-protocol capture before contact	Hashed originals + manifest	Technical examiner
4-12 hours	Repeat from independent device, network, and region	Independent corroboration	Neutral examiner
12-24 hours	Issue internal hold; collect analytics and confusion evidence	Company evidence tranche	PopSockets legal
24-48 hours	Send counsel-approved preservation requests; select remedy lane	Preservation record + action decision	Lead counsel

Do not contact the registrant, registrar, or OhSnap until counsel confirms that the evidence set is complete and the notice sequence is appropriate.

Counsel decisions and evidence requests

Decisions

- Primary objective: stop the redirect, obtain the domain, identify the actor, recover damages—or sequence these goals
- Urgency and evidentiary basis for emergency relief
- UDRP, negotiated transfer, federal action, or staged escalation
- Authority to send preservation notices and pursue third-party records

Records requested from PopSockets

- 01 Trademark registrations and ownership records
- 02 Earliest discovery record and complete internal chronology
- 03 Customer reports, support tickets, and misdirected communications
- 04 Analytics for typo, referral, and anomalous destination traffic
- 05 Sales, conversion, refund, and support-impact evidence
- 06 Known contacts with OhSnap concerning domains, advertising, or affiliates

Immediate authorization requested: preserve the domain evidence and prepare a counsel-controlled acquisition plan.

Current technical record

HTTP response excerpt

```
captured_utc=2026-09-04T01:27:21Z
request=https://poppsockets.com/
HTTP/2 301
location: http://ohsnap.com
server: ip-10-124-4-39.us-west-2.compute.internal
x-request-id: db40e077-c9ed-4b13-9df0-024a3df189b6
```

Collection limit: this is one request from one vantage. The complete redirect chain was not preserved in this preliminary capture.

Registry / registrar record

REGISTRAR

GoDaddy.com, LLC

PUBLIC REGISTRANT

Domains By Proxy, LLC

REGISTERED

2019-02-12

EXPIRES

2027-02-12

NAMESERVERS

NS51 / NS52.DOMAINCONTROL.COM

A RECORDS

15.197.225.128 · 3.33.251.168

Authorities and source record

ACPA and false association	15 U.S.C. § 1125	law.cornell.edu/uscode/text/15/1125
Registered-mark infringement	15 U.S.C. § 1114	law.cornell.edu/uscode/text/15/1114
Injunctions	15 U.S.C. § 1116	law.cornell.edu/uscode/text/15/1116
Damages and ACPA statutory range	15 U.S.C. § 1117	law.cornell.edu/uscode/text/15/1117
Emergency relief	Federal Rule of Civil Procedure 65	law.cornell.edu/rules/frcp/rule_65
Authentication	Federal Rules of Evidence 901 and 902	law.cornell.edu/rules/fre/rule_901; /rule_902
Administrative domain remedy	ICANN UDRP	icann.org/resources/pages/udrp-2012-02-25-en
Typos and competitor redirects	WIPO Overview 3.0 §§ 1.9, 3.1.4	wipo.int/en/web/amc/domain-name-disputes/search/overview/index
Domain registration record	Verisign and GoDaddy RDAP	rdap.verisign.com; rdap.godaddy.com

This deck supports counsel review. It is not a final legal opinion, pleading, or attribution report.