

PROBLEMS RELATED TO ONLINE DATING

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Alex Vidal

Two web sites, that offer **online dating** services, have taken one another to Federal Court. Anastasia International accused EM Online Ltd. dba Elena's Models of brand offenses, fake marketing, indirect interference and unfair competition, in the New York City Federal Court. Anastasia employs the websites Anastasiadate and Anastasiadate.com for its webpage. EM Online is based in Australia.

"The Complainant offers an international online dating service which, for a fee, matches up men in the US with women found in the Russian Federation and Ukraine. New York City is actually a significant source of Anastasia's clients," the complaint states. "Elena's Models is actually a strong adversary of Anastasia. It manages the elenasmodels.com internet site and competes for the same prospective customers as Anastasia in the United States. By way of our analysis, it has become clear that 'anastasiadatefraud' and 'ruadventures.com' are both websites created by Elena's Models to place a stain on Anastasia's status. Both of these websites disguise the identity of their owners by using a proxy service. Despite this, they "coincidentally" redirect viewers to elenasmodels.com. These websites try to put Anastasia in a bad light by blaming the site of deception to its customers, due to the site "being a fraud", and after that endorses Elena's Models as an alternative. "The anastasiadatefraud.com website proposes to show extracts from e-mails authored by women with user profiles on Anastasiadate.com. The e-mails are all duplicated, and report that females shown on Anastasiadate.com aren't really women searching for love, according to anastasiadatefraud.com they're just girls who are paid to chat with men. The emails from these women are definitely fake, making these allegations false. Anastasiadate's clients are guaranteed that the women they're speaking with are 100% authentic women."

Elena's Models knows the claims it makes on anastasiadatefraud are not true, and had the emails written particularly to harm Anastasia's business, the complaint states. Quite unjustly, Elena's Models is using ruadventures.com to ward off any competition so that it can prosper at their expense. "The ruadventures.com website, whilst pretending to be an independently produced forum for the exchange of info about international **online dating** services, in reality is only choosing and publishing negative information about Elena's Models' competitors (including Anastasia) and reviews that are positive about Elena's Models service. Almost nothing about Anastasiadate is true on this website, since it is quite obvious that the details have been meddled with to shun a poor light on Anastasiadate," or so the accusation says.

Ruadventures.com has illicitly used aspects of Anastasia's copyrighted logo, according to Anastasia. "Using metatags using the Anastasiadate graphics, defend[ant] has situated the two websites in order that they appear at or on top of any web search for Anastasiadate," according to the complaint. Anastasia is seeking a preliminary and long term injunction, and treble and punitive damages. Yeskoo Hogan & Tamlyn's Richard C. Yeskoo is standing for the plaintiff.



Anastasiadate.com, checked Thursday, offers American males the "the world's most breathtaking women!" "You can't locate a superior dating service elsewhere," the internet site claims. The meta description is "your fastest way to a stack of responses, real and caring females, 24/7 customer support and security."

An anonymous writer, posting on anastasiadatefraud.com, claims to know every secret behind Anastasiadate. According to him, Anastasiadate hires girls who're paid to speak with the clients. He claims that he knows this because a woman he chatted with in Ukraine had told him how Anastasiadate works. Women are assured a lot of money and decent work hours, just by chatting and emailing American men, by a third party company attached to Anastasiadate. The requirements needed for such a "job" are: to be over 18 years and to be literate in English and in computers.

The author claims the woman he corresponded with advised him to join Elena's Models, calling it "a professional site."

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