



**SPRIBE**  
VIBRANT ENTERTAINMENT



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## **SPRIBE WINS UK COURT INJUNCTION AGAINST AVIATOR LLC TO PROTECT SPRIBE’S ICONIC AVIATOR CRASH GAME**

In a key ruling, on 1 August 2025 the UK High Court granted SPRIBE an interim injunction preventing a Georgian company, Aviator LLC, from launching or marketing its copycat crash game in the UK. The order was granted to protect SPRIBE’s award-winning Aviator game.

Speaking today, SPRIBE’s founder, David Natroshvili, said:

*“I am pleased that the highly respected UK Court supports our position and has granted an injunction preventing Aviator LLC from launching and promoting its copycat game. SPRIBE created the Aviator crash game in 2018 and is the sole owner of the game globally. We will continue to take all necessary steps globally to protect SPRIBE, our partners and players from any third parties who seek to undermine or infringe our rights.”*

### **Granting of UK High Court injunction**

SPRIBE obtained a UK gambling licence for its Aviator game in December 2020 and has been very successful in the UK market. A Georgian company, Aviator LLC, recently stated its intent to release a copycat game in the UK, also branded Aviator, and has engaged in promotional communications targeted at SPRIBE’s UK customers.

This copycat game is not authorised by SPRIBE. It blatantly infringes the copyright works which SPRIBE owns in its game and seeks to misappropriate the goodwill which SPRIBE has created in its Aviator brand. To prevent the clear risk of reputational and financial damage from any unlawful action by Aviator LLC, SPRIBE has sought, and now won, an interim injunction preventing Aviator LLC from launching or marketing its copycat game in the UK.

Throughout these proceedings and elsewhere, Aviator LLC has provided conflicting and contradictory evidence. At the hearing Aviator LLC sought to evade responsibility for this matter, including attempting to misdirect the UK Court by obscuring its role through the creation of a shifting network of licensing entities, denying previously stated plans to enter the UK market and refusing to provide key evidence. This led to Aviator LLC’s conduct being described by the Court as ‘childlike’ and ‘petulant’.

### **Further information relating to bad faith actions by Aviator LLC**

This activity by Aviator LLC forms part of a continuing chain of bad faith actions by Georgian businessman Temur Ugulava, who is behind Aviator LLC and a series of connected companies, aimed at exploiting the commercial success and international reputation of SPRIBE’s brand.

Unfounded and opportunistic claims were launched in the Georgian courts last year by Aviator LLC, seeking to expropriate – for the territory of Georgia only – the Aviator branding and logo used by SPRIBE. The flawed Georgian ruling followed an unusually rapid and procedurally flawed legal process in a jurisdiction where concerns around judicial independence and transparency have been widely documented.

SPRIBE continues firmly to reject these claims brought by Aviator LLC, which related solely to the use of a specific logo and branding in Georgia and did not concern ownership of the Aviator game itself. SPRIBE's trademarks remain valid and protected outside of Georgia, including in the EU and UK.

SPRIBE is aware that Aviator LLC and companies affiliated to it (such as Aviator Studio Group or AviGroup) have directly contacted SPRIBE customers, falsely claiming to be the owner of the intellectual property rights in the branding of SPRIBE's Aviator game, whilst at the same time promoting their own copycat version of it. These claims are bogus. The Aviator game, including its features, branding and intellectual property, are entirely created and owned by SPRIBE. SPRIBE will continue to take all necessary steps to defend its rights against any third parties who seek to undermine or infringe them.

Aviator LLC has also sought to use the flawed ruling in Georgia to launch spurious proceedings elsewhere. Such claims are without merit and will be vigorously defended.

## **NOTES TO EDITORS**

### **For media enquiries:**

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### **About SPRIBE**

SPRIBE is a leading developer of next-generation iGaming products, known for creating innovative and engaging games for online casinos. Its flagship game, Aviator, has redefined the crash game genre and is available across major regulated markets. Headquartered in Tallinn, SPRIBE operates globally, with offices in Ukraine, Poland, Estonia, and Georgia, working with gaming platforms and operators worldwide.

Created by SPRIBE in 2018, Aviator has been the number one crash game for more than five years and is tested and certified in more than 30 jurisdictions. It is played by more than 50 million players every month across around 5000 brands and partnered by respective industry powerhouses such as the UFC, WWE and AC Milan. SPRIBE is the sole owner of the Aviator game globally, with its IP protected throughout the world and owned exclusively by the company. Those rights include a number of trademark registrations for the game's logo.

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