It might depend on several things. Is the name IR registered anywhere? Does it have a copyright? I wonder what the laws are concerning using the name Red Cross or something like that.

A lot of the problem 'phishing' web sites are set up countries who don't prosecute the people who create them. Having a real IR website would not stop the problem, only give them something else to copy.

On the other hand, I suspect John would not hesitate to go after them using his own computer skills. He could either close the sites down or flood it with so many 'hits' or emails that the people couldn't get anything from it.