

**UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF FLORIDA  
CASE NO.**

LOUIS VUITTON MALLETIER,

Plaintiff,

vs.

THE INDIVIDUALS, PARTNERSHIPS AND  
UNINCORPORATED ASSOCIATIONS  
IDENTIFIED ON SCHEDULE “A,”

Defendants.

/

**COMPLAINT FOR DAMAGES AND INJUNCTIVE RELIEF**

Plaintiff, Louis Vuitton Malletier (“Plaintiff” or “Louis Vuitton”), hereby sues Defendants, the Individuals, Partnerships, and Unincorporated Associations identified on Schedule “A” hereto (collectively “Defendants”). Defendants are promoting, selling, offering for sale and distributing goods bearing counterfeits and confusingly similar imitations of Louis Vuitton’s trademarks within this district through various Internet based e-commerce stores operating under the seller identities set forth on Schedule “A” hereto (the “Seller IDs”). In support of its claims, Louis Vuitton alleges as follows:

**JURISDICTION AND VENUE**

1. This is an action for federal trademark counterfeiting and infringement, false designation of origin, common law unfair competition, and common law trademark infringement pursuant to 15 U.S.C. §§ 1114, 1116, and 1125(a), The All Writs Act, 28 U.S.C. § 1651(a), and Florida’s common law. Accordingly, this Court has subject matter jurisdiction over this action pursuant to 15 U.S.C. § 1121 and 28 U.S.C. §§ 1331 and 1338. This Court has supplemental jurisdiction pursuant to 28 U.S.C. § 1367 over Louis Vuitton’s state law claims because those claims are so related to the federal claims that they form part of the same case or controversy.

2. Defendants are subject to personal jurisdiction in this district, because they direct business activities toward and conduct business with consumers throughout the United States, including within the State of Florida and this district through at least the Internet based e-commerce stores accessible in Florida and operating under their Seller IDs.

3. Venue is proper in this Court pursuant to 28 U.S.C. § 1391 since Defendants are, upon information and belief, aliens who are engaged in infringing activities and causing harm within this district by advertising, offering to sell, selling, and/or shipping infringing products into this district.

#### **THE PLAINTIFF**

4. Louis Vuitton is a foreign business entity organized under the laws of the Republic of France with its principal place of business located at 2, rue du Pont-Neuf in Paris, France 75034. Louis Vuitton operates boutiques throughout the world, including within this district. Louis Vuitton is, in part, engaged in the business of manufacturing and distributing throughout the world, including within this district, a variety of high quality luxury goods under multiple world famous common law and federally registered trademarks, including those identified in Paragraph 15 below. Louis Vuitton offers for sale and sells its trademarked goods within the State of Florida, including this district, through its boutiques and online retail website. Defendants, through the sale and offer to sell of counterfeit and infringing Louis Vuitton branded products, are directly, and unfairly, competing with Louis Vuitton's economic interests in the State of Florida and causing Louis Vuitton harm and damage within this jurisdiction.

5. Like many other famous trademark owners, Louis Vuitton suffers ongoing daily and sustained violations of its trademark rights at the hands of counterfeiters and infringers, such as Defendants herein, who wrongfully reproduce and counterfeit Louis Vuitton's trademarks for

the twin purposes of (i) duping and confusing the consuming public and (ii) earning substantial profits across their e-commerce stores. The natural and intended byproduct of Defendants' actions is the erosion and destruction of the goodwill associated with the Louis Vuitton name and associated trademarks and the destruction of the legitimate market sector in which it operates.

6. In order to combat the indivisible harm caused by the combined actions of Defendants and others engaging in similar conduct, each year Louis Vuitton expends significant monetary resources in connection with trademark enforcement efforts, including legal fees, investigative fees, and support mechanisms for law enforcement. The exponential growth of counterfeiting over the Internet has created an environment that requires companies, such as Louis Vuitton, to expend significant time and money across a wide spectrum of efforts in order to protect both consumers and itself from the ill effects of confusion and the erosion of the goodwill connected to the Louis Vuitton brand.

### **THE DEFENDANTS**

7. Defendants are individuals and/or business entities of unknown makeup, each of whom, upon information and belief, either reside and/or operate in foreign jurisdictions, and/or redistribute products from the same or similar sources in those locations. Defendants have the capacity to be sued pursuant to Federal Rule of Civil Procedure 17(b). Defendants target their business activities toward consumers throughout the United States, including within this district, through the simultaneous operation of Internet based e-commerce stores via Internet marketplace websites under the Seller IDs.

8. Defendants use aliases in conjunction with the operation of their businesses.

9. Defendants are the past and present controlling forces behind the sale of products bearing counterfeits and infringements of Louis Vuitton's trademarks as described herein operating and using at least the Seller IDs.

10. Defendants directly engage in unfair competition with Louis Vuitton by advertising, offering for sale, and selling goods bearing counterfeits and infringements of one or more of Louis Vuitton's trademarks to consumers within the United States and this district through Internet based e-commerce stores using, at least, the Seller IDs, as well as additional names, e-commerce stores or seller identification aliases not yet known to Louis Vuitton. Defendants have purposefully directed some portion of their illegal activities towards consumers in the State of Florida through the advertisement, offer to sell, sale, and/or shipment of counterfeit and infringing Louis Vuitton branded goods into the State.

11. Defendants have registered, established or purchased, and maintained their Seller IDs. Defendants may have engaged in fraudulent conduct with respect to the registration of the Seller IDs by providing false and/or misleading information to the Internet based e-commerce platforms where they offer to sell and/or sell during the registration or maintenance process related to their respective Seller ID. Upon information and belief, many Defendants have registered and/or maintained their Seller IDs for the sole purpose of engaging in illegal counterfeiting activities.

12. Defendants will likely continue to register or acquire new seller identification aliases for the purpose of selling and offering for sale goods bearing counterfeit and confusingly similar imitations of one or more of Louis Vuitton's trademarks unless preliminarily and permanently enjoined.

13. Defendants use their Internet-based businesses to infringe the intellectual property rights of Louis Vuitton and others.

14. Defendants' business names, i.e., the Seller IDs, associated payment accounts, and any other alias seller identification names and e-commerce stores used in connection with the sale of counterfeit and infringing goods bearing one or more of Louis Vuitton's trademarks are essential components of Defendants' online activities and are one of the means by which Defendants further their counterfeiting and infringement scheme and cause harm to Louis Vuitton. Moreover, Defendants are using Louis Vuitton's famous brand name and trademarks to drive Internet consumer traffic to their e-commerce stores operating under the Seller IDs, thereby increasing the value of the Seller IDs and decreasing the size and value of Louis Vuitton's legitimate marketplace and intellectual property rights at Louis Vuitton's expense.

### **COMMON FACTUAL ALLEGATIONS**

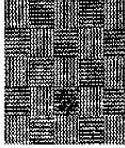
#### **Plaintiff's Business and Trademark Rights**

15. Louis Vuitton is the owner of all rights in and to the following trademarks, which are valid and registered on the Principal Register of the United States Patent and Trademark Office (collectively, the "Louis Vuitton Marks"):

<b>Trademark</b>	<b>Registration Number</b>	<b>Registration Date</b>	<b>Class(es) / Relevant Goods</b>
	0,297,594	September 20, 1932	IC 018: trunks, valises, traveling bags, satchels, hat boxes and shoe boxes used for luggage, hand bags, and pocketbooks.
LOUIS VUITTON	1,045,932	August 10, 1976	IC 018: luggage and ladies' handbags.
	1,519,828	January 10, 1989	IC 018: trunks, valises, traveling bags, satchels, hat boxes and shoe boxes used for luggage, hand bags, pocketbooks.
	1,794,905	September 28, 1993	IC 16: stationery, pads of stationery, calendars, indexes for articles made for travellers, notebooks, envelopes; writing

Trademark	Registration Number	Registration Date	Class(es) / Relevant Goods
			<p>paper, office requisites in the nature of writing pads, pencil holders, pen cases, pencil cases, nibs, nibs of gold, inkwells, inkstands.</p> <p>IC 25: clothing for men and women; namely belts, shawls, sashes, scarves; footwear <u>headgear</u>.</p>
	1,938,808	November 28, 1995	<p>IC 14: jewelry, watches and straps for wrist watches.</p> <p>IC 24: travel blankets made of textile.</p>
LOUIS VUITTON	1,990,760	August 6, 1996	<p>IC 014: watches and straps for wrist watches.</p> <p>IC 016: catalogues featuring luggage and travel accessories, bags, small leather goods, and garments; notebooks, anthologies, and pamphlets referring to travel; calendars; telephone indexes; fountain pens, ballpoint pens, nibs, covers for pocket and desk diaries, and checkbook holders.</p> <p>IC 018: trunks; traveling trunks; suitcases; traveling bags; luggage; garment bags for travel; hat boxes for travel; shoe bags for travel; umbrellas; animal carriers; rucksacks; haversacks; leather or textile shopping bags; beach bags; handbags; vanity cases sold empty; attache cases; tote bags, travel satchels; clutch bags; briefcases; wallets; pocket wallets; credit card cases; business card cases; bill and card holders; checkbook holders; key cases; change purses; briefcase-type portfolios.</p> <p>IC 024: travel blankets.</p> <p>IC 025: shirts; sweatshirts; polo shirts; T-shirts; headwear; jackets; ties; belts; shawls; scarves.</p>
	2,177,828	August 4, 1998	IC 014: goods made of precious metals, namely, shoe ornaments, ornamental pins;

Trademark	Registration Number	Registration Date	Class(es) / Relevant Goods
			<p>jewelry, namely, rings, ear rings, cufflinks, bracelets, charms, necklaces; horological instruments, straps for watches, watches and wrist-watches, and cases for watches.</p> <p>IC 018: goods made of leather or imitations of leather are not included in other classes, namely, boxes made from leather; trunks, valises, traveling bags, luggage for travel, garment bags for travel, vanity cases sold empty, rucksacks, hand bags, beach bags, shopping bags, shoulder bags, attache cases, briefcases, and fine leather goods, namely, pocket wallets, purses, leather key holders, business card cases, calling card cases, and credit card cases, umbrellas.</p> <p>IC 025: clothing and underwear, namely, shirts, waistcoats, raincoats, skirts, coats, pullovers, trousers, dresses, jackets, shawls, stoles, scarves, neckties, pocket squares, belts, shoes, boots, and sandals.</p>
	2,181,753	August 18, 1998	<p>IC 014: jewelry, namely, rings, ear rings, bracelets, charms, necklaces, horological instruments, straps for watches, watches, and wrist-watches, and cases for watches.</p> <p>IC 018: goods made of leather or imitations of leather are not included in other classes, namely, boxes made from leather; trunks, valises, traveling bags, luggage for travel, garment bags for travel, vanity cases sold empty, rucksacks, hand bags, beach bags, shopping bags, shoulder bags, attache cases, briefcases, and fine leather goods, namely, pocket wallets, purses, leather key holders, business card cases, calling card cases, credit card cases, and umbrellas.</p> <p>IC 025: clothing and underwear, namely, shirts, waistcoats, raincoats, skirts, coats,</p>

Trademark	Registration Number	Registration Date	Class(es) / Relevant Goods
			pullovers, trousers, dresses, jackets, shawls, stoles, scarves, neckties, pocket squares, belts, shoes, boots, and sandals.
	2,361,695	June 27, 2000	IC 025: Clothing, namely, sweaters, shirts, sweatshirts, polo shirts, t-shirts, suits, waistcoats, raincoats, skirts, coats, pullovers, trousers, dresses, jackets, shawls, stoles, scarves, neckties, pocket squares, pocket handkerchief squares for wear, gloves, ties, belts, bathing suits, shoes, boots and sandals, and hats.
 LOUIS VUITTON PARIS	2,378,388	August 22, 2000	IC 18: goods made of leather or imitations of leather not included in other classes, namely, boxes of leather principally used for travel purposes, trunks, valises, traveling bags, * traveling sets for containing cosmetics and jewelry, * handbags, beach bags, shopping bags, shoulder bags, brief cases, pouches, fine leather goods namely, pocket wallets, purses, key cases, business card cases, credit card cases.
	2,421,618	January 16, 2001	IC 18: goods made of leather or imitations of leather not included in other classes, namely, valises, traveling bags, * traveling sets for containing cosmetics, * shopping bags, shoulder bags, brief cases, pouches; fine leather goods, namely, pocket wallets, purses, key cases, business card cases, credit card cases.
	2,773,107	October 14, 2003	IC 014: jewelry including ((rings,)) ((earrings,)) cuff links, bracelets, ((charms,)) necklaces, ((and medallions;)) horological and chronometric instruments and apparatus, namely, watches.  IC 018: travel bags, travel bags made of leather; luggage trunks and valises, garment bags for travel, vanity-cases sold empty; rucksacks, shoulder bags, handbags; attache-cases, briefcases, drawstring pouches, pocket wallets, purses, umbrellas, business card cases made of leather or of imitation leather,

Trademark	Registration Number	Registration Date	Class(es) / Relevant Goods
			<p>credit card cases made of leather or of imitation leather; key holders made of leather or of imitation leather.</p> <p>IC 025: clothing, namely, ((shirts, T-shirts,)) belts, scarves, neck ties, shawls, ((skirts, )) raincoats, overcoats, ((trousers, jeans, pullovers, frocks, )) high-heeled shoes, low-heeled shoes, boots, tennis shoes; ((hats)).</p>
LOUIS VUITTON	2,904,197	November 23, 2004	<p>IC 014: [ Goods made of precious metals, alloys, or coated, namely, ornamental pins, ash trays for smokers, decorative boxes and jewelry boxes, jewelry cases and watch cases, powder compacts sold empty; ] jewelry, namely, rings, earrings, cuff links, bracelets, charms, [ brooches, ] necklaces, ((tie pins, and medallions; keyrings made of precious metal; )) [ buckles made of precious metal, namely, buckles for belts, buckles for clothing, buckles for scarves, buckles for hats, buckles for jewelry, buckles for shoes, buckles for bags, buckles for boxes, buckles for trunks, buckles for cases, buckles for purses, buckles for wallets, buckles for umbrellas, buckles for canes, buckles for clocks; ] horological and chronometric instruments, namely, watches, wrist-watches, ((clocks, )) [ chronographs, chronometers and ] ((alarm clocks; )) straps for wrist-watches and watch cases.</p>
	3,576,404	February 17, 2009	<p>IC 18: boxes of leather or imitation leather for packaging and carrying goods, trunks, suitcases, traveling sets comprised of matching luggage, traveling bags, luggage, garment bags for travel, ((vanity cases not fitted, )) toiletry cases sold empty, rucksacks, satchels, handbags, beach bags, leather shopping bags, sling bags, suit carriers, shoulder bags, waist bags, purses, travel cases, briefcases, briefcase-type portfolios, leather pouches,</p>

Trademark	Registration Number	Registration Date	Class(es) / Relevant Goods
			wallets, change purses, key cases, business card cases, calling card cases.
	4,192,541	August 21, 2012	<p>IC 003: soaps for personal use; perfumery; essential oils; cosmetics; creams for the hair, face, and body; lotions for the hair, face, and body; shower and bath gels; shower and bath preparations; shampoos; make-up preparations, namely, foundations, lipsticks, eye shadows, mascara, make-up powder, and nail polish.</p> <p>IC 009: sunglasses; spectacles; optical lenses; spectacle cases; telephones; mobile telephones; smart phones; PC tablets; personal digital assistants; MP3 players; accessories for telephones, mobile telephones, smart phones, PC tablets, personal digital assistants, and MP3 players, namely, hands-free kits for telephones, batteries, covers, housings, façades, chargers, hand straps, and neck straps.</p> <p>IC 014: jewelry; key rings of precious metal; tie pins; medallions; jewelry boxes; watches; watch bands; alarm clocks; cases for timepieces.</p> <p>IC 016: printed matter, namely, pamphlets, catalogs, and books in the field of travel, luggage, luxury goods, fashion, clothing, sports, the arts; publications, namely, brochures and booklets in the field of travel, luggage, luxury goods, fashion, clothing, sports, the arts; stationery; stationery articles, namely, note pads, writing books, drawing books, calendars, agendas, notebooks, envelopes, letter paper, and index cards; covers for diaries, indexes, and pads; office requisites, namely, letter trays, paper cutters, pencils, inkstands, inkwells, paperweights, pencil holders, pen holders,</p>

Trademark	Registration Number	Registration Date	Class(es) / Relevant Goods
			<p>writing pads, pens, balls, and nibs for pens; postcards; paper labels; newspapers; printed documents, namely, printed certificates.</p> <p>IC 018: boxes of leather or imitation leather for packaging and carrying goods; traveling bags; leather traveling sets of luggage; trunks; suitcases; garment bags for travel; vanity cases sold empty; toiletry bags sold empty; backpacks; handbags; attaché cases; leather document cases; wallets; purses; leather key cases; umbrellas.</p> <p>IC 024: textiles and textile goods, namely, bath linen, bed linen, table linen, towels, bed covers, textile table cloths.</p> <p>IC 025: clothing, namely, underwear, shirts, tee-shirts, pullovers, skirts, dresses, trousers, coats, jackets, belts for clothing, scarves, sashes for wear, gloves, neckties, socks, bathing suits; footwear; headwear.</p> <p>IC 034: cigar and cigarette cases of leather and imitation leather.</p>
LOUIS VUITTON	4,530,921	May 13, 2014	<p>IC 009: optical apparatus, namely, binoculars; blank USB sticks; spectacles; sunglasses; spectacle frames; spectacle glasses; spectacle cases; accessories for telephones, mobile phones, smart phones, tablet devices, PDAs, and MP3 players, namely, covers, neck straps, neck cords, and bags and cases specially adapted for holding or carrying portable telephones and telephone equipment and accessories.</p> <p>IC 016: paper bags; boxes of cardboard or paper; cardboard and paperboard envelopes and pouches for packaging; plastic materials for packaging, namely, bags; posters; pamphlets referring to travel; postcards; catalogs featuring</p>

Trademark	Registration Number	Registration Date	Class(es) / Relevant Goods
			<p>luggage, travel accessories, bags, small leather goods, and clothing; paper labels; trading cards; greeting cards; business cards; invitation cards; printed publications, namely, books, newspapers, leaflets, and magazines featuring luggage, travel accessories, purses, small leather goods, and clothing; bookbinding materials; printed photographs; photograph albums; stationery, namely, note pads, desk pads, writing pads, drawing pads, envelopes, note paper; calendars; pocket calendars; note books; telephone indexes; diary covers; diaries; office requisites, namely, letter trays, paper knives, ink stands, inkwells, paper weights, pencil holders, pen holders, pencil tubs, blotting pads, pencils, fountain pens, rubber erasers, pen cases; printing types; printing blocks; table linens of paper.</p> <p>IC 025: clothing, namely, pullovers, vests, shirts, tee-shirts, trousers, jackets, suits, coats, rain coats, waterproof jackets, waterproof pants, overcoats, parkas, skirts, dresses, pajamas, dressing gowns, nightgowns, robe, gloves, neck ties, belts for clothing, leather belts, scarves, pocket squares, sashes for wear, shawls, stockings, socks, tights, braces for clothing, suspenders, stoles, underwear, lingerie, bathing suits; headwear; shoes; slippers; boots; half-boots.</p> <p>IC 026: buttons; hooks and eyes; shoe buckles; hair accessories, namely, hair pins, barrettes, hair bows, hair clips, hair bands, hair wraps; hair ornaments; brooches for clothing; clothing fasteners, namely, scarf holders.</p>

Trademark	Registration Number	Registration Date	Class(es) / Relevant Goods
	6,115,804	August 4, 2020	IC 003: Laundry bleaching preparations, preparations for cleaning, polishing, degreasing preparations for household purposes, cleaning preparations, cleaning oils, leather polishes, bleaching preparations for household purposes, namely, leather bleach, creams for polishing, creams for leather, shoe creams, shoe polish, cobbler wax; perfumery products; perfumes; toilet water; eaux de parfum; colognes; bases for perfume; flower extracts being perfumes; essential oils; Air fragrancing preparations; Potpourris; incense; cosmetic preparations for skin and lip care; Cosmetic preparations for slimming purposes; lotions for cosmetic purposes; beauty masks; cosmetics for the hands, face and body; Hair care preparations; hair detangling preparations; hair lotions; Hair colour removers; hair dyes; creams or gels for fixing the hairstyle; hair lacquers; depilatory creams, depilatory waxes; shaving products, namely, shaving soaps; beard soap; shaving cream; after-shave lotions; Sunscreen preparations for cosmetic purposes; Sun blocking preparations; self-tanning preparations for cosmetic purposes; non-medicated toiletry preparations; toothpaste; non-medicated soaps; shampoos; shower gels; bath gels; bath oils; cosmetic bath salts; bubble bath; bath pearls; talc for the toilet, toilet milks; personal deodorants; makeup kits comprised of cosmetics; lipstick; mascaras for eyelashes; blushes; powder for makeup; eyeliner; make-up pencils; make-up removing preparations; temporary tattoo transfers for use as cosmetics; makeup kits comprised of cosmetics; Preparations for the care and the beautification of nails; nail polish, nail protectors, nail lacquers, nail polish removers; False nails for the hands and

Trademark	Registration Number	Registration Date	Class(es) / Relevant Goods
			feet, false nail kits, false nail adhesives IC 009: Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signaling, checking and supervision, life-saving and teaching apparatus and instruments, namely, life vests; apparatus for recording, transmission, reproduction of sound or images, magnetic recording media, namely, blank magnetic data carriers, blank sound recording disks; bags and cases for cameras or video cameras; blank recordable CD-Rs, blank recordable DVDs and other digital recording media, namely, blank digital storage media; calculating machines, computers and computer equipment, namely, computer peripherals, computer keyboards, printers for use for computers, mouse pads; computer software for downloading, publishing, showing, displaying, labeling, blogging, and sharing electronic media or information via the Internet or other communications networks in the fields of travel, luggage, luxury goods, fashion, clothing, sports, sailing, and the arts; blank USB sticks, electronic diaries, downloadable and recorded game software, downloadable mobile phone programs for online shopping and electronic publications, namely, downloadable magazines in the fields of travel, luggage, luxury goods, fashion, clothing, sports, sailing, and the arts downloadable online or from the Internet; eyewear, eyeglasses, sunglasses, Goggles for sports; spectacle frames; Spectacle lenses, contact lenses; Covers for glasses or contact lenses; binoculars; covers for laptops; bags designed for laptops; photographic apparatus, namely, cameras and video cameras; signaling buoys, marker buoys; telephones, mobile phones,

Trademark	Registration Number	Registration Date	Class(es) / Relevant Goods
			<p>smart phones, tablet computers, PDAs and MP3 players; accessories for telephones, mobile phones, smartphones, tablet computers, PDAs, and MP3 players, namely, hands-free kits comprised of batteries, covers, cases, facades, chargers, wrist straps or lanyards and earphones for telephones; bags and cases for mobile phones and telephone equipment.</p> <p>IC 014: Jewelry of precious metal, of alloys, or coated therewith, namely, rings, earrings, cuff links, bracelets, charms, brooches, necklaces, chains, pendants, key rings, tie pins and medallions; jewelry boxes; trophies of precious metal; timepieces and chronometric instruments, watches, wristwatches, watch bands, alarm clocks, chronometers, wall clocks, cases or presentation cases for timepieces; clocks.</p> <p>IC 018: Leather and imitation leather; trunks and suitcases; traveling bags, sports bags; handbags, backpacks; beach bags, school bags, satchels, reusable shopping bags; traveling trunks; travel bags for clothing and shoes; attaché cases and document holders, document cases, leather goods, namely, briefcases, purses, wallets, card holders, key cases and wallets; coin purses not of precious metal; boxes of leather or imitation leather; leather traveling sets comprised of various sizes of traveling bags; vanity cases, sold empty; pouches of leather, evening handbags, namely clutch bags; parasols; umbrellas; clothing for animals, bags for carrying animals.</p> <p>IC 025: Clothing, namely, pullovers, vests, shirts, tee-shirts, trousers, jackets, suits, coats, raincoats, overcoats, parkas, skirts, dresses, shorts; pajamas; dressing</p>

Trademark	Registration Number	Registration Date	Class(es) / Relevant Goods
			<p>gowns, nightgowns, bathrobes; hats, caps being headwear, bonnets, gloves, neckties, belts, leather belts, scarves, cloaks, scarves, shawls, stockings, socks, tights, suspenders, stoles; underwear, lingerie articles; swimwear ; shoes, slippers, boots and ankle boots.</p> <p>IC 035: Advertising ; rental of advertising space; Dissemination of advertising matter; advertising by mail; direct mail advertising; arranging newspaper subscriptions for others; publication of advertising texts; business management; commercial administration of the licensing of the goods and services of others; distribution of prospectuses and samples; business advice, information or business information; business research; business management, namely, assisting the management of commercial or industrial enterprises; accounting; reproduction of documents; employment offices; computer file management; data entry and data processing services, rental of computer files; exhibition organizations for commercial or advertising purposes; online advertising on a computer network; rental of advertising time on any means of communication; public relations; modeling service for advertising or sales promotion purposes; window decorating for advertising purposes; sales promotion for others; promotion of products via television, Internet, catalogs with an offer to sell; organization of commercial events; administrative management of exhibition sites; presentation of goods on any means of communication for retail sale; consumer information and business advice; commercial licensing of products and services; subscription services to telecommunication services for others; the bringing together of consumers and</p>

Trademark	Registration Number	Registration Date	Class(es) / Relevant Goods
			<p>providers of a variety of goods in the field of leather, jewelry, watchmaking, eyewear, stationery, pens, umbrellas, sporting goods, smokers articles, clothing, footwear and telecommunication apparatus for commercial purposes via the Internet and in store; wholesale and retail stores featuring stationery, leather goods, jewelry, jewelry, watches, eyewear, pens, umbrellas, sporting goods, smokers' articles, articles of clothing and footwear, and telecommunication, books.</p> <p>IC 038: Communication and telecommunication services on computer terminals and peripheral devices or electronic and/or digital equipment, namely, communication by computer terminals or electronic data interchange; transmission and dissemination of images, sounds, data, information via computer terminals or by means of any other telecommunication media, and via the Internet; interactive communication services, namely, interactive delivery of video over digital networks; wireless broadcasting of multimedia programs; providing internet chat rooms; providing telecommunications connection to the internet or databases; providing access to a site on a global computer network for the dissemination of information and documents of all kinds.</p> <p>IC 041: Sports activities, namely, setting up and organizing sports events, races, competitions and demonstrations in the field of sailing, water vehicles, and car races; film, television and radio production; entertainment and information services relating to sailing, sailing competitions and nautical vehicles for entertainment purposes; publication of books; publication of texts other than</p>

Trademark	Registration Number	Registration Date	Class(es) / Relevant Goods
			advertising texts; electronic publication of books online; timing services for sports events; publication of information concerning sailing; provision of premises, circuits and other facilities for sporting events, races, competitions and demonstrations in the field of sailing, water vehicles, and car races; organization of exhibitions for cultural or educational purposes; photographic reporting; organization of fashion shows for entertainment purposes.

The Louis Vuitton Marks are used in connection with the manufacture and distribution of high quality goods in the categories identified above. True and correct copies of the Certificates of Registration for the Louis Vuitton Marks are attached hereto as Composite Exhibit "1."

16. The Louis Vuitton Marks have been used by Louis Vuitton in interstate commerce to identify and distinguish Louis Vuitton's high quality goods for an extended period of time.

17. The Louis Vuitton Marks have been used by Louis Vuitton long prior in time to Defendants' use of copies of those Marks. The Louis Vuitton Marks have never been assigned or licensed to any of the Defendants in this matter.

18. The Louis Vuitton Marks are symbols of Louis Vuitton's quality, reputation and goodwill. Louis Vuitton has continuously used the Louis Vuitton Marks since registration.

19. Further, Louis Vuitton expends substantial resources developing, advertising and otherwise promoting the Louis Vuitton Marks.

20. Louis Vuitton extensively uses, advertises, and promotes the Louis Vuitton Marks in the United States in association with the sale of high quality luxury goods and has carefully monitored and policed the use of the Louis Vuitton Marks.

21. As a result of Louis Vuitton's efforts, members of the consuming public readily identify merchandise bearing or sold under the Louis Vuitton Marks as being high quality goods sponsored and approved by Louis Vuitton.

22. Accordingly, the Louis Vuitton Marks have achieved secondary meaning as identifiers of high quality goods.

23. Genuine goods bearing the Louis Vuitton Marks are widely legitimately advertised and promoted by Louis Vuitton, its authorized distributors, and unrelated third parties via the Internet. Visibility on the Internet, particularly via Internet search engines such as Google, Yahoo! and Bing has become increasingly important to Louis Vuitton's overall marketing and consumer education efforts. Thus, Louis Vuitton expends significant monetary resources on Internet marketing and consumer education, including search engine optimization ("SEO") strategies. Those strategies allow Louis Vuitton and its authorized retailers to fairly and legitimately educate consumers about the value associated with the Louis Vuitton brand and the goods sold thereunder. Similarly, Defendants' individual seller stores are indexed on search engines and compete directly with Louis Vuitton for space in search results.

#### **Defendants' Infringing Activities**

24. Defendants are promoting and advertising, distributing, selling, and/or offering for sale goods in interstate commerce bearing counterfeit and confusingly similar imitations of one or more of the Louis Vuitton Marks (the "Counterfeit Goods") through at least the Internet based e-commerce stores operating under the Seller IDs. Specifically, Defendants are using the Louis Vuitton Marks to initially attract online consumers and drive them to Defendants' e-commerce stores operating under the Seller IDs. Defendants are using identical copies of one or more of the Louis Vuitton Marks for different quality goods. Louis Vuitton has used the Louis

Vuitton Marks extensively and continuously before Defendants began offering counterfeit and confusingly similar imitations of Louis Vuitton's merchandise.

25. Defendants' Counterfeit Goods are of a quality substantially different than that of Louis Vuitton's genuine goods. Defendants are actively using, promoting and otherwise advertising, distributing, selling and/or offering for sale substantial quantities of their Counterfeit Goods with the knowledge and intent that such goods will be mistaken for the genuine high quality goods offered for sale by Louis Vuitton, despite Defendants' knowledge that they are without authority to use the Louis Vuitton Marks. The net effect of Defendants' actions is likely to cause confusion of consumers, at the time of initial interest, sale, and in the post-sale setting, who will believe all of Defendants' goods offered for sale in Defendants' e-commerce stores are genuine goods originating from, associated with, and/or approved by Louis Vuitton.

26. Defendants advertise their e-commerce stores, including their Counterfeit Goods offered for sale, to the consuming public via e-commerce stores on, at least, one Internet marketplace website operating under, at least, the Seller IDs. In so advertising their stores and products, Defendants improperly and unlawfully use one or more of the Louis Vuitton Marks without Louis Vuitton's permission.

27. As part of their overall infringement and counterfeiting scheme, Defendants are, upon information and belief, concurrently employing and benefitting from substantially similar advertising and marketing strategies based, in large measure, upon an illegal use of counterfeits and infringements of the Louis Vuitton Marks. Specifically, Defendants are using counterfeits and infringements of Louis Vuitton's famous name and the Louis Vuitton Marks in order to make their e-commerce stores selling illegal goods appear more relevant and attractive to consumers searching for both Louis Vuitton and non-Louis Vuitton goods and information

online. By their actions, Defendants are contributing to the creation and maintenance of an illegal marketplace operating in parallel to the legitimate marketplace for Louis Vuitton's genuine goods. Defendants are causing individual, concurrent, and indivisible harm to Louis Vuitton and the consuming public by (i) depriving Louis Vuitton and other third parties of their right to fairly compete for space within search engine results and reducing the visibility of Louis Vuitton's genuine goods on the World Wide Web, (ii) causing an overall degradation of the value of the goodwill associated with the Louis Vuitton Marks, and (iii) increasing Louis Vuitton's overall cost to market its goods and educate consumers about its brand via the Internet.

28. Defendants are concurrently conducting and targeting their counterfeiting and infringing activities toward consumers and likely causing unified harm within this district and elsewhere throughout the United States. As a result, Defendants are defrauding Louis Vuitton and the consuming public for Defendants' own benefit.

29. At all times relevant hereto, Defendants in this action had full knowledge of Louis Vuitton's ownership of the Louis Vuitton Marks, including its exclusive right to use and license such intellectual property and the goodwill associated therewith.

30. Defendants' use of the Louis Vuitton Marks, including the promotion and advertisement, reproduction, distribution, sale and offering for sale of their Counterfeit Goods, is without Louis Vuitton's consent or authorization.

31. Defendants are engaging in the above-described illegal counterfeiting and infringing activities knowingly and intentionally or with reckless disregard or willful blindness to Louis Vuitton's rights for the purpose of trading on Louis Vuitton's goodwill and reputation. If Defendants' intentional counterfeiting and infringing activities are not preliminarily and

permanently enjoined by this Court, Louis Vuitton and the consuming public will continue to be harmed.

32. Defendants' above identified infringing activities are likely to cause confusion, deception, and mistake in the minds of consumers before, during and after the time of purchase. Moreover, Defendants' wrongful conduct is likely to create a false impression and deceive customers, the public, and the trade into believing there is a connection or association between Louis Vuitton's genuine goods and Defendants' Counterfeit Goods, which there is not.

33. Defendants' payment and financial accounts, including but not limited to those specifically set forth on Schedule "A," are being used by Defendants to accept, receive, and deposit profits from Defendants' trademark counterfeiting and infringing and unfairly competitive activities connected to their Seller IDs, and any other alias e-commerce stores or seller identification names being used and/or controlled by them.

34. Further, Defendants are likely to transfer or secret their assets to avoid payment of any monetary judgment awarded to Louis Vuitton.

35. Louis Vuitton has no adequate remedy at law.

36. Louis Vuitton is suffering irreparable injury and has suffered substantial damages as a result of Defendants' unauthorized and wrongful use of the Louis Vuitton Marks. If Defendants' counterfeiting and infringing, and unfairly competitive activities are not preliminarily and permanently enjoined by this Court, Louis Vuitton and the consuming public will continue to be harmed.

37. The harm and damages sustained by Louis Vuitton have been directly and proximately caused by Defendants' wrongful reproduction, use, advertisement, promotion, offers to sell, and sale of their Counterfeit Goods.

**COUNT I - TRADEMARK COUNTERFEITING AND INFRINGEMENT**  
**PURSUANT TO § 32 OF THE LANHAM ACT (15 U.S.C. § 1114)**

38. Louis Vuitton hereby adopts and re-alleges the allegations set forth in Paragraphs 1 through 37 above.

39. This is an action for trademark counterfeiting and infringement against Defendants based on their use of counterfeit and confusingly similar imitations of the Louis Vuitton Marks in commerce in connection with the promotion, advertisement, distribution, offering for sale, and sale of the Counterfeit Goods.

40. Defendants are promoting and otherwise advertising, selling, offering for sale and distributing goods bearing and/or using counterfeits and/or infringements of one or more of the Louis Vuitton Marks. Defendants are continuously infringing and inducing others to infringe the Louis Vuitton Marks by using one or more of them to advertise, promote, offer to sell, and sell counterfeit and infringing Louis Vuitton branded goods.

41. Defendants' concurrent counterfeiting and infringing activities are likely to cause and actually are causing confusion, mistake, and deception among members of the trade and the general consuming public as to the origin and quality of Defendants' Counterfeit Goods.

42. Defendants' unlawful actions have caused and are continuing to cause unquantifiable damages to Louis Vuitton and are unjustly enriching Defendants with profits at Louis Vuitton's expense.

43. Defendants' above-described illegal actions constitute counterfeiting and infringement of the Louis Vuitton Marks in violation of Louis Vuitton's rights under § 32 of the Lanham Act, 15 U.S.C. § 1114.

44. Louis Vuitton has suffered and will continue to suffer irreparable injury and damages due to Defendants' above described activities if Defendants are not preliminarily and

permanently enjoined. Additionally, Defendants will continue to wrongfully profit from their illegal activities.

**COUNT II - FALSE DESIGNATION OF ORIGIN**  
**PURSUANT TO § 43(a) OF THE LANHAM ACT (15 U.S.C. § 1125(a))**

45. Louis Vuitton hereby adopts and re-alleges the allegations set forth in Paragraphs 1 through 37 above.

46. Defendants' Counterfeit Goods bearing, offered for sale and sold using copies of one or more of the Louis Vuitton Marks have been widely advertised and offered for sale throughout the United States via at least one Internet marketplace website.

47. Defendants' Counterfeit Goods bearing, offered for sale, and sold using copies of at least one of the Louis Vuitton Marks are virtually identical in appearance to Louis Vuitton's genuine goods. However, Defendants' Counterfeit Goods are different in quality. Accordingly, Defendants' activities are likely to cause confusion in the trade and among the general public as to at least the origin or sponsorship of their Counterfeit Goods.

48. Defendants have used in connection with their advertisement, offer for sale, and sale of their Counterfeit Goods, false designations of origin and false descriptions and representations, including words or other symbols and trade dress which tend to falsely describe or represent such goods and have caused such goods to enter into commerce with full knowledge of the falsity of such designations of origin and such descriptions and representations, all to Louis Vuitton's detriment.

49. Defendants have authorized infringing uses of one or more of the Louis Vuitton Marks in Defendants' advertisement and promotion of their counterfeit and infringing branded goods. Defendants have misrepresented to members of the consuming public that the Counterfeit Goods being advertised and sold by them are genuine, non-infringing goods.

50. Additionally, Defendants are using counterfeits and infringements of one or more of the Louis Vuitton Marks in order to unfairly compete with Louis Vuitton and others for space within organic search engine and social media results, thereby jointly depriving Louis Vuitton of a valuable marketing and educational tool which would otherwise be available to Louis Vuitton, and reducing the visibility of Louis Vuitton's genuine goods on the World Wide Web and across social media platforms.

51. Defendants' above-described actions are in violation of Section 43(a) of the Lanham Act, 15 U.S.C. §1125(a).

52. Louis Vuitton has no adequate remedy at law, and has sustained indivisible injury and damage caused by Defendants' concurrent conduct. Absent an entry of an injunction by this Court, Defendants will continue to wrongfully reap profits and Louis Vuitton will continue to suffer irreparable injury to its goodwill and business reputation, as well as monetary damages.

### **COUNT III - COMMON LAW UNFAIR COMPETITION**

53. Louis Vuitton hereby adopts and re-alleges the allegations set forth in Paragraphs 1 through 37 above.

54. This is an action against Defendants based on their promotion, advertisement, distribution, sale and/or offering for sale of goods using or bearing marks that are virtually identical to the Louis Vuitton Marks in violation of Florida's common law of unfair competition.

55. Specifically, Defendants are promoting and otherwise advertising, selling, offering for sale and distributing goods using or bearing counterfeits and infringements of one or more of the Louis Vuitton Marks. Defendants are also using counterfeits and infringements of one or more of the Louis Vuitton Marks to unfairly compete with Louis Vuitton and others for

(1) space in search engine and social media results across an array of search terms and (2) visibility on the World Wide Web.

56. Defendants' infringing activities are likely to cause and actually are causing confusion, mistake and deception among members of the trade and the general consuming public as to the origin and quality of Defendants' e-commerce stores as a whole and all products sold therein by their use of the Louis Vuitton Marks.

57. Louis Vuitton has no adequate remedy at law and is suffering irreparable injury and damages as a result of Defendants' actions.

#### **COUNT IV - COMMON LAW TRADEMARK INFRINGEMENT**

58. Louis Vuitton hereby adopts and re-alleges the allegations set forth in Paragraphs 1 through 37 above.

59. This is an action for common law trademark infringement against Defendants based on their promotion, advertisement, offering for sale, and sale of their Counterfeit Goods bearing one or more of the Louis Vuitton Marks. Louis Vuitton is the owner of all common law rights in and to the Louis Vuitton Marks.

60. Specifically, Defendants are promoting and otherwise advertising, distributing, offering for sale, and selling goods using and bearing infringements of one or more of the Louis Vuitton Marks.

61. Defendants' infringing activities are likely to cause and actually are causing confusion, mistake and deception among members of the trade and the general consuming public as to the origin and quality of Defendants' Counterfeit Goods bearing the Louis Vuitton Marks.

62. Louis Vuitton has no adequate remedy at law and is suffering damages and irreparable injury as a result of Defendants' actions.

**PRAYER FOR RELIEF**

63. WHEREFORE, Louis Vuitton demands judgment on all Counts of this Complaint and an award of equitable relief and monetary relief against Defendants as follows:

a. Entry of temporary, preliminary, and permanent injunctions pursuant to 15 U.S.C. § 1116 and Federal Rule of Civil Procedure 65 enjoining Defendants, their agents, representatives, servants, employees, and all those acting in concert or participation therewith, from manufacturing or causing to be manufactured, importing, advertising or promoting, distributing, selling or offering to sell their Counterfeit Goods; from infringing, counterfeiting, or diluting the Louis Vuitton Marks; from using the Louis Vuitton Marks, or any mark or design similar thereto, in connection with the sale of any unauthorized goods; from using any logo, trade name or trademark or design that may be calculated to falsely advertise the services or goods of Defendants as being sponsored by, authorized by, endorsed by, or in any way associated with Louis Vuitton; from falsely representing themselves as being connected with Louis Vuitton, through sponsorship or association, or engaging in any act that is likely to falsely cause members of the trade and/or of the purchasing public to believe any goods or services of Defendants, are in any way endorsed by, approved by, and/or associated with Louis Vuitton; from using any reproduction, counterfeit, infringement, copy, or colorable imitation of the Louis Vuitton Marks in connection with the publicity, promotion, sale, or advertising of any goods sold by Defendants; from affixing, applying, annexing or using in connection with the sale of any goods, a false description or representation, including words or other symbols tending to falsely describe or represent Defendants' goods as being those of Louis Vuitton, or in any way endorsed by Louis Vuitton and from offering such goods in commerce; from engaging in search engine

optimization strategies using colorable imitations of Louis Vuitton's name or trademarks; and from otherwise unfairly competing with Louis Vuitton.

b. Entry of a temporary restraining order, as well as preliminary and permanent injunctions pursuant to 28 U.S.C. § 1651(a), The All Writs Act, and the Court's inherent authority, enjoining Defendants and all third parties with actual notice of an injunction issued by this Court from participating in, including providing financial services, technical services or other support to, Defendants in connection with the sale and distribution of non-genuine goods bearing and/or using counterfeits of the Louis Vuitton Marks.

c. Entry of an Order pursuant to 28 U.S.C. § 1651(a), The All Writs Act, and the Court's inherent authority that upon Louis Vuitton's request, the applicable governing Internet marketplace website operators and/or administrators for the Seller IDs who are provided with notice of an injunction issued by the Court disable and/or cease facilitating access to the Seller IDs and any other alias seller identification names being used and/or controlled by Defendants to engage in the business of marketing, offering to sell, and/or selling goods bearing counterfeits and infringements of the Louis Vuitton Marks.

d. Entry of an order pursuant to 28 U.S.C. § 1651(a), The All Writs Act, and the Court's inherent authority that, upon Louis Vuitton's request, any messaging service and Internet marketplace for the Seller IDs who are provided with notice of an injunction issued by the Court, identify any e-mail address known to be associated with Defendants' respective Seller ID.

e. Entry of an Order pursuant to 28 U.S.C. § 1651(a), The All Writs Act, and the Court's inherent authority that, upon Louis Vuitton's request, any Internet marketplace website operators and/or administrators who are provided with notice of an injunction issued by

the Court permanently remove any and all listings and associated images of goods bearing and/or using counterfeits and/or infringements of the Louis Vuitton Marks via the e-commerce stores operating under the Seller IDs, and upon Louis Vuitton's request, any other listings and images of goods bearing and/or using counterfeits and/or infringements of the Louis Vuitton Marks associated with or linked to the same sellers or linked to any other alias seller identification names being used and/or controlled by Defendants to promote, offer for sale and/or sell goods bearing counterfeits and/or infringements of the Louis Vuitton Marks.

f. Entry of an Order pursuant to 28 U.S.C. § 1651(a), The All Writs Act, and this Court's inherent authority that, upon Louis Vuitton's request, Defendants and any Internet marketplace operators and/or administrators who are provided with notice of an injunction issued by the Court, immediately cease fulfillment of and sequester all goods of each Defendant bearing one or more of the Louis Vuitton Marks in its inventory, possession, custody, or control, and surrender those goods to Louis Vuitton.

g. Entry of an Order requiring Defendants to account to and pay Louis Vuitton for all profits and damages resulting from Defendants' trademark counterfeiting and infringing and unfairly competitive activities and that the award to Louis Vuitton be trebled, as provided for under 15 U.S.C. §1117, or, at Louis Vuitton's election with respect to Count I, that Louis Vuitton be awarded statutory damages from each Defendant in the amount of two million dollars (\$2,000,000.00) per each counterfeit trademark used and product sold, as provided by 15 U.S.C. §1117(c)(2) of the Lanham Act.

h. Entry of an award pursuant to 15 U.S.C. § 1117 (a) and (b) of Louis Vuitton's costs and reasonable attorneys' fees and investigative fees associated with bringing this action.

i. Entry of an Order that, upon Louis Vuitton's request, Defendants and any financial institutions, payment processors, banks, escrow services, money transmitters, or marketplace platforms, and their related companies and affiliates, identify and restrain all funds, up to and including the total amount of judgment, in all financial accounts and/or sub-accounts used in connection with the Seller IDs or other alias seller identification or e-commerce store used by Defendants presently or in the future, as well as any other related accounts of the same customer(s) and any other accounts which transfer funds into the same financial institution account(s), and remain restrained until such funds are surrendered to Louis Vuitton in partial satisfaction of the monetary judgment entered herein.

j. Entry of an award of pre-judgment interest on the judgment amount.

k. Entry of an Order for any further relief as the Court may deem just and proper.

DATED: February 17, 2021

Respectfully submitted,

STEPHEN M. GAFFIGAN, P.A.

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**SCHEDULE "A"**

**[This page is the subject of Plaintiff's Motion to File Under Seal. As such, this page has been redacted in accordance with L.R. 5.4(b)(1)]**