

**IN THE UNITED STATES DISTRICT COURT
FOR THE NORTHERN DISTRICT OF ILLINOIS
EASTERN DIVISION**

PATAGONIA, INC.,

Plaintiff,

v.

THE PARTNERSHIPS and
UNINCORPORATED ASSOCIATIONS
IDENTIFIED ON SCHEDULE “A,”

Defendants.

Case No. 20-cv-00776

COMPLAINT

Plaintiff Patagonia, Inc. (“Patagonia” or “Plaintiff”) hereby brings the present action against the Partnerships and Unincorporated Associations identified on Schedule A attached hereto (collectively, “Defendants”) and alleges as follows:

I. JURISDICTION AND VENUE

1. This Court has original subject matter jurisdiction over the claims in this action pursuant to the provisions of the Lanham Act, 15 U.S.C. § 1051, *et seq.*, 28 U.S.C. § 1338(a)-(b) and 28 U.S.C. § 1331.

2. Venue is proper in this Court pursuant to 28 U.S.C. § 1391, and this Court may properly exercise personal jurisdiction over Defendants since each of the Defendants directly targets business activities toward consumers in the United States, including Illinois, through at least the fully interactive, e-commerce stores¹ operating under the seller aliases identified in Schedule A attached hereto (collectively, the “Seller Aliases”). Specifically, Defendants have

¹ The e-commerce store urls are listed on Schedule A hereto under the Online Marketplaces and Domain Names.

targeted sales to Illinois residents by setting up and operating e-commerce stores that target United States consumers using one or more Seller Aliases, offer shipping to the United States, including Illinois, accept payment in U.S. dollars and, on information and belief, have sold products using infringing and counterfeit versions of Patagonia's federally registered trademarks to residents of Illinois. Each of the Defendants is committing tortious acts in Illinois, is engaging in interstate commerce, and has wrongfully caused Patagonia substantial injury in the State of Illinois.

II. INTRODUCTION

3. This action has been filed by Patagonia to combat e-commerce store operators who trade upon Patagonia's reputation and goodwill by offering for sale and/or selling unauthorized and unlicensed products, including apparel, active wear, and other merchandise using infringing and counterfeit versions of Patagonia's federally registered trademarks (collectively, the "Counterfeit Patagonia Products"). Defendants create e-commerce stores operating under one or more Seller Aliases advertising, offering for sale and selling Counterfeit Patagonia Products to unknowing consumers. E-commerce stores operating under the Seller Aliases share unique identifiers establishing a logical relationship between them and that Defendants' counterfeiting operation arises out of the same transaction, occurrence, or series of transactions or occurrences. Defendants attempt to avoid and mitigate liability by operating under one or more Seller Aliases to conceal both their identities and the full scope and interworking of their counterfeiting operation. Patagonia is forced to file this action to combat Defendants' counterfeiting of its registered Patagonia trademarks, as well as to protect unknowing consumers from purchasing Counterfeit Patagonia Products over the Internet. Patagonia has been and continues to be irreparably damaged through consumer confusion,

dilution, and tarnishment of its valuable trademarks as a result of Defendants' actions and seeks injunctive and monetary relief.

III. THE PARTIES

Plaintiff

4. Plaintiff Patagonia, Inc. is a corporation organized and existing under the laws of the State of California, having its principal place of business at 259 West Santa Clara Street, Ventura, California 93001.

5. Patagonia has been designing, developing, and marketing clothing for more than forty years. Today, Patagonia and the PATAGONIA® brand are famous around the world for innovative designs, quality products, and environmental and corporate responsibility.

6. Yvon Chouinard started Patagonia in the late 1960's to design and sell climbing clothes and other active sportswear. He adopted the "PATAGONIA" trademark to differentiate the business from another family business that designed and manufactured climbing gear and tools. PATAGONIA was chosen as the trademark to call to mind romantic visions of glaciers tumbling into fjords, jagged windswept peaks, gauchos and condors. Since at least as early as 1973, the PATAGONIA® brand has appeared on a label inspired by a silhouette of the jagged peaks of the Mt. Fitz Roy skyline framed by a stormy sky.

7. In the more than forty years since Patagonia's business started, PATAGONIA® has become one of the most identifiable brands in the world. Products sold under the PATAGONIA® brand now include men's, women's, and children's apparel and products designed for climbing, skiing, snowboarding, surfing, fly fishing, and trail running, all of which are sold around the world. Patagonia also sells PATAGONIA® branded gear and backpacks, and food products.

8. Over the years, Patagonia has earned accolades for every aspect of its business. Its products have won numerous awards for their technical merit, including most recently, Outside Magazine’s Gear of the Year every year from 2014 through 2019, the National Geographic Adventure Blog “Gear of the Year” award in 2010, 2013, 2014, 2015 and 2016, and the Editor’s Choice and Top Pick awards from OutdoorGearLab. In 2015, Yvon Chouinard, Patagonia’s founder, was inducted into the American Marketing Association Marketing Hall of Fame.

9. Patagonia has also won numerous awards and certifications for its business initiatives, including receiving the Sustainable Business Counsel’s first “Lifetime Achievement Award.” In 1996, with an increased awareness of the dangers of pesticide use and synthetic fertilizers used in conventional cotton growing, Patagonia began the exclusive use of organically grown cotton and has continued that use for twenty years. Patagonia is also a founding member of the Fair Labor Association, which is an independent multi-stakeholder verification and training organization that audits apparel factories. Additionally, since 1985 Patagonia has pledged 1% of sales to grassroots environmental groups to preserve and restore our natural environment, donating more than \$100 million. In 2002, Patagonia’s founder Yvon Chouinard, along with others, created a non-profit called 1% For the Planet to encourage other businesses to do the same. Today, more than 1,200 member companies have donated more than \$150 million to more than 3,300 nonprofit organizations through 1% For the Planet. In 2016, Patagonia, Inc. pledged to donate all revenue from sales on Black Friday, donating \$10 million to environmental grantees in response to customers’ purchases on that day. In 2018, Patagonia, Inc. pledged an additional \$10 million in grants to environmental groups in response to recent tax cuts given to businesses.

10. PATAGONIA® products are distributed and sold to consumers throughout the United States, including in Illinois, through PATAGONIA® brand stores, including locations in Chicago's Magnificent Mile and Lincoln Park shopping districts, through the official patagonia.com website which was launched in 1994 and began selling product through the ecommerce site in 1996, and through retailers such as REI, Moosejaw, and Dick's Sporting Goods.

11. Patagonia incorporates a variety of distinctive marks in the design of its various PATAGONIA® products. As a result of its long-standing use, Patagonia owns common law trademark rights in its trademarks. Patagonia has also registered its trademarks with the United States Patent and Trademark Office. PATAGONIA® products typically include at least one of Patagonia's registered trademarks. Often several Patagonia marks are displayed on a single PATAGONIA® product. Patagonia uses its trademarks in connection with the marketing of its PATAGONIA® products, including the following marks which are collectively referred to as the "PATAGONIA Trademarks."

REGISTRATION NUMBER	REGISTERED TRADEMARK	REGISTRATION DATE	INTERNATIONAL CLASSES
1,189,402	PATAGONIA	Feb. 9, 1982	For: Men's and Women's Clothing- Namely, Sweaters, Rugby Shirts, Walking Shorts, Trousers, Jackets, Mittens, Hoods and Rainwear in class 025.
2,260,188	PATAGONIA	July 13, 1999	For: computerized on-line ordering activities in the field of clothing and accessories in class 035. For: providing information in the field of technical clothing and accessories for use in recreational, sporting and leisure activities; providing information in the field of existing and evolving

REGISTRATION NUMBER	REGISTERED TRADEMARK	REGISTRATION DATE	INTERNATIONAL CLASSES
			environmental issues in class 042.
2,662,619	PATAGONIA	Dec. 17, 2002	For: Retail store services featuring clothing, footwear, luggage and a wide variety of sporting goods and accessories in class 035.
1,294,523		Sep. 11, 1984	For: Men's, Women's and Children's Clothing-Namely, Jackets, Pants, Vests, Gloves, Pullovers, Cardigans, Socks, Sweaters, Underwear, Shirts, Shorts, Skirts and Belts in class 025.
1,775,623		June 8, 1993	For: luggage back packs, and all-purpose sports bags in class 018.
2,392,685	PATAGONIA.COM	Oct. 10, 2000	For: on-line retail store and mail order services featuring technical clothing, footwear, and accessories in class 035. For: computer services in the nature of on-line information related to the environment and clothing in class 042.
4,500,490		Mar. 25, 2014	For: shirts, pants, shorts in class 025.
4,809,249	MERINO AIR	Sep. 8, 2015	For: clothing and garments made in whole or substantial part of merino wool, namely, undergarments; base layer garments, namely, undergarments, underwear, thermal shirts, pants, tops and bottoms, all made in whole or substantial part of merino wool in class 025.

12. The above U.S. registrations for the PATAGONIA Trademarks are valid, subsisting, in full force and effect, and many are contestable pursuant to 15 U.S.C. § 1065. The PATAGONIA Trademarks have been used exclusively and continuously by Patagonia, some since at least as early as 1974, and have never been abandoned. The registrations for the PATAGONIA Trademarks constitute *prima facie* evidence of their validity and of Patagonia's exclusive right to use the PATAGONIA Trademarks pursuant to 15 U.S.C. § 1057(b). Attached hereto as **Exhibit 1** are true and correct copies of the United States Registration Certificates for the PATAGONIA Trademarks included in the above table.

13. The PATAGONIA Trademarks are exclusive to Patagonia, and are displayed extensively on PATAGONIA® products and in Patagonia's marketing and promotional materials. The PATAGONIA® brand has long been among the most popular active sportswear lines in the world and has been extensively promoted and advertised at great expense. In fact, Patagonia has expended millions of dollars annually in advertising, promoting and marketing featuring the PATAGONIA Trademarks. PATAGONIA® products have also been the subject of extensive unsolicited publicity resulting from their high quality and innovative designs. Because of these and other factors, the PATAGONIA® name and the PATAGONIA Trademarks have become famous throughout the United States.

14. The PATAGONIA Trademarks are distinctive when applied to the PATAGONIA® products, signifying to the purchaser that the products come from Patagonia and are manufactured to Patagonia's quality standards. The PATAGONIA Trademarks have achieved tremendous fame and recognition, which has only added to the inherent distinctiveness of the marks. As such, the goodwill associated with the PATAGONIA Trademarks is of incalculable and inestimable value to Patagonia.

15. Since at least as early as 1996, Patagonia has operated an e-commerce website where it promotes and sells genuine PATAGONIA® products at patagonia.com. Sales of PATAGONIA® products via the patagonia.com website represent a significant portion of Patagonia's business. The patagonia.com website features proprietary content, images and designs exclusive to Patagonia.

16. Patagonia's innovative marketing and product designs have enabled Patagonia to achieve widespread recognition and fame and have made the PATAGONIA Trademarks some of the most well-known marks in the apparel and active wear industry. The widespread fame, outstanding reputation, and significant goodwill associated with the PATAGONIA® brand have made the PATAGONIA Trademarks valuable assets of Patagonia.

17. Patagonia has expended substantial time, money, and other resources in developing, advertising and otherwise promoting the PATAGONIA Trademarks. As a result, products bearing the PATAGONIA Trademarks are widely recognized and exclusively associated by consumers, the public, and the trade as being high-quality products sourced from Patagonia. Patagonia is a multi-million-dollar operation, and PATAGONIA® products have become among the most popular of their kind in the world.

The Defendants

18. Defendants are individuals and business entities of unknown makeup who own and/or operate one or more of the e-commerce stores under at least the Seller Aliases identified on Schedule A and/or other seller aliases not yet known to Patagonia. Upon information and belief, Defendants reside and/or operate in the People's Republic of China or other foreign jurisdictions with lax trademark enforcement systems, 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).

19. On information and belief, Defendants either individually or jointly operate one or more e-commerce stores under the Seller Aliases listed in Schedule A attached hereto. Tactics used by Defendants to conceal their identities and the full scope of their operation make it virtually impossible for Patagonia to learn Defendants' true identities and the exact interworking of their counterfeit network. If Defendants provide additional credible information regarding their identities, Patagonia will take appropriate steps to amend the Complaint.

IV. DEFENDANTS' UNLAWFUL CONDUCT

20. The success of the PATAGONIA® brand has resulted in its significant counterfeiting. Consequently, Patagonia has a worldwide anti-counterfeiting program and regularly investigates suspicious e-commerce stores identified in proactive Internet sweeps and reported by consumers. In recent years, Patagonia has identified numerous fully interactive e-commerce stores, including those operating under the Seller Aliases, which were offering for sale and/or selling Counterfeit Patagonia Products to consumers in this Judicial District and throughout the United States. E-commerce sales, including through e-commerce stores like those of Defendants, have resulted in a sharp increase in the shipment of unauthorized products into the United States. **Exhibit 2**, Excerpts from Fiscal Year 2018 U.S. Customs and Border Protection (“CBP”) Intellectual Property Seizure Statistics Report. Over 90% of all CBP intellectual property seizures were smaller international mail and express shipments (as opposed to large shipping containers). *Id.* Over 85% of CBP seizures originated from mainland China and Hong Kong. *Id.* Counterfeit and pirated products account for billions in economic losses,

resulting in tens of thousands of lost jobs for legitimate businesses and broader economic losses, including lost tax revenue.

21. Third party service providers like those used by Defendants do not adequately subject new sellers to verification and confirmation of their identities, allowing counterfeiters to “routinely use false or inaccurate names and addresses when registering with these Internet platforms.” **Exhibit 3**, Daniel C.K. Chow, *Alibaba, Amazon, and Counterfeiting in the Age of the Internet*, Nw. J. INT’L L. & BUS. (forthcoming 2020), at 24; *see also* report on “Combating Trafficking in Counterfeit and Pirated Goods” prepared by the U.S. Department of Homeland Security’s Office of Strategy, Policy, and Plans (Jan. 24, 2020), attached as **Exhibit 4** and finding that on “at least some e-commerce platforms, little identifying information is necessary for a counterfeiter to begin selling” and recommending that “[s]ignificantly enhanced vetting of third-party sellers” is necessary. Counterfeiters hedge against the risk of being caught and their websites taken down from an e-commerce platform by preemptively establishing multiple virtual store-fronts. **Exhibit 4** at p. 22. Since platforms generally do not require a seller on a third-party marketplace to identify the underlying business entity, counterfeiters can have many different profiles that can appear unrelated even though they are commonly owned and operated. **Exhibit 4** at p. 39. Further, “Internet commerce platforms create bureaucratic or technical hurdles in helping brand owners to locate or identify sources of counterfeits and counterfeiters.” **Exhibit 3** at 25.

22. Defendants have targeted sales to Illinois residents by setting up and operating e-commerce stores that target United States consumers using one or more Seller Aliases, offer shipping to the United States, including Illinois, accept payment in U.S. dollars and, on information and belief, have sold Counterfeit Patagonia Products to residents of Illinois.

23. Defendants concurrently employ and benefit from substantially similar advertising and marketing strategies. For example, Defendants facilitate sales by designing the e-commerce stores operating under the Seller Aliases so that they appear to unknowing consumers to be authorized online retailers, outlet stores, or wholesalers. E-commerce stores operating under Seller Aliases appear sophisticated and accept payment in U.S. dollars via credit cards, Alipay, Amazon Pay, Western Union and/or PayPal. E-commerce stores operating under the Seller Aliases often include content and images that make it very difficult for consumers to distinguish such stores from an authorized retailer. Patagonia has not licensed or authorized Defendants to use any of its PATAGONIA Trademarks, and none of the Defendants are authorized retailers of genuine PATAGONIA® products.

24. Many Defendants also deceive unknowing consumers by using the PATAGONIA Trademarks without authorization within the content, text, and/or meta tags of their e-commerce stores in order to attract various search engines crawling the Internet looking for websites relevant to consumer searches for PATAGONIA® products. Other e-commerce stores operating under Seller Aliases omit using PATAGONIA Trademarks in the item title while using strategic item titles and descriptions that will trigger their listings when consumers are searching for PATAGONIA® products.

25. On information and belief, Defendants have engaged in fraudulent conduct when registering the Seller Aliases by providing false and/or misleading information to Internet based e-commerce platforms. On information and belief, certain Defendants have anonymously registered and maintained Seller Aliases to prevent one from learning their true identities and the scope of their e-commerce operation.

26. On information and belief, Defendants regularly register or acquire new seller aliases for the purpose of offering for sale and selling Counterfeit Patagonia Products. Such seller alias registration patterns are one of many common tactics used by the Defendants to conceal their identities, the full scope and interworking of their counterfeiting operation, and to avoid being shut down.

27. Even though Defendants operate under multiple fictitious aliases, the e-commerce stores operating under the Seller Aliases often share unique identifiers, such as templates with common design elements that intentionally omit any contact information or other information for identifying Defendants or other Seller Aliases they operate or use. E-commerce stores operating under the Seller Aliases include other notable common features such as use of the same registration patterns, accepted payment methods, check-out methods, keywords, illegitimate search engine optimization (SEO), advertising tactics, similarities in price and quantities, the same incorrect grammar and misspellings, and/or the use of the same text and images. Additionally, Counterfeit Patagonia Products for sale by the Seller Aliases bear similar irregularities and indicia of being counterfeit to one another, suggesting that the Counterfeit Patagonia Products were manufactured by and come from a common source and that Defendants are interrelated.

28. On information and belief, Defendants are in constant communication with each other and regularly participate in QQ.com chat rooms and through websites such as sellerdefense.cn, kaidianyo.com and kuajingvs.com regarding tactics for operating multiple accounts, evading detection, pending litigation, and potential new lawsuits.

29. Counterfeitors such as Defendants typically operate under multiple Seller Aliases and payment accounts so that they can continue operation in spite of Patagonia's enforcement

efforts. On information and belief, Defendants maintain off-shore bank accounts and regularly move funds from their financial accounts to off-shore bank accounts outside the jurisdiction of this Court. Indeed, analysis of financial account transaction logs from previous similar cases indicates that off-shore counterfeiters regularly move funds from their financial accounts to off-shore accounts outside the jurisdiction of this Court.

30. On information and belief, Defendants are an interrelated group of counterfeiters working in active concert to knowingly and willfully manufacture, import, distribute, offer for sale, and sell Counterfeit Patagonia Products in the same transaction, occurrence, or series of transactions or occurrences. Defendants, without any authorization or license from Patagonia, have jointly and severally, knowingly and willfully used and continue to use the PATAGONIA Trademarks in connection with the advertisement, distribution, offering for sale, and sale of Counterfeit Patagonia Products into the United States and Illinois over the Internet.

31. Defendants' unauthorized use of the PATAGONIA Trademarks in connection with the advertising, distribution, offering for sale, and sale of Counterfeit Patagonia Products, including the sale of Counterfeit Patagonia Products into the United States, including Illinois, is likely to cause and has caused confusion, mistake, and deception by and among consumers and is irreparably harming Patagonia.

COUNT I
TRADEMARK INFRINGEMENT AND COUNTERFEITING (15 U.S.C. § 1114)

32. Patagonia hereby re-alleges and incorporates by reference the allegations set forth in the preceding paragraphs.

33. This is a trademark infringement action against Defendants based on their unauthorized use in commerce of counterfeit imitations of the federally registered PATAGONIA Trademarks in connection with the sale, offering for sale, distribution, and/or advertising of

infringing goods. The PATAGONIA Trademarks are highly distinctive marks. Consumers have come to expect the highest quality from PATAGONIA® products sold or marketed under the PATAGONIA Trademarks.

34. Defendants have sold, offered to sell, marketed, distributed, and advertised, and are still selling, offering to sell, marketing, distributing, and advertising products using counterfeit reproductions of the PATAGONIA Trademarks without Patagonia's permission.

35. Patagonia is the exclusive owner of the PATAGONIA Trademarks. Patagonia's United States Registrations for the PATAGONIA Trademarks (Exhibit 1) are in full force and effect. Upon information and belief, Defendants have knowledge of Patagonia's rights in the PATAGONIA Trademarks, and are willfully infringing and intentionally using counterfeits of the PATAGONIA Trademarks. Defendants' willful, intentional and unauthorized use of the PATAGONIA Trademarks is likely to cause and is causing confusion, mistake, and deception as to the origin and quality of the Counterfeit Patagonia Products among the general public.

36. Defendants' activities constitute willful trademark infringement and counterfeiting under Section 32 of the Lanham Act, 15 U.S.C. § 1114.

37. Patagonia has no adequate remedy at law, and if Defendants' actions are not enjoined, Patagonia will continue to suffer irreparable harm to its reputation and the goodwill of its well-known PATAGONIA Trademarks.

38. The injuries and damages sustained by Patagonia have been directly and proximately caused by Defendants' wrongful reproduction, use, advertisement, promotion, offering to sell, and sale of Counterfeit Patagonia Products.

COUNT II
FALSE DESIGNATION OF ORIGIN (15 U.S.C. § 1125(a))

39. Patagonia hereby re-alleges and incorporates by reference the allegations set forth in the preceding paragraphs.

40. Defendants' promotion, marketing, offering for sale, and sale of Counterfeit Patagonia Products has created and is creating a likelihood of confusion, mistake, and deception among the general public as to the affiliation, connection, or association with Patagonia or the origin, sponsorship, or approval of Defendants' Counterfeit Patagonia Products by Patagonia. By using the PATAGONIA Trademarks in connection with the sale of Counterfeit Patagonia Products, Defendants create a false designation of origin and a misleading representation of fact as to the origin and sponsorship of the Counterfeit Patagonia Products.

41. Defendants' false designation of origin and misrepresentation of fact as to the origin and/or sponsorship of the Counterfeit Patagonia Products to the general public involves the use of counterfeit marks and is a willful violation of Section 43 of the Lanham Act, 15 U.S.C. § 1125.

42. Patagonia has no adequate remedy at law and, if Defendants' actions are not enjoined, Patagonia will continue to suffer irreparable harm to its reputation and the goodwill of its Patagonia brand.

PRAYER FOR RELIEF

WHEREFORE, Patagonia prays for judgment against Defendants as follows:

1) That Defendants, their affiliates, officers, agents, servants, employees, attorneys, confederates, and all persons acting for, with, by, through, under or in active concert with them be temporarily, preliminarily, and permanently enjoined and restrained from:

- a. using the PATAGONIA Trademarks or any reproductions, counterfeit copies or colorable imitations thereof in any manner in connection with the distribution, marketing, advertising, offering for sale, or sale of any product that is not a genuine PATAGONIA® product or is not authorized by Patagonia to be sold in connection with the PATAGONIA Trademarks;
- b. passing off, inducing, or enabling others to sell or pass off any product as a genuine PATAGONIA® product or any other product produced by Patagonia, that is not Patagonia's or not produced under the authorization, control, or supervision of Patagonia and approved by Patagonia for sale under the PATAGONIA Trademarks;
- c. committing any acts calculated to cause consumers to believe that Defendants' Counterfeit Patagonia Products are those sold under the authorization, control or supervision of Patagonia, or are sponsored by, approved by, or otherwise connected with Patagonia;
- d. further infringing the PATAGONIA Trademarks and damaging Patagonia's goodwill;

and

- e. manufacturing, shipping, delivering, holding for sale, transferring or otherwise moving, storing, distributing, returning, or otherwise disposing of, in any manner, products or inventory not manufactured by or for Patagonia, nor authorized by Patagonia to be sold or offered for sale, and which bear any of Patagonia's trademarks, including the PATAGONIA Trademarks, or any reproductions, counterfeit copies or colorable imitations thereof;

- 2) Entry of an Order that, at Patagonia's choosing, the registrant of the Domain Names shall be changed from the current registrant to Patagonia, and that the domain name registries for the

Domain Names, including, but not limited to, VeriSign, Inc., Neustar, Inc., Afilias Limited, CentralNic, Nominet, and the Public Interest Registry, shall unlock and change the registrar of record for the Domain Names to a registrar of Patagonia's selection, and that the domain name registrars, including, but not limited to, GoDaddy Operating Company, LLC ("GoDaddy"), Name.com, PDR LTD. d/b/a PublicDomainRegistry.com ("PDR"), and Namecheap, Inc. ("Namecheap"), shall take any steps necessary to transfer the Domain Names to a registrar account of Patagonia's selection; or that the same domain name registries shall disable the Domain Names and make them inactive and untransferable;

- 3) Entry of an Order that, upon Patagonia's request, those with notice of the injunction, including, without limitation, any online marketplace platforms such as eBay, AliExpress, Alibaba, Amazon, Wish.com and Dhgate, (collectively, the "Third Party Providers") shall disable and cease displaying any advertisements used by or associated with Defendants in connection with the sale of counterfeit and infringing goods using the PATAGONIA Trademarks;
- 4) That Defendants account for and pay to Patagonia all profits realized by Defendants by reason of Defendants' unlawful acts herein alleged, and that the amount of damages for infringement of the PATAGONIA Trademarks be increased by a sum not exceeding three times the amount thereof as provided by 15 U.S.C. § 1117;
- 5) In the alternative, that Patagonia be awarded statutory damages for willful trademark counterfeiting pursuant to 15 U.S.C. § 1117(c)(2) of \$2,000,000 for each and every use of the PATAGONIA Trademarks;
- 6) That Patagonia be awarded its reasonable attorneys' fees and costs; and
- 7) Award any and all other relief that this Court deems just and proper.

Dated this 3rd day of February 2020.

Respectfully submitted,

/s/ Justin R. Gaudio

Amy C. Ziegler
Justin R. Gaudio
Allyson M. Martin
Greer, Burns & Crain, Ltd.
300 South Wacker Drive, Suite 2500
Chicago, Illinois 60606
312.360.0080
312.360.9315 (facsimile)
aziegler@gbc.law
jgaudio@gbc.law
amartin@gbc.law

Counsel for Plaintiff Patagonia, Inc.