

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

HONG KONG LEYUZHENG TECHNOLOGY
CO. LIMITED,

Plaintiff,

v.

THE INDIVIDUALS, CORPORATIONS,
LIMITED LIABILITY COMPANIES,
PARTNERSHIPS AND UNINCORPORATED
ASSOCIATIONS IDENTIFIED IN
SCHEDULE "A" HERETO,

Defendants.

Case No. 1:25-cv-11255

**COMPLAINT FOR COPYRIGHT
INFRINGEMENT**

JURY TRIAL DEMANDED

COMPLAINT

Plaintiff, Hong Kong Leyuzhen Technology Co. Limited, ("Plaintiff"), by and through its undersigned counsel, hereby files this complaint for copyright infringement under Copyright Act of 1976, 17 U.S.C. § 101 et seq., against The Individuals, Corporations, Limited Liability Companies, Partnerships and Unincorporated Associations identified in Schedule A attached hereto as **Exhibit 2** (collectively, "Defendants"), and for Plaintiff's Complaint hereby 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 Copyright Act, 17 U.S.C. § 101, 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 Defendant directly targets

business activities toward consumers in the United States, including Illinois, through their operation of or assistance in the operation of the fully interactive, commercial internet stores operating under the Defendant domain names and/or the Defendant Internet Stores identified in Schedule A. Federal Rule of Civil Procedure 4(k)(2) confers personal jurisdiction over Defendants because the claims asserted herein arise under federal copyright law, Defendants would not be subject to jurisdiction in any state's courts of general jurisdiction, and exercising jurisdiction is consistent with the United States Constitution and laws.

II. INTRODUCTION

3. Plaintiff is the owner of the federal copyright registration VA0002379895, (collectively, the "Copyright Protected Photographs") which protect the creative content of Plaintiff's photographs. [REDACTED]

[REDACTED]
[REDACTED] Plaintiff is a Hong Kong based women's fashion brand who operates under the brand name, Rotita. The Rotita brand is globally recognized for its clothing items. Plaintiff uses the Copyright Protected Photographs to advertise, market, and otherwise promote Plaintiff's products. Plaintiff's Copyright Protected Photographs are carefully composed to attract, invite, display, and show consumers the clothing, dresses, rompers, swimsuits, and other clothing items Plaintiff has to offer. The Copyright Protected Photographs are one of Plaintiff's most effective means of connecting with consumers and are essential to the commercial success of the Rotita brand.

4. This action has been filed by Plaintiff to combat online copyright infringers who have reproduced and displayed Plaintiff's Copyright Protected Photographs without authorization.

Defendants trade upon Plaintiff's reputation, goodwill, and valuable copyrights by selling and/or offering for sale products using Plaintiff's Copyright Protected Photographs in their online listings.

5. In an effort to illegally profit from the creative content of the Copyright Protected Photographs, Defendants have created numerous Defendant Internet Stores and used the Copyright Protected Photographs without authorization to make illegal profits.

6. The Defendant Internet Stores share unique identifiers, such as design elements and similarities of the unauthorized products offered for sale, as well as similar product listings, establishing a logical relationship between them, and suggesting that Defendants' illegal operations arise out of the same transaction, occurrence, or series of transactions or occurrences. Attached as **Exhibit 3** are true and correct copies of the Defendants' storefronts showing the exact copying of Plaintiff's copyright images, and nearly identical set up of advertisement with the infringed photo as the focus, the product description below, proceeding infringing photos of Plaintiff's copyright photos and their variations, and then, the company introduction. Defendants attempt to avoid liability by going to great lengths to conceal both their identities and the full scope and interworking of their illegal operation. Plaintiff is forced to file this action to combat Defendants' infringement of Plaintiff's Copyright Protected Photographs.

7. Defendants conceal their true identities by using aliases, false addresses, and offshore registrars, making it difficult to identify them or enforce Plaintiff's rights through ordinary legal channels. Investigations of each Defendant show that search results lead back to the Alibaba link for their storefronts. Leading Plaintiff to believe these businesses were only created to function within the third-party platform. These Defendants present themselves as bulk manufacturers; however, Plaintiff can find no evidence that these are stand-alone businesses who function as a manufacturer. Additionally, addresses and contact information are not publicly available. A

consumer can only contact Defendants by signing up for an Alibaba account, inferring these are fake businesses created only for the purpose to sell infringing products on the Platform.

8. Plaintiff has been and continues to be irreparably damaged through loss of control over the creative content of the valuable copyrights, reputation, goodwill, the quality, and ability to license as a result of Defendants' actions and seeks injunctive and monetary relief.

9. The rise of online retailing and "fast-fashion," coupled with the ability of e-commerce sites to hide identities, has made it nearly impossible for policing actions to be undertaken by Plaintiff since availing itself of takedown procedures to remove infringing products would be an ineffective and endless game of whack-a-mole against the mass infringement that is occurring over the internet. The aggregated effect of the mass infringement that is taking place has overwhelmed Plaintiff and Plaintiff's ability to police Plaintiff's rights against the hundreds of anonymous defendants who are selling competing products at prices below an original through the unauthorized use of Plaintiff's Copyright Protected Photographs.

10. To be able to offer the competing products at a price substantially below the cost of the original, while still being able to turn a profit after absorbing the cost of manufacturing, advertising, and shipping requires an economy of scale only achievable through a cooperative effort throughout the supply chain.

III. THE PARTIES

11. Plaintiff is the owner of numerous Group Registrations of Published Photographs ("GRPPH"), specifically [REDACTED] [REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]. Upon information and belief, the copyrights have effective dates that predate the Defendants' acts of copyright infringement. The Registrations are valid, subsisting, and in full force and effect. True and correct copies of the registration certificates are attached hereto as

Exhibit 1.

12. Plaintiff owns the Group Registrations of Published Photographs in order to protect the creative content of the Copyright Protected Photographs. Plaintiff is a Hong Kong based, women's fashion brand, operating under the Rotita brand, with international reach. The Copyright Protected Photographs are used to advertise, market, and otherwise promote Plaintiff's products. The Copyright Protected Photographs are carefully composed with the intention of attracting consumer interest and effectively showcasing various categories of clothing, such as dresses, swimsuits, pants, jumpsuits, rompers, and accessories.

13. Plaintiff has invested significant time, resources, and effort in building consumer awareness, goodwill, and brand recognition for its products, which are advertised and marketed using the Copyright Protected Photographs.

14. As a direct result of Plaintiff's substantial efforts, including the marketing and promotion of authorized products marketed using the Copyright Protected Photographs, the publicity and media coverage surrounding such products, and related social media exposure, members of the consuming public have come to recognize and associate the Copyright Protected Photographs exclusively with Plaintiff.

15. Rotita has made efforts to protect Plaintiff's interests in and to the Copyright Protected Photographs. No one other than Plaintiff is authorized to reproduce, display, advertise, create derivative works, offer for sale, or sell any goods utilizing, advertising, marketing, featuring,

or otherwise using the Copyright Protected Photographs without the express written permission of Plaintiff.

16. Defendants are individuals and business entities who, upon information and belief, reside in the People's Republic of China or other foreign jurisdictions. Defendants conduct business throughout the United States, including within Illinois and in this judicial district, through the operation of the fully interactive commercial websites and online marketplaces operating under the Defendant Internet Stores. Each Defendant targets the United States, including Illinois, and has offered to sell and, on information and belief, has sold and continues to copy and display the Copyright Protected Photographs without authorization to consumers within the United States, including Illinois and in this judicial district.

IV. DEFENDANTS' UNLAWFUL CONDUCT

COUNT I
COPYRIGHT INFRINGEMENT (17 U.S.C. § 501(a))

17. Plaintiff hereby realleges and incorporates by reference the allegations set forth in paragraphs 1 through 16.

18. Plaintiff's Copyright Protected Photographs are of substantial value and were produced and created by Plaintiff at considerable time, effort, and expense. Plaintiff is the sole owner of each workgroup Registration of Published Photographs, and all of the Copyright Protected Photographs have been registered with the U.S. Copyright Office. See **Exhibit 1**.

19. At all relevant times, Plaintiff has owned and held the exclusive rights infringed by Defendants, including, but not limited to, the Plaintiff's Copyright Protected Photographs, including derivative works thereof.

20. Upon information and belief, Defendants obtained access to the Copyright Protected Photographs through Plaintiff's ordinary business activities. Thereafter, without

authorization or consent, Defendants unlawfully reproduced Plaintiff's Copyright Protected Photographs and engaged in widespread infringement by publishing and distributing such works through websites and online markets in connection with the marketing and sale of Defendant's competing products.

21. Plaintiff alleges that Defendants further infringed Plaintiff's Copyright Protected Photographs by creating, or causing to be created, unauthorized derivative works from Plaintiff's Copyright Protected Photographs by producing and distributing such reproductions without Plaintiff's authorization. Defendants have, without Plaintiff's consent, published online infringing derivative works of Plaintiff's Copyright Protected Photographs. In doing so, Defendants have violated Plaintiff's exclusive rights of reproduction and distribution. Defendants' actions constitute an infringement of Plaintiff's exclusive rights in violation of the Copyright Act, 17 U.S.C. § 101, et seq.

22. Further, as a direct and proximate result of Defendants' acts of copyright infringement, Defendants have unlawfully obtained direct and indirect profits they would not have realized but for their infringement of Plaintiff's Copyright Protected Photographs. Plaintiff is entitled to an accounting disgorgement of Defendants' profits directly and indirectly attributable to their infringement of Plaintiff's Copyright Protected Photographs.

23. The foregoing acts of infringement constitute a collective enterprise of shared, overlapping facts, and have been willful, intentional, and with deliberate disregard for, and with indifference to, Plaintiff's rights.

24. As a result of Defendants' infringement of Plaintiff's exclusive rights under the Copyright Act, Plaintiff is entitled to relief pursuant to 17 U.S.C. § 504, together with and aware costs and reasonable attorneys' fees pursuant to 17 U.S.C. § 505.

25. The conduct of Defendants has caused and, unless enjoined and restrained by this Court will continue to cause Plaintiff great and irreparable harm that cannot fully be compensated or measured in monetary damages. Plaintiff has no adequate remedy at law. Accordingly, pursuant to 17 U.S.C. §§ 502-503, Plaintiff is entitled to injunctive relief prohibiting Defendants from further infringing Plaintiff's Copyright Protected Photographs and requiring the destruction of all unauthorized copies of Plaintiff's Copyright Protected Photographs.

26. Defendants' copies, digital files, and other embodiments of Plaintiff's Copyright Protected Photographs from which additional copies could be reproduced, should be impounded and forfeited to Plaintiff as instruments of infringement. Likewise, and all knockoff copies created by Defendants should be impounded and forfeited to Plaintiff, under 17 U.S.C. § 503. Plaintiff further requests that the Court order the seizure and destruction of all unauthorized copies of Plaintiff's Copyright Protected Photographs in Defendants' possession, custody, or control, to prevent any continued or future infringement of Plaintiff's exclusive rights.

PRAYER FOR RELIEF

WHEREFORE, Plaintiff prays for judgment against Defendants and each of them as follows:

A. That Defendants, their officers, agents, servants, employees, attorneys, and all persons acting in concert with them, be preliminarily and permanently enjoined pursuant to 17 U.S.C. §§ 502–503 from:

1. Reproducing, displaying, distributing, offering for sale, or otherwise using Plaintiff's Copyright Protected Photographs, or any works substantially similar thereto, without authorization;

2. Manufacturing, importing, distributing, offering for sale, or selling any products using Plaintiff's Copyright Protected Photographs or infringing derivatives thereof;
3. Assisting, aiding, or abetting any other person or entity in engaging in any of the activities set forth in subparagraphs (1)–(2).

B. That all Defendants' online marketplace accounts, domain names, and Defendant Internet Stores listed in Schedule A be temporarily, preliminarily, and permanently disabled and enjoined from operating or being transferred to any other owner or registrar.

C. That third-party providers, including but not limited to Amazon, eBay, Alibaba, AliExpress, Walmart, TikTok, Temu, Wish, and PayPal, and any banks, payment processors, or financial institutions holding or transferring Defendants' assets, be ordered to:

1. Disable and cease providing services for any accounts through which Defendants engage in the sale products by using, without authorization, the Copyright Protected Photographs, including any accounts associated with the Defendants;
2. Disable and cease displaying any advertisements used by or associated with Defendants that display the Copyright Protected Photographs;
3. Take all necessary steps to prevent links to Defendants' Online Stores from displaying in search results, including, but not limited to, removing links to Defendants' domain names from any search index;
4. Freeze and restrain all funds in Defendants' accounts connected to the infringing conduct; and
5. Transfer all such restrained funds to Plaintiff as partial satisfaction of any judgment entered.

D. That Defendants be ordered to deliver up for destruction all unauthorized copies and derivative works of Plaintiff's Copyright Protected Photographs, including all physical, digital, or electronic embodiments thereof, pursuant to 17 U.S.C. § 503.

E. That Plaintiff be awarded, at its election, either:

1. Plaintiff's actual damages together with all profits of Defendants attributable to their infringement, pursuant to 17 U.S.C. § 504(b); or
2. Statutory damages pursuant to 17 U.S.C. § 504(c), including enhanced damages for willful infringement.

F. That Plaintiff be awarded its costs of suit, including reasonable attorneys' fees, pursuant to 17 U.S.C. § 505.

G. That Plaintiff be granted such other and further relief as this Court deems just and proper.

DEMAND FOR JURY TRIAL

Plaintiff also demands a trial by jury of all issues so triable pursuant to Federal Rule of Civil Procedure 38.

Dated: September 17, 2025

Respectfully Submitted

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