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Mattel, Inc.

UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

MATTEL, INC.

Plaintiff

v.

1622758984, 1922529011, 3237063196,
3ADIANPU, AISAITE, AJKKXIAO,
ALINA_ZLL, AMAKEUPSTORE, AMAPO,
ANDREA-LOVEKOBÉ, AT THE BEGINNING
OF LANGUAGE, BABY HI, BANGXING,
BEAUTY, OUTDOOR AND ELECTRONIC,
BEBEST, BENGBU TRADE LIMITED BY
SHARE LTD, BEST HOPE, BLUESKY588,
BURNING FIRE, BUYINFUN, C-BEAR,
CECILIASTYLE, CHERRYSTORE6, CHINA
SOUL, COCOMENGXIANGJIA, DE YANG,
DIDIAO, DREAMTOP, ELYSIAN FIELDS,
FANCYBABY JEWELRY, FANTASTIC5,
FASHION MEMORIES, FASHIONGOGOGO,
FASHIONISTAS, FATE STAY NIGHT,
FATIONSHOP, FENGJIANYU45033, FESENZ,
FFBFDNDFNDRF, FIRMTOWN94, FPPF,

Civil Case No.: 18-cv-8821

~~PROPOSED~~

**1) TEMPORARY RESTRAINING
ORDER; 2) ORDER
RESTRAINING ASSETS AND
MERCHANT STOREFRONTS; 3)
ORDER TO SHOW CAUSE WHY
A PRELIMINARY INJUNCTION
SHOULD NOT ISSUE; 4) ORDER
AUTHORIZING ALTERNATIVE
SERVICE BY ELECTRONIC
MEANS; AND 5) ORDER
AUTHORIZING EXPEDITED
DISCOVERY**

FILED UNDER SEAL

GEORGE ELLIOT, GN SERVICE CO.LTD.,
GODEAL2017, GRACEQQ,
GUANGZHOUFENGSEWANGJUYINGHUAM
AOYIYOUXIANGONGSI,
GUOJUN1991@163.COM,
HANGZHOUJINGPINBAOBAO,
HAPPYDREAM2016, HEADACHES, HELLO
BODY, HOME GOODS, HONG KONG QI
SHENG, HONGXIN TRADING COMPANY,
HYLL2016, IFOUND, JJACKON, JOHNY PAPI,
JTD, JWAREHOUSE, JUSTICE, KÉ, KISS
YOUR LIFE, LINDAF JEWELRY, LINJUBUY,
LINZHIHEN, LIPENG TRADING CO.,
LIMITED, LITTLLOVE, LONELY PLANET,
LUCK2017, LUCKY DOG8, LUCKY-1, LUSYS,
LY2016, MATCHBESTCT, MEIRENYUHA,
MICROHAPPYWISE, MRROBINSON,
MW1023214, MY TREASURE, NANJING MH
COMPANY, NEWBEAR, NEWIN, NIUQI
DIGITAL FRANCHISE, ORIENT
INTERNATIONAL TRADING CO., LTD.,
PEACH PARTY, PEGGY, PERFECT
ELECTRONIC TECHNOLOGY CO., LTD,
QINGDAOTIANCHANGZHENGQUANSHIYE
YOUXIANGONGSI,
QIPILANGZHENPISHOUBAO,
RFHBTGNDERFGBESDR, SAML, SAMLIR,
SANDI MARKET, SHANGHAI YEE TONG
TRADING CO., LTD.,
SHANGHAIBINJIAWANGLUOGONGCHENG
YOUXIANGONGSI,
SHANGHAIYEJIAJINCHUKOUYOUXIANGO
NGSI, SHENZHEN NATURE MAKER,
SHENZHEN SAFE TECHNOLOGY CO., LTD,
SHENZHENSIXINGJIEXUNDIANZIYOUXI
ANGONGSI, SMALL HOUSEHOLD
APPLIANCES CONCENTRATION CAMP,
SSDD, SUNSHINE DAY, TAMIIX,
TAOLIHUA, TAOZI123, THBFDHFG, THE
COSMETICS, TOP FASHION CLUB,
TOP_MVP, TOPFASHIONTOWN, TOXIC
PERFUME, TUKIISS, UNIQUE CREATE,
VSHINE, WAGPUAL TACTICAL AIRSOFT
WHOLESALE HOME, WANG'S, WANGPAI,
WLOUDS, WEIWEIT, WEIWO999, WENMY,
WHENEVER INTEREST, WX123456,

XI LIAN, XIAOHHH, XIAOYANGO, :
 XIAOYUPPP, XIEFANG625, :
 XINXIANGSHICHENG6698, :
 YANGFANSHANGMAO, YANGKAIJIE, :
 YEHAOJJSTORE, YEMINQING, YIDAS, :
 YIWU CITY HAOZHUO CRAFTS LIMITED :
 COMPANY, YIWU XIANGPEI :
 INTERNATIONAL TRADE COMPANY, :
 YIWUSHIGUIKANGDIANZISHANGWUSHA :
 NGXING, :
 YIWUYINHAIIDIANZISHANGWUYOUXIAN :
 GONGSI, YONGYANONLINE, ZHOU DU :
 STORES, ZIWEIXING ANGEL AGEL :
 ECOMMERCE LTD and ZSDDP, :
Defendants :

On this day, the Court considered Plaintiff's *ex parte* application for the following: 1) a temporary restraining order; 2) an order restraining assets and Merchant Storefronts (as defined *infra*); 3) an order to show cause why a preliminary injunction should not issue; 4) an order authorizing alternative service and 5) an order authorizing expedited discovery against 1622758984, 1922529011, 3237063196, 3A dianpu, Aisaite, ajKKxiao, Alina_zll, Amakeupstore, AMAPO, Andrea-LoveKobe, At the beginning of language, baby hi, bangxing, Beauty, outdoor and electronic, Bebest, Bengbu trade Limited by Share Ltd, Best Hope, bluesky588, Burning Fire, BuyInFun, c-bear, ceciliastyle, cherrystore6, China Soul, CoComengxiangjia, De yang, DI diao, DreamTop, Elysian Fields, Fancybaby Jewelry, Fantastic5, Fashion memories, FashionGOGOGO, Fashionistas, Fate Stay Night, Fationshop, fengjianyu45033, fesenz, ffbfdndfndrf, Firmtown94, FPPF, George Elliot, GN Service Co.Ltd., Godeal2017, Graceqq, guangzhoufengsewangjuyinghuamaoyiyouxiangongsi, guojun1991@163.com, hangzhoujingpinbaobao, happydream2016, headaches, hello body, Home Goods, Hong kong Qi Sheng, Hongxin Trading Company, hyll2016, ifound, jjackon, Johny Papi, JTD, JT Warehouse, Justice, Ké, Kiss Your Life, LinDaF Jewelry, linjubuy, linzhihen, LiPeng Trading Co., Limited,

Littlove, Lonely Planet, luck2017, Lucky dog8, LUCKY-1, lusys, LY2016, MatchBestCT, meirenyuha, microhappywise, MRRObinson, mw1023214, My Treasure, nanjing MH company, newbear, Newin, Niuqi digital franchise, Orient International Trading Co., Ltd., Peach Party, peggy, Perfect electronic technology co., LTD, qingdaotianchangzhengquanshiyexiangongsi, qipilangzhenpishoubao, rfhbtgnderfgbesdr, saml, samlir, Sandi Market, Shanghai Yee Tong Trading Co., Ltd., shanghaibinjiawangluogongchengyouxiangongsi, shanghaiyejiajinchukouyouxiangongsi, shenzhen nature maker, Shenzhen safe technology co., LTD, shenzhenshixingjiexundianziyouxiangongsi, Small household appliances concentration camp, sssdd, Sunshine Day, tamiix, taolihua, taozi123, thbdfhg, The cosmetics, top fashion club, TOP_MVP, TopFashionTown, toxic perfume, tukiiss, UNIQUE CREATE, Vshine, wagnual tactical airsoft wholesale home, Wang`s, wangpai, Wclouds, WEIWEIT, weiwo999, wenmy, Whenever interest, WX123456, Xi_Lian, xiaoHHH, xiaoyango, xiaoyuPPP, Xiefang625, xinxiangshicheng6698, yangfanshangmao, yangkaijie, yehaoJJstore, yeminqing, Yidas, yiwu city haozhuo crafts limited company, Yiwu Xiangpei International Trade Company, yiwushiguikangdianzishangwushangxing, yiwuyinhaidianzishangwuyouxiangongsi, yongyanonline, Zhou Du Stores, ZIWEIXING angel Agel Ecommerce Ltd and ZSDDP (hereinafter collectively referred to as “Defendants” or individually as “Defendant”), ContextLogic (as defined *infra*) and Financial Institutions (as defined *infra*) in light of Defendants’ intentional and willful offerings for sale and/or sales of Counterfeit Products (as defined *infra*) (“Application”).¹ A complete list of Defendants is attached hereto as **Schedule A**, which also includes links to Defendants’ Merchant Storefronts. Having reviewed the Application, the Declarations of Jessica Arnaiz, Ray Adler and Spencer Wolfgang, along with exhibits attached

¹ Where a defined term is referenced herein and not defined herein, the defined term should be understood as it is defined in the Complaint or Application.

thereto and other evidence submitted in support thereof, the Court makes the following findings of fact and conclusions of law:

FACTUAL FINDINGS & CONCLUSIONS OF LAW

1. Plaintiff is likely to prevail on its Lanham Act claims, copyright claims and related state law claims at trial;

2. As a result of Defendants' infringements, Plaintiff, as well as consumers, are likely to suffer immediate and irreparable losses, damages and injuries before Defendants can be heard in opposition, unless Plaintiff's Application for *ex parte* relief is granted:

- a. Defendants have offered for sale and sold substandard products bearing or using Plaintiff's registered trademarks (*i.e.*, U.S. Trademark Reg. No. 1,005,397 for "UNO" for goods in Class 28 and U.S. Trademark Reg. Nos. 5,125,593 and 2,008,897 for the wordmark "UNO" in Classes 9 and 28 and hereinafter referred to as the "UNO Marks") and/or registered copyrights (*i.e.*, U.S. Copyright Reg. VA 561-564, covering the Original UNO Game Packaging, U.S. Copyright Reg. VA 2-090-581, covering the UNO Game Packaging (1999), U.S. Copyright Reg. VA 2-090-583, covering the UNO Game Packaging (2001) and U.S. Copyright Reg. VA 2-090-587, covering the UNO Game Packaging (2003), and hereinafter referred to as the "UNO Works") and/or containing packaging and/or labels that bear and/or are used in connection with marks and/or artwork that is confusingly or substantially similar to the UNO Marks and/or UNO Works or that are identical or confusingly or substantially similar to Plaintiff's authentic products sold using the UNO Marks and/or UNO Works ("UNO Products") (collectively referred to as, "Counterfeit Product(s)" or "Infringing Product(s)") that overall infringe the UNO Marks and

UNO Works through accounts with the online marketplace platform Wish.com held by Defendants (“User Account(s)”);

- b. Plaintiff has well-founded fears that more Counterfeit Products will appear in the marketplace; that consumers may be misled, confused and disappointed by the quality of these Counterfeit Products, resulting in injury to Plaintiff’s reputation and goodwill; and that Plaintiff may suffer loss of sales for its UNO Products; and
- c. Plaintiff has well-founded fears that if it proceeds on notice to Defendants on this Application, Defendants will: (i) secret, conceal, destroy, alter, sell-off, transfer or otherwise dispose of or deal with Counterfeit Products or other goods that infringe the UNO Marks and UNO Works, the means of obtaining or manufacturing such Counterfeit Products, and records relating thereto that are in their possession or under their control, (ii) inform their suppliers and others of Plaintiff’s claims with the result being that those suppliers and others may also secret, conceal, sell-off or otherwise dispose of Counterfeit Products or other goods infringing the UNO Marks and UNO Works, the means of obtaining or manufacturing such Counterfeit Products, and records relating thereto that are in their possession or under their control, (iii) secret, conceal, transfer or otherwise dispose of their ill-gotten proceeds from its sales of Counterfeit Products or other goods infringing the UNO Marks and UNO Works and records relating thereto that are in their possession or under their control and/or (iv) open new User Accounts through which Defendants export, advertise, market, promote, distribute, offer for sale, sell and/or otherwise deal in products, including Counterfeit Products (“Merchant Storefront(s)”) under new or different names and continue to offer for sale and sell Counterfeit Products with little to no consequence;

3. The balance of potential harm to Defendants of being prevented from continuing to profit from their illegal and infringing activities if a temporary restraining order is issued is far outweighed by the potential harm to Plaintiff, its business, the goodwill and reputation built up in and associated with the UNO Marks and UNO Works and to its reputation if a temporary restraining order is not issued;

4. Public interest favors issuance of the temporary restraining order in order to protect Plaintiff's interests in and to its UNO Marks and UNO Works, and to protect the public from being deceived and defrauded by Defendants' passing off of their substandard Counterfeit Products as UNO Products;

5. Plaintiff has not publicized its request for a temporary restraining order in any way;

6. Service on Defendants via electronic means is reasonably calculated to result in proper notice to Defendants;

7. If Defendants are given notice of the Application, they are likely to secret, conceal, transfer or otherwise dispose of their ill-gotten proceeds from their sales of Counterfeit Products or other goods infringing the UNO Marks and UNO Works. Therefore, good cause exists for granting Plaintiff's request for an asset restraining order. It typically takes Financial Institutions a minimum of five (5) days after service of the Order (as defined *infra*) to locate, attach and freeze Defendants' Assets (as defined *infra*) and/or Defendants' Financial Accounts (as defined *infra*) and ContextLogic a minimum of five (5) days to freeze Defendants' Merchant Storefronts. As such, the Court allows enough time for Plaintiff to serve the Financial Institutions and ContextLogic with this Order, and for the Financial Institutions and ContextLogic to comply with the Paragraphs I(B)(1) through I(B)(2) and I(C)(1) of this Order, respectively, before requiring service on Defendants;

8. Similarly, if Defendants are given notice of the Application, they are likely to destroy, move, hide or otherwise make inaccessible to Plaintiff the records and documents relating to Defendants' manufacturing, importing, exporting, advertising, marketing, promoting, distributing, displaying, offering for sale and/or sale of Counterfeit Products. Therefore, Plaintiff has good cause to be granted expedited discovery.

ORDER

Based on the foregoing findings of fact and conclusions of law, Plaintiff's Application is hereby **GRANTED** as follows (the "Order"):

I. Temporary Restraining Order

A. IT IS HEREBY ORDERED, as sufficient cause has been shown, that Defendants are hereby restrained and enjoined from engaging in any of the following acts or omissions pending the hearing and determination of Plaintiff's Application for a preliminary injunction as referenced in **Paragraph (II)(A)** below:

- 1) manufacturing, importing, exporting, advertising, marketing, promoting, distributing, displaying, offering for sale, selling and/or otherwise dealing in Counterfeit Products;
- 2) secreting, concealing, destroying, altering, selling off, transferring or otherwise disposing of and/or dealing with: (i) Counterfeit Products and/or (ii) any computer files, data, business records, documents or any other records or evidence relating to their User Accounts, Merchant Storefronts or any money, securities or other property or assets of Defendants (hereinafter collectively referred to as "Defendants' Assets") and the manufacture, importation, exportation, advertising, marketing, promotion, distribution, display, offering for sale and/or sale of Counterfeit Products; and

- 3) effecting assignments or transfers, forming new entities or associations, or creating and/or utilizing any other platform, User Account, Merchant Storefront or any other means of importation, exportation, advertising, marketing, promotion, distribution, display, offering for sale and/or sale of Counterfeit Products for the purposes of circumventing or otherwise avoiding the prohibitions set forth in this Order.

B. IT IS HEREBY ORDERED, as sufficient cause has been shown, that ContextLogic, Inc. (“ContextLogic”), PayPal Inc. (“PayPal”), Payoneer Inc. (“Payoneer”), and PingPong Global Solutions, Inc. (“PingPong”) (ContextLogic, PayPal, Payoneer and PingPong are collectively referred to as the “Financial Institutions”) are hereby restrained and enjoined from engaging in any of the following acts or omissions pending the hearing and determination of Plaintiff’s Application for a preliminary injunction as referenced in **Paragraph (II)(A)** below, or until further order of the Court:

- 1) secreting, concealing, transferring, disposing of, withdrawing, encumbering or paying Defendants’ Assets from or to financial accounts associated with or utilized by any Defendant’s User Accounts or Merchant Storefront(s) (“Defendants’ Financial Accounts”) until further ordered by the Court.

C. IT IS HEREBY ORDERED, as sufficient cause has been shown, that ContextLogic is hereby restrained and enjoined from engaging in any of the following acts or omissions pending the hearing and determination of Plaintiff’s Application for a preliminary injunction as referenced in **Paragraph (II)(A)** below, or until further order of the Court:

- 1) within five (5) days after receipt of service of this Order, providing services to Defendants, Defendants’ User Accounts and Defendants’ Merchant Storefronts, including, without limitation, continued operation of Defendants’ User Accounts and Merchant Storefronts.

**II. Order to Show Cause Why A Preliminary Injunction
Should Not Issue And Order Of Notice**

- A. Defendants are hereby ORDERED to show cause before this Court in Courtroom 26B of the United States District Court for the Southern District of New York at 500 Pearl Street, New York, New York on **October 11, 2018 at 4:30 p.m.** or at such other time that this Court deems appropriate, why a preliminary injunction, pursuant to FRCP 65(a), should not issue.
- B. IT IS FURTHER ORDERED that opposing papers, if any, shall be filed electronically with the Court and served on Plaintiff's counsel by delivering copies thereof to the office of Epstein Drangel LLP at 60 East 42nd Street, Suite 2520, New York, NY 10165, Attn: Jason M. Drangel on or before October 8, 2018. Plaintiff shall file any Reply papers on or before October 9, 2018.
- C. IT IS FURTHER ORDERED that Defendants are hereby given notice that failure to appear at the show cause hearing scheduled in **Paragraph II(A)** above may result in the imposition of a preliminary injunction against them pursuant to FRCP 65, which may take effect immediately upon the expiration of this Order, and may extend throughout the length of the litigation under the same terms and conditions set forth in this Order.

III. Asset Restraining Order

- A. IT IS FURTHER ORDERED pursuant to FRCP 64 and 65 and CPLR 6201 and this Court's inherent equitable power to issue provisional remedies ancillary to its authority to provide final equitable relief, as sufficient cause has been shown, that within five (5) days of receipt of service of this Order, the Financial Institutions shall locate and attach Defendants' Financial Accounts and shall provide written confirmation of such attachment to Plaintiff's counsel.

IV. Order Authorizing Alternative Service by Electronic Means

A. IT IS FURTHER ORDERED pursuant to FRCP 4(f)(3), as sufficient cause has been shown, that service of this Order and the Summons and Complaint may be made on, and shall be deemed effective as to Defendants if it is completed by the following means:

- 1) delivery of: (i) PDF copies of this Order together with the Summons and Complaint, and (ii) a link to a secure website (including Dropbox.com, NutStore.com, a large mail link created through RPost.com and via website publication through a specific page dedicated to this Lawsuit accessible through ipcounselorslawsuit.com) where each Defendant will be able to download PDF copies of this Order together with the Summons and Complaint, and all papers filed in support of Plaintiff's Application seeking this Order to Defendants' e-mail addresses to be determined after having been identified by ContextLogic pursuant to **Paragraph V(C)**.

B. IT IS FURTHER ORDERED, as sufficient cause has been shown, that such alternative service by electronic means ordered herein shall be made within five (5) days of the Financial Institutions and ContextLogic's compliance with **Paragraphs III(A)** and **V(C)** of this Order, and in no event later than 10 days from the date of this Order.

C. IT IS FURTHER ORDERED, as sufficient cause has been shown, that the Clerk of the Court shall issue a single original summons in the name of "1622758984 and all other Defendants identified in the Complaint" that will apply to all Defendants.

V. Order Authorizing Expedited Discovery

A. IT IS FURTHER ORDERED, as sufficient cause has been shown, that:

- 1) Plaintiff may serve interrogatories pursuant to Rules 26 and 33 of the Federal Rules of Civil Procedure as well as Local Civil Rule 33.3 of the Local Rules for the Southern and Eastern Districts of New York and Defendants who are served with this Order shall

provide written responses under oath to such interrogatories within fourteen (14) days of service to Plaintiff's counsel.

- 2) Plaintiff may serve requests for the production of documents pursuant to FRCP 26 and 34, and Defendants who are served with this Order and the requests for the production of documents shall produce all documents responsive to such requests within fourteen (14) days of service to Plaintiff's counsel.

B. IT IS FURTHER ORDERED, as sufficient cause has been shown, that within five (5) days of receipt of service of this Order the Financial Institutions shall identify any and all of Defendants' Financial Accounts, and provide Plaintiff's counsel with a summary report containing account details for any and all such accounts, which shall include, at a minimum, identifying information for Defendants, including contact information for Defendants (including, but not limited to, mailing addresses and e-mail addresses), account numbers and account balances for any and all of Defendants' Financial Accounts and confirmation of said compliance with this Order.

C. IT IS FURTHER ORDERED, as sufficient cause has been shown, that within five (5) days of receipt of service of this Order, ContextLogic shall identify any and all of Defendants' User Accounts and Merchant Storefronts, and provide Plaintiff's counsel with a summary report containing account details for any and all User Accounts and Merchant Storefronts, which shall include, at a minimum, identifying information for Defendants and Defendants' User Accounts and Defendants' Merchant Storefronts, contact information for Defendants (including, but not limited to, mailing addresses and e-mail addresses) and confirmation of said compliance with this Order.

D. IT IS FURTHER ORDERED, as sufficient cause has been shown, that:

- 1) Within fourteen (14) days of receiving actual notice of this Order, all Financial Institutions who are served with this Order shall provide Plaintiff's counsel all documents and records in their possession, custody or control relating to any and all of Defendants' Financial Accounts, including, but not limited to, documents and records relating to:
 - a. account numbers;
 - b. current account balances; and
 - c. any and all identifying information for Defendants, Defendants' User Accounts and Defendants' Merchant Storefronts, including, but not limited to, names, addresses and contact information.

E. IT IS FURTHER ORDERED, as sufficient cause has been shown, that:

- 1) Within fourteen (14) days of receipt of service of this Order, ContextLogic shall provide to Plaintiff's counsel all documents and records in its possession, custody or control relating to Defendants' User Accounts and Defendants' Merchant Storefronts, including, but not limited to, documents and records relating to:
 - a. any and all User Accounts and Defendants' Merchant Storefronts and account details, including, without limitation, identifying information and account numbers for any and all User Accounts and Defendants' Merchant Storefronts that Defendants have ever had and/or currently maintain with ContextLogic that were not previously provided pursuant to Paragraph V(C);
 - b. the identities, location and contact information, including any and all e-mail addresses of Defendants that were not previously provided pursuant to Paragraph V(C);

- c. the Defendants' methods of payment, methods for accepting payment and any and all financial information, including, but not limited to, information associated with Defendants' User Accounts and Defendants' Merchant Storefronts, a full accounting of Defendants' sales history and listing history under such accounts and Defendants' Financial Accounts with any and all Financial Institutions associated with Defendants' User Accounts and Defendants' Merchant Storefronts; and
- d. Defendants' manufacturing, importing, exporting, advertising, marketing, promoting, distributing, displaying, offering for sale and/or selling of Counterfeit Products, or any other products bearing the UNO Marks and/or marks that are confusingly similar to, identical to and constitute an infringement of the UNO Marks and/or incorporating the UNO Works and/or artwork that is substantially similar to, identical to and constitutes infringement of the UNO Works.

VI. Security Bond

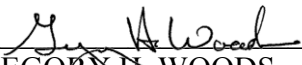
- A. IT IS FURTHER ORDERED that Plaintiff shall place security in the amount of twenty-five thousand dollars (\$25,000) with the Court which amount is determined adequate for the payment of any damages any person may be entitled to recover as a result of an improper or wrongful restraint ordered hereunder.

VII. Sealing Order

A. IT IS FURTHER ORDERED that Plaintiff's Complaint and exhibits attached thereto, and Plaintiff's *ex parte* Application and the Declarations of Jessica Arnaiz, Ray Adler and Spencer Wolfgang in support thereof and exhibits attached thereto and this Order shall remain sealed until the later of (i) date on which the Financial Institutions and ContextLogic comply with **Paragraphs I(C), III(A) and V(C)** of this Order and (ii) 14 days after the date of this Order.

SO ORDERED.

SIGNED this 28th day of September 2018, at 4:30 p.m.



GREGORY H. WOODS
UNITED STATES DISTRICT JUDGE
Part 1