# IN THE UNITED STATES DISTRICT COURT NORTHERN DISTRICT OF ILLINOIS EASTERN DIVISION

ZULAY, LLC

Plaintiff,

v.

No. 22-cv-3265

DEMAND FOR JURY TRIAL

THE PARTNERSHIPS AND UNINCORPORATED ASSOCIATIONS IDENTIFIED IN SCHEDULE "A",

Defendants.

#### **COMPLAINT**

Zulay, LLC ("Plaintiff"), by and through its undersigned counsel, hereby files this Complaint for trademark infringement under the Lanham Act, offering for sale and selling counterfeit goods in violation of Plaintiff's exclusive rights, copyright infringement, violations of the Illinois Deceptive Trade Practices Act, copyright infringement, and civil conspiracy against the Partnerships and Unincorporated Associations Identified in Schedule "A" (together, "Defendants"). In support hereof, Plaintiff states 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. This Court has jurisdiction over the claims in this action that arise under the laws of the State of Illinois pursuant to 28 U.S.C. § 1367(a) because the state law claims are so related to the federal claims that they form part of the same case or controversy and derive from a common nucleus of operative facts.
- 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. Specifically, each of the Defendants directly reaches out to do business with Illinois residents by operating or assisting in the operation of one or more commercial, interactive e-commerce stores that sell products using counterfeit versions of Plaintiff's federally registered trademarks directly to Illinois consumers. In short, each Defendant is committing tortious acts in Illinois, is engaging in interstate commerce, and has wrongfully caused Plaintiff substantial injury in the State of Illinois.

#### II. INTRODUCTION

- 3. Plaintiff filed this action to combat online counterfeiters and infringers who trade upon Plaintiff's reputation and goodwill by selling and/or offering for sale unauthorized and unlicensed counterfeit and infringing products using counterfeit versions of Plaintiff's federally registered trademarks ZULAY KITCHEN (U.S. Reg. No. 5,506,975) and MILK BOSS (U.S. Reg. No. 5,976,176) and copyrighted photographs and texts (U.S. Reg. Nos. VA 2-302-356, VA 2-302-139, VA 2-302-148, and TXu 2-318-690) attached as **Exhibit 1**. The Defendants created internet stores (the "Defendant Internet Stores" or the "Stores") by the dozens and designed them to appear to be selling genuine copies of Plaintiff's ZULAY KITCHEN and MILK BOSS branded kitchen products when really the Stores are selling counterfeit versions to unknowing customers.
- 4. The Defendant Internet Stores share unique identifiers, such as similar design elements of the counterfeit product offered for sale and, on information and belief, these similarities suggest that the Defendant Internet Stores share common manufacturing sources, thus establishing the Defendants' counterfeiting and infringing operations arise out of the same transaction, occurrence, or series of transactions or occurrences. Defendants have gone to great

lengths to avoid liability by concealing both their identities and the full scope and interworking of their counterfeiting operation, including changing the names of their Stores multiple times, opening new Stores, helping their friends open Stores, and making subtle changes to their products. Plaintiff has been forced to file this action to combat Defendants' counterfeiting and willful infringement of Plaintiff's registered trademarks, as well as to protect unknowing consumers from purchasing counterfeit products over the internet. Plaintiff has been and continues to be irreparably damaged through consumer confusion, dilution, and tarnishment of its valuable trademark because of Defendants' actions and seek injunctive and monetary relief.

#### III. THE PARTIES

## Plaintiff Zulay, LLC

- 5. Plaintiff is a Florida limited liability company and is the seller of a variety of high-quality kitchen devices and tools. Plaintiff sells these kitchen products through its brands ZULAY KITCHEN and MILK BOSS, which allows the consumers to purchase a variety of the tools and devices for their homes and kitchens through the company's e-commerce marketplaces.
- 6. Plaintiff launched its ZULAY KITCHEN and MILK BOSS branded kitchen products in 2015 and 2017, respectively, on its Amazon storefront. Plaintiff's founder established the unique ZULAY KITCKEN and MILK BOSS branded storefront to offer kitchen products and appliances after observing a market demand for affordable, durable, and high-quality kitchen tools and devices. Since 2015 and 2017, Plaintiff has introduced a plethora of ZULAY KITCHEN and MILK BOSS products, respectively, through its various e-commerce marketplaces. Plaintiff's durable products have been advertised with its federally registered trademarks for several years. Plaintiff continues to heavily advertise its unique products on all its e-commerce marketplaces<sup>1</sup>,

https://www.amazon.com/zulaykitchen

<sup>&</sup>lt;sup>1</sup> https://www.zulaykitchen.com/?gclid=CjwKCAjw46CVBhB1EiwAgy6M4g80YF2fD9YM-

<sup>7</sup>QYGGJpXUGhRHKUw4tlbuaE98xA0n8b9G\_1Gj4DfhoCwbcQAvD\_BwE;

social media, advertisements, and product demonstration videos to educate consumers on both its products and trademarked name. Its websites and social media feature original content, reviews, and testimonials for ZULAY KITCHEN and MILK BOSS branded products.

- 7. Plaintiff is engaged in the business of manufacturing, distributing, and retailing these high-quality kitchen products within the Northern District of Illinois under the Federally registered trademarks ZULAY KITCHEN and MILK BOSS. Defendants' sales of the counterfeit product in violation of Plaintiff's intellectual property rights are irreparably damaging Plaintiff.
- 8. Plaintiff's brand, symbolized by the ZULAY KITCHEN and MILK BOSS trademarks, is a recognized brand of kitchen products and appliances. The ZULAY KITCHEN and MILK BOSS trademarks are distinctive and identify the merchandise as goods originating from the Plaintiff. The registrations for the ZULAY KITCHEN and MILK BOSS trademarks constitute prima facie evidence of its validity and of Plaintiff's exclusive right to use the ZULAY KITCHEN and MILK BOSS trademarks pursuant to 15 U.S.C. § 1057(b). The ZULAY KITCHEN and MILK BOSS trademarks have been continuously used and never abandoned since their first use.
- 9. Plaintiff uses the ZULAY KITCHEN and MILK BOSS trademarks to identify its goods. The trademarks are distinct when they are applied to Plaintiff's goods, signaling to the purchaser and consumer that the products are from Plaintiff and are made and manufactured to Plaintiff's original specifications and standards.
- 10. Since its initial launch of the original ZULAY KITCHEN and MILK BOSS branded products, as of its first uses in commerce in 2015 and 2017, respectively, Plaintiff's trademarks have been the subjects of substantial and continuous marketing and promotion by the Plaintiff throughout the United States and, due to its strong internet presence, throughout the entire world. Plaintiff has and continues to widely promote and market its trademarked kitchen products

to customers and the general public, and on Plaintiff's website. Genuine and authentic ZULAY KITCHEN and MILK BOSS branded kitchen products offered and sold by Plaintiff directly through reputable e-commerce marketplaces, including but not limited to Amazon.com, Target.com, Wayfair.com, its own website and others, as well as through physical retail stores, including TJ Maxx, Ross, Marshalls, and various boutique stores throughout the United States.

11. Plaintiff has expended substantial time, money, and other resources to develop, advertise, and otherwise promote the ZULAY KITCHEN and MILK BOSS trademarks. As a result, customers and consumers recognize that products bearing the distinctive ZULAY KITCHEN and MILK BOSS trademarks originate exclusively from the Plaintiff.

#### The Defendants

- 12. Defendants are individuals and 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 the state of Illinois and in this Judicial District, through the operation of fully interactive commercial websites and online commercial 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 sell counterfeit products to consumers within the United States, including Illinois and in this Judicial District.
- 13. Defendants are an interrelated group of counterfeiters and infringers who create numerous Defendant Internet Stores and design these stores to appear to be selling genuine ZULAY branded kitchen products, while they actually sell inferior imitations of Plaintiff's ZULAY KITCHEN and MILK BOSS branded products. The Defendant Internet Stores share unique identifiers, such as common design elements, the same or similar counterfeit products that they offer for sale, similar counterfeit product descriptions, the same or substantially similar

shopping cart platforms, accepted payment methods, check-out methods, lack of contact information, and identically or similarly priced counterfeit products and volume sale discounts. As such, the Defendant Internet Stores establish a logical relationship between them and suggest that Defendants' illegal operations arise out of the same transaction or occurrence. The tactics used by Defendants to conceal their identities and the full scope of their counterfeiting operation make it virtually impossible for Plaintiff to learn the precise scope and the exact interworking of their counterfeit network. If Defendants provide additional credible information regarding their identities, Plaintiff will take appropriate steps to amend the Complaint.

# IV. THE DEFENDANTS' UNLAWFUL CONDUCT

14. The success of Plaintiff's brand has resulted in significant counterfeiting and infringement. Consequently, Plaintiff has identified numerous marketplace listings on eCommerce platforms such as, but not limited to, Alibaba, Aliexpress, Amazon, DHgate, eBay, Walmart, Shopify, and Wish, which include the Defendant Aliases and which have been offering for sale, completing sales, and exporting illegal products to consumers in this Judicial District and throughout the United States. Defendants have persisted in creating the Defendant Aliases. Ecommerce sales, including e-commerce internet stores like those of Defendants, have resulted in a sharp increase in the shipment of unauthorized products into the United States. See Exhibit 2, Department of Homeland Security, Fiscal Year 2019 Seizure Statistics Report. According to Customs and Border Patrol's ("CBP") report, over 90% of all CBP intellectual property seizures were smaller international mail and express shipments (as opposed to large shipping containers). Id. Approximately 85% of CBP seizures originated from mainland China and Hong Kong. Id. Counterfeit and pirated products account for billions of dollars in economic losses, resulting in tens of thousands of lost jobs for legitimate businesses and broader economic losses, including lost tax revenue.

- 15. Counterfeiting rings take advantage of the anonymity provided by the internet, which allows them to evade enforcement efforts to combat counterfeiting. For example, counterfeiters take advantage of the fact that marketplace platforms 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." *See*Exhibit 3, Daniel C.K. Chow, Alibaba, Amazon, and Counterfeiting in the Age of the Internet, 41

  Nw. J. Int'l. L. & Bus. 24 (2020). Additionally, "Internet commerce platforms create bureaucratic or technical hurdles in helping brand owners to locate or identify sources of counterfeits and counterfeiters." *Id.* at 25. Therefore, with the absence of regulation, Defendants may and do garner sales from Illinois residents by setting up and operating e-commerce internet stores that target United States consumers using one or more aliases, offer shipping to the United States, including Illinois, accept payment in U.S. dollars, and, on information and belief, have sold counterfeit products to residents of Illinois.
- 16. Upon information and belief, at all times relevant hereto, the Defendants in this action have had full knowledge of Plaintiff's ownership of the ZULAY KITCHEN and MILK BOSS trademarks, including its exclusive right to use and license such intellectual property and their associated goodwill. Defendants' Internet Stores also use the same pictures to advertise their counterfeit product that Plaintiff uses on its webpage and other online marketplaces to sell and advertise its genuine and original ZULAY KITCHEN and MILK BOSS branded kitchen products, sowing further confusion among potential purchasers.
- 17. Defendants go to great lengths to conceal their identities by using multiple fictitious names and addresses to register and operate their massive network of Defendant Internet Stores. Other Defendant domain names often use privacy services that conceal the owners' identity and contact information. Upon information and belief, Defendants regularly create new websites and

online marketplace accounts on various platforms using the identities listed in Schedule A of this Complaint, as well as other unknown fictitious names and addresses. Such Defendant Internet Store registration patterns are one of the many common tactics used by the Defendants to conceal their identities, the full scope and interworking of their massive counterfeiting operation, and to avoid being shut down.

- 18. The counterfeit products for sale in the Defendant Internet Stores bear similarities and indicia of being related to one another, suggesting that the counterfeit products were manufactured by and come from a common source and that, upon information and belief, Defendants are interrelated.
- 19. Upon information and belief, Defendants also deceive unknowing customers by using the ZULAY KITCHEN and MILK BOSS trademarks without authorization within the content, text, and/or metatags of their websites and marketplace storefronts to attract various search engines on the Internet looking for websites relevant to consumer searches for Plaintiff's ZULAY KITCHEN and MILK BOSS branded kitchen products. Additionally, upon information and belief, Defendants use other unauthorized search engine optimization tactics and social media spamming so that the Defendant Internet Stores listings show up at or near the top of relevant search results after others are shut down. As such, Plaintiff also seeks to disable Defendant domain names owned by Defendants that are the means by which the Defendants could continue to sell counterfeit products.
- 20. Defendants' use of the trademarks on or in connection with the advertising, marketing, distribution, offering for sale, and sale of the counterfeit products is likely to cause and has caused confusion, mistake, and deception by and among consumers and is irreparably harming Plaintiff. Defendants have manufactured, imported, distributed, offered for sale, and sold

counterfeit products using the ZULAY KITCHEN and MILK BOSS trademarks and continue to do so.

- 21. Defendants, without authorization or license from Plaintiff, knowingly and willfully used and continue to use the ZULAY KITCHEN and MILK BOSS trademarks in connection with the advertisement, offer for sale, and sale of the counterfeit products, through, inter alia, the internet. The counterfeit products are not genuine ZULAY KITCHEN and MILK BOSS branded products of the Plaintiff. Plaintiff did not manufacture, inspect, or package the counterfeit products and did not approve the counterfeit products for sale or distribution. Each of the Defendants' Internet Stores offers shipping to the United States, including Illinois, and, on information and belief, each Defendant has sold counterfeit products into the United States, including Illinois.
- 22. Upon information and belief, Defendants will continue to register or acquire listings for the purpose of selling counterfeit products that infringe upon the ZULAY KITCHEN and MILK BOSS trademarks unless preliminarily and permanently enjoined.
- 23. Defendants' use of the ZULAY KITCHEN and MILK BOSS trademarks in connection with the advertising, distribution, offer for sale, and sale of counterfeit products, including the sale of counterfeit products into Illinois, is likely to cause and has caused confusion, mistake, and deception by and among consumers and is irreparably harming Plaintiff.

#### **COUNT I**

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

- 24. Plaintiff hereby realleges and incorporates by reference the allegations set forth in paragraphs 1 through 23.
- 25. This is a trademark infringement and counterfeit action against Defendants based on their unauthorized use in commerce of counterfeit imitations of the federally registered ZULAY

KITCHEN and MILK BOSS trademarks in connection with the sale, offering for sale, distribution, and/or advertising of infringing goods. The ZULAY KITCHEN and MILK BOSS trademarks are distinctive marks. Consumers have come to expect the highest quality from Plaintiff's products provided under Plaintiff's trademarks.

- 26. Defendants have and continue to sell, offer to sell, market, distribute, and advertise products in connection with the Plaintiff's trademarks without Plaintiff's permission.
- 27. Plaintiff is the exclusive owner of Plaintiff's trademarks and copyrights. Plaintiff's United States Registrations for Plaintiff's trademarks and copyrights (**Exhibit 1**) are in full force and effect. Upon information and belief, Defendants have knowledge of Plaintiff's rights in Plaintiff's trademarks and are willfully infringing and intentionally using counterfeits of Plaintiff's trademark. Defendants' willful, intentional, and unauthorized use of Plaintiff's trademark is likely to cause confusion, mistake, and deception as to the origin and quality of the counterfeit goods among the general consuming public.
- 28. Defendants' activities constitute willful trademark infringement and counterfeiting under Section 32 of the Lanham Act, 15 U.S.C. § 1114.
- 29. Plaintiff has no adequate remedy at law, and if Defendants' actions are not enjoined, Plaintiff will continue to suffer irreparable harm to its reputation and the goodwill of its well-known trademarks.
- 30. The injuries sustained by Plaintiff have been directly and proximately caused by Defendants' wrongful reproduction, use, advertisement, promotion, offer to sell, and sale of counterfeit versions of Plaintiff's ZULAY KITCHEN and MILK BOSS branded products.

#### **COUNT II**

# FALSE DESIGNATION OF ORIGIN (15 U.S.C. § 1125)

- 31. Plaintiff hereby realleges and incorporates by reference the allegations set forth in paragraphs 1 through 30.
- 32. Defendant's promoting, marketing, offering for sale, and selling of infringing and counterfeit product has created and is creating a likelihood of confusion, mistake, and deception among the general public as to the affiliation, connection, or association with Plaintiff or the origin, sponsorship, or approval of Defendants' counterfeit version of Plaintiff's unique ZULAY KITCHEN and MILK BOSS branded products.
- 33. By using Plaintiff's trademarks in connection with the sale of counterfeit products, Defendants create a false designation of origin and a misleading representation of the fact as to the origin and sponsorship of the counterfeit product. By their use of Plaintiff's original photographs and texts in association with the offer and sale of the counterfeit product, Defendants seek to further confuse the relevant public as to the source or sponsorship of their goods by Plaintiff.
- 34. Defendants' false designation of origin and misrepresentation of fact as to the origin and/or sponsorship of the counterfeit product to the general public is a willful violation of Section 43 of the Lanham Act, 15 U.S.C. § 1125.
- 35. Plaintiff has no adequate remedy at law and, if Defendants' actions are not enjoined, Plaintiff will continue to suffer irreparable harm to its reputation and the goodwill of its brand.

#### **COUNT III**

# VIOLATION OF ILLINOIS UNIFORM DECEPTIVE TRADE PRACTICES ACT (815 ILCS § 510/1, et seq.)

- 36. Plaintiff hereby realleges and incorporates by reference the allegations set forth in paragraphs 1 through 35.
- 37. Defendants have engaged in acts violating Illinois law including, but not limited to, passing off their counterfeit product as those of Plaintiff, causing a likelihood of confusion and/or misunderstanding as to the source of their goods, causing a likelihood of confusion and/or

misunderstanding as to an affiliation, connection, or association with Plaintiff's genuine and authentic ZULAY KITCHEN and MILK BOSS branded kitchen products, representing that their products have Plaintiff's approval when they do not, and engaging in other conduct which creates a likelihood of confusion or misunderstanding among the public.

- 38. The foregoing Defendants' acts constitute a willful violation of the Illinois Uniform Deceptive Trade Practices Act, 815 ILCS § 510/1, *et seq*.
- 39. Plaintiff has no adequate remedy at law, and Defendants' conduct has caused Plaintiff to suffer damage to its reputation and goodwill. Unless enjoined by this Court, Plaintiff will suffer future irreparable harm as a direct result of Defendants' unlawful activities.

#### **COUNT IV**

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

- 40. Plaintiff hereby realleges and incorporates by reference the allegations set forth in paragraphs 1 through 39.
- 41. Plaintiff's works have significant value and have been produced and created at considerable expense. Plaintiff is the owner of each original work, and all works at issue have been registered with the U.S. Copyright Office. *See*, **Exhibit 1**.
- 42. Plaintiff, at all relevant times, has been the holder of the pertinent exclusive rights infringed by Defendants, as alleged hereunder, including but not limited to the copyrighted Plaintiff's works, including derivative works.
- 43. Upon information and belief, Defendants had access to the works through Plaintiff's normal business activities. After accessing Plaintiff's works, Defendants wrongfully created copies of the copyrighted Plaintiff's works without Plaintiff's consent and engaged in acts of widespread infringement through publishing and distributing the Plaintiff's works via online websites and digital markets in connection with the marketing of their counterfeit

products. Indeed, every photograph and text used by Defendants is virtually identical to the original Plaintiff's works.

- 44. Plaintiff is informed and believes and thereon alleges that Defendants further infringed Plaintiff's copyrights by making or causing to be made derivative works from Plaintiff's works by producing and distributing reproductions without Plaintiff's permission.
- 45. Defendants, without the permission or consent of Plaintiff, have published online infringing derivative works of Plaintiff's works. Defendants have violated Plaintiff's exclusive rights of reproduction and distribution. Defendants' actions constitute an infringement of Plaintiff's exclusive rights protected under the Copyright Act (17 U.S.C. § 101, et seq.).
- 46. Further, as a direct result of the acts of copyright infringement, Defendants have obtained direct and indirect profits they would not otherwise have realized but for their infringement of the copyrighted Plaintiff's works. Plaintiff is entitled to disgorgement of Defendants' profits directly and indirectly attributable to their infringement of Plaintiff's works.
- 47. The foregoing acts of infringement constitute a collective enterprise of shared, overlapping facts, and have been willful, intentional, and in disregard of and with indifference to the rights of Plaintiff.
- 48. As a result of Defendants' infringement of Plaintiff's exclusive rights under its copyright, Plaintiff is entitled to relief pursuant to 17 U.S.C. § 504.
- 49. The conduct of Defendants is causing and, unless enjoined and restrained by this Court, will continue to cause Plaintiff great and irreparable injury that cannot fully be compensated or measured in money. Plaintiff has no adequate remedy at law. Pursuant to 17 U.S.C. §§ 502 and 503, Plaintiff is entitled to injunctive relief prohibiting Defendants from further infringing Plaintiff's copyrights and ordering that Defendants destroy all unauthorized copies. Defendants' copies, digital files, and other embodiments of Plaintiff's Works from which copies can be

reproduced should be impounded and forfeited to Plaintiff as instruments of infringement, and all infringing copies created by Defendants should be impounded and forfeited to Plaintiff, under 17 U.S.C. § 503.

#### **COUNT V**

#### **CIVIL CONSPIRACY**

- 50. Plaintiff hereby realleges and incorporates by reference the allegations set forth in paragraphs 1 through 49.
- 51. Plaintiff is informed and believes and thereon alleges that Defendants knowingly and voluntarily entered into a scheme and agreement to engage in a combination of unlawful acts and misconduct including, without limitation, a concerted and collaborated effort to maintain the distribution, marketing, advertising, shipping, offer for sale, or sale of counterfeit products in violation of the Illinois Uniform Deceptive Trade Practices Act, 815 ILCS § 510, et seq.
- 52. The intent, purpose, and objective of the conspiracy and the underlying combination of unlawful acts and misconduct committed by the Defendants was to undermine Plaintiff and its business by unfairly competing against it as described above.
- 53. The Defendants each understood and accepted the foregoing scheme and agreed to do their respective part, to further accomplish the foregoing intent, purpose, and objective. Thus, by entering the conspiracy, each Defendant has deliberately, willfully, and maliciously permitted, encouraged, and/or induced all the foregoing unlawful acts and misconduct.
- 54. As a direct and proximate cause of the unlawful acts and misconduct undertaken by each Defendant in furtherance of the conspiracy, Plaintiff has sustained, and unless each Defendant is restrained and enjoined, will continue to sustain severe, immediate, and irreparable harm, damage, and injury for which Plaintiff has no adequate remedy at law.

# PRAYER FOR RELIEF

WHEREFORE, Plaintiff prays for judgment against Defendants as follows:

- A. That Defendants, their affiliates, officers, agents, servants, employees, attorneys, confederates, and all other persons acting for, with, by, through, under, or in active concert with them be temporarily preliminary, and permanently enjoined and restrained from:
  - i. Using Plaintiff's trademarks in any manner in connection with the distribution, marketing, advertising, offering for sale, or sale of any product that is not a genuine product of Plaintiff, or is not authorized by Plaintiff to be sold in connection with Plaintiff's trademarks;
  - ii. Passing off, inducing, or enabling others to sell or pass off any product as a genuine Plaintiff's product or any other product produced by Plaintiff that is not Plaintiff's or not produced under the authority, control, or supervision of Plaintiff and approved by Plaintiff for sale under Plaintiff's trademarks and associated with or derived from Plaintiff's trademarks:
  - iii. Committing any acts calculated to cause consumers to believe that Defendants' counterfeit product is those sold under the authority, control, or supervision of Plaintiff, or are sponsored by, approved of, or otherwise connected with Plaintiff, including without limitation through use of Plaintiff's original photographs texts in connection with the offer or sale of counterfeit products;
  - iv. Further infringing Plaintiff's trademarks and damaging Plaintiff's goodwill;
    - v. Otherwise competing unfairly with Plaintiff in any manner;
  - vi. Shipping (including drop-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 Plaintiff, nor

authorized by Plaintiff to be sold or offered for sale, and which bear any Plaintiff's trademark, or any reproductions, counterfeit copies, or colorable imitations thereof;

- vii. Using, linking to, transferring, selling, exercising control over, or otherwise owning the Defendant Internet Stores, or any other domain name or online marketplace account that is being used to sell or is how Defendants could continue to sell counterfeit product;
- viii. Operating and/or hosting websites at the Defendant Internet Stores of any other domain names registered or operated by Defendants that are involved in the distribution, marketing, advertising, offering for sale, or sale of any product bearing the Plaintiff's trademarks or reproduction, counterfeit copy, or colorable imitation thereof that is not a genuine product or not authorized by Plaintiff to be sold in connection with the Plaintiff's trademarks; and,
- ix. Registering any additional domain names that use or incorporate any portion of the Plaintiff's trademarks; and,
- B. 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:
  - i. Displaying images protected by the Plaintiff's trademarks in connection with the distribution, advertising, offer for sale and/or sale of any product that is not a genuine product of Plaintiff's or is not authorized by Plaintiff to be sold in connection with the Plaintiff's trademarks; and
  - ii. Shipping, delivering, holding for same, distributing, returning, transferring, or otherwise moving, storing, or disposing of in any manner products or inventory not manufactured by or for Plaintiff, not authorized by Plaintiff to be sold or offered for sale,

and protected by the Plaintiff's Trademark or any reproductions, counterfeit copies, or colorable imitation thereof; and,

- C. That Defendants, within fourteen (14) days after service of judgment with notice of entry thereof upon them, be required to file with the Court and serve upon Plaintiff a written report under oath setting forth in detail the manner and form in which Defendants have complied with paragraphs 1(a) through 1(g) above any and all injunctive relief ordered by this Court;
- D. Entry of an Order that, upon Plaintiff's request, those in privity with Defendants and those with notice of the injunction, including any online marketplaces such as: Amazon and Alibaba Group Holding Ltd., DHgate, eBay, Newegg, Shopify, Wish, Alipay.com Co., Ltd. and any related Alibaba entities (collectively "Alibaba"); social media platforms such as: Facebook, YouTube, LinkedIn, Twitter; Internet search engines such as Google, Bing, and Yahoo; webhosts for the Defendants Domain Names, and domain name registrars, that are provided with notice of the injunction, cease facilitating access to any or all webstores through which Defendants engage in the sale of counterfeit products using the Plaintiff's trademarks; shall:
  - i. Disable and cease providing services for any accounts through which Defendants engage in the sale of counterfeit Plaintiff's ZULAY KITCHEN and MILK BOSS branded product using Plaintiff's trademarks, including any accounts associated with the Defendants listed on Schedule A;
  - Disable and cease displaying any advertisements used by or associated with
     Defendants in connection with the sale of counterfeiting and infringing counterfeit product
     using Plaintiff's trademarks; and,
  - iii. Take all steps necessary to prevent links to the Defendant Online Stores identified in Schedule A from displaying in search results, including, but not limited to, removing links to the Defendant Online stores from any search index; and,

E. That Defendants account for and pay to Plaintiff all profits realized by Defendants

by reason of Defendants' unlawful acts herein alleged, and that the amount of damages for

infringement of Plaintiff's trademarks be increased by a sum not exceeding three times the amount

thereof as provided by 15 U.S.C. § 1117;

F. For Judgment in favor of Plaintiff against Defendants that they have: (a) willfully

infringed Plaintiff's rights in its federally registered trademark pursuant to 15 U.S.C. § 1114; and

(b) otherwise injured the business reputation and business of Plaintiff by Defendants' acts and

conduct set forth in this Complaint;

G. For Judgment in favor of Plaintiff against Defendants for actual damages or

statutory damages pursuant to 15 U.S.C. § 1117, at the election of Plaintiffs, in an amount to be

determined at trial;

H. In the alternative, that Plaintiff be awarded statutory damages pursuant to 15 U.S.C.

§ 1117(c)(2) of \$2,000,000 for each and every use of Plaintiff's Trademark;

I. That Plaintiff be awarded its reasonable attorneys' fees and costs; and,

J. That Plaintiff be awarded any and all other relief that this Court deems equitable

and just.

Plaintiff demands trial by jury as to all causes of action so triable.

Dated: June 22, 2022

Respectfully submitted,

/s/ James E. Judge

Zareefa B. Flener (IL Bar No. 6281397)

James E. Judge (IL Bar No. 6243206)

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# **Schedule A**

Def. No.	Merchant ID	Merchant URL
1	ablespring	https://ablespring.en.alibaba.com
2	ac19413135	https://ac19413135.en.alibaba.com
3	bakest	https://bakest.en.alibaba.com
4	beeman	https://beeman.en.alibaba.com
5	blcommodity	https://blcommodity.en.alibaba.com
6	boyawonda	https://boyawonda.en.alibaba.com
7	bumizzu	https://bumizzu.en.alibaba.com
8	casiaindustry	https://casiaindustry.en.alibaba.com
9	cebelk	https://cebelk.en.alibaba.com
10	chengheyuan	https://chengheyuan.en.alibaba.com
11	cnaugust	https://cnaugust.en.alibaba.com
12	cndazen	https://cndazen.en.alibaba.com
13	cnjincheng	https://cnjincheng.en.alibaba.com
14	cnwansa	https://cnwansa.en.alibaba.com
15	cnzyc	https://cnzyc.en.alibaba.com
16	dgawk	https://dgawk.en.alibaba.com
17	ebon	https://ebon.en.alibaba.com
18	elitime	https://elitime.en.alibaba.com
19	f-colour	https://f-colour.en.alibaba.com
20	gracepromotion	https://gracepromotion.en.alibaba.com
21	grinch6666	https://grinch6666.en.alibaba.com/minisiteentrance.html?spm=a2700.wholesale.cordpanyb.2.787e18913HLFjQ&from=detail&productId=62199641156
22	haruis	https://haruis.en.alibaba.com
23	hk-kingstar	https://hk-kingstar.en.alibaba.com
24	hkshuangying	https://hkshuangying.en.alibaba.com
25	hnwetop	https://hnwetop.en.alibaba.com
26	homedollar72	https://homedollar72.en.alibaba.com
27	hometaste	https://hometaste.en.alibaba.com
28	hzhandshake	https://hzhandshake.en.alibaba.com
29	initigift	https://initigift.en.alibaba.com
30	jbfilm	https://jbfilm.en.alibaba.com
31	jdrimei	https://jdrimei.en.alibaba.com
32	jmeso	https://jmeso.en.alibaba.com
33	jmyingchao	https://jmyingchao.en.alibaba.com
34	kangluo	https://kangluo.en.alibaba.com
35	kingware	https://kingware.en.alibaba.com
36	lixsun	https://lixsun.en.alibaba.com

37	madeinhasen	https://madeinhasen.en.alibaba.com
38	mofitos	https://mofitos.en.alibaba.com
39	nblk	https://nblk.en.alibaba.com
40	nbrsc	https://nbrsc.en.alibaba.com
41	origset	https://origset.en.alibaba.com
42	pailite02	https://pailite02.en.alibaba.com/minisiteentrance.html?spm=a2700.details.cordpan yb.2.10c7717f6d3081&from=detail&productId=62395833950, https://pailite02.en.alibaba.com
43	royaumann	https://royaumann.en.alibaba.com
44	seaandsky	https://seaandsky.en.alibaba.com
45	seecin04	https://seecin04.en.alibaba.com
46	smilingl	https://smilingl.en.alibaba.com
47	sunrisingpkg	https://sunrisingpkg.en.alibaba.com
48	sunshinekitchen ware	https://sunshinekitchenware.en.alibaba.com
49	super-e	https://super-e.en.alibaba.com
50	szdaton	https://szdaton.en.alibaba.com
51	topwill001	https://topwill001.en.alibaba.com
52	wellway	https://wellway.en.alibaba.com
53	xmkitchenware	https://xmkitchenware.en.alibaba.com
54	yiwuguangwei	https://yiwuguangwei.en.alibaba.com
55	yjhatchen	https://yjhatchen.en.alibaba.com
56	yjhygm	https://yjhygm.en.alibaba.com
57	yjmark	https://yjmark.en.alibaba.com
58	ykbeststar	https://ykbeststar.en.alibaba.com
59	ykwentian	https://ykwentian.en.alibaba.com
60	ywfqzm	https://ywfqzm.en.alibaba.com
61	ywhld	https://ywhld.en.alibaba.com
62	zsxinshang	https://zsxinshang.en.alibaba.com
63	zzwecare	https://zzwecare.en.alibaba.com
64	1082127	https://www.aliexpress.com/store/1082127
65	1907957	https://www.aliexpress.com/store/1907957
66	2655129	https://www.aliexpress.com/store/2655129
67	3097068	https://www.aliexpress.com/store/3097068
68	3378011	https://www.aliexpress.com/store/3378011
69	3404003	https://www.aliexpress.com/store/3404003
70	4850030	https://www.aliexpress.com/store/4850030
71	910721117	https://www.aliexpress.com/store/910721117
72	911411675	https://www.aliexpress.com/store/911411675
73	911417134	https://www.aliexpress.com/store/1005002780923400
74	911548197	https://www.aliexpress.com/store/911548197

75	911558162	https://www.aliexpress.com/store/911558162
76	911871001	https://www.aliexpress.com/store/911871001
77	911878429	https://www.aliexpress.com/store/911878429
78	912493746	https://www.aliexpress.com/store/912493746
79	1100305004	https://www.aliexpress.com/store/1100305004
80	1100494656	https://www.aliexpress.com/store/1100494656
81	1100901857	https://www.aliexpress.com/store/1100901857
82	1101150018	https://www.aliexpress.com/store/1101150018
83	1101158755	https://www.aliexpress.com/store/1101158755
84	1101221568	https://www.aliexpress.com/store/1101221568
85	1101349303	https://www.aliexpress.com/store/1101349303
86	1101383420	https://www.aliexpress.com/store/1101383420
87	1101388185	https://www.aliexpress.com/store/1101388185
88	1101422218	https://www.aliexpress.com/store/1101422218
89	1101738603	https://www.aliexpress.com/store/1101738603
90	1101767265	https://www.aliexpress.com/store/1101767265
91	1101806871	https://www.aliexpress.com/store/1101806871
92	2WAU7NNCP 9UBF	https://www.amazon.com/sp?_encoding=UTF8&marketplaceID=ATVPDKIKX0 DER&seller=2WAU7NNCP9UBF
93	A1861N2U365 FBU	https://www.amazon.com/sp?_encoding=UTF8&marketplaceID=ATVPDKIKX0 DER&seller=A1861N2U365FBU
94	A18Q7L85Z0V ED8	https://www.amazon.com/sp?_encoding=UTF8&marketplaceID=ATVPDKIKX0 DER&seller=A18Q7L85Z0VED8
95	A19LYTOO6N C3GE	https://www.amazon.com/sp?_encoding=UTF8&marketplaceID=ATVPDKIKX0 DER&seller=A19LYTOO6NC3GE
96	A1BW0LO7C8 LAQV	https://www.amazon.ca/sp?_encoding=UTF8&marketplaceID=A2EUQ1WTGCTBG2&seller=A1BW0LO7C8LAQV
97	A1E9P3SL9SH QGH	https://www.amazon.com/sp?_encoding=UTF8&marketplaceID=ATVPDKIKX0 DER&seller=A1E9P3SL9SHQGH
98	A1G7BHGQY G847L	https://www.amazon.com/sp?_encoding=UTF8&marketplaceID=ATVPDKIKX0 DER&seller=A1G7BHGQYG847L
99	A1GUGLYLW G9LW7	https://www.amazon.com/sp?_encoding=UTF8&marketplaceID=ATVPDKIKX0 DER&seller=A1GUGLYLWG9LW7
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101	A1NTQDPZN2 01M9	https://www.amazon.com/sp?_encoding=UTF8&marketplaceID=ATVPDKIKX0 DER&seller=A1NTQDPZN201M9
102	A1QMQ1J0OI E0XB	https://www.amazon.com/sp?_encoding=UTF8&marketplaceID=ATVPDKIKX0 DER&seller=A1QMQ1J0OIE0XB
103	A1RLECB2FO Z5P3	https://www.amazon.com/sp?_encoding=UTF8&marketplaceID=ATVPDKIKX0 DER&seller=A1RLECB2FOZ5P3
104	A1SXOQA2YZ QPLP	https://www.amazon.com/sp?_encoding=UTF8&marketplaceID=ATVPDKIKX0 DER&seller=A1SXOQA2YZQPLP
105	A1XQ2IG71BS HKP	https://www.amazon.com/sp?_encoding=UTF8&marketplaceID=ATVPDKIKX0 DER&seller=A1XQ2IG71BSHKP
106	A21NYVKG3C V7EF	https://www.amazon.com/sp?_encoding=UTF8&marketplaceID=ATVPDKIKX0 DER&seller=A21NYVKG3CV7EF
107	A23GIJ196SD TJT	https://www.amazon.com/sp?ie=UTF8&seller=A23GIJ196SDTJT&isAmazonFulfilled=0&asin=B09SM21CTD&ref_=dp_mbc_seller
108	A248XI6F5V1 S39	https://www.amazon.com/sp?_encoding=UTF8&marketplaceID=ATVPDKIKX0 DER&seller=A248XI6F5V1S39
109	A2A0LP09ZR RBM4	https://www.amazon.com/sp?_encoding=UTF8&marketplaceID=ATVPDKIKX0DER&seller=A2A0LP09ZRRBM4
110	A2AMWHXQ9 B5LOH	https://www.amazon.com/sp?_encoding=UTF8&marketplaceID=ATVPDKIKX0 DER&seller=A2AMWHXQ9B5LOH
111	A2CNY1RMD UQRTW	https://www.amazon.co.jp/sp?_encoding=UTF8&marketplaceID=A1VC38T7YX B528&seller=A2CNY1RMDUQRTW
112	A2FSG4URAT 2UJR	https://www.amazon.com/sp?_encoding=UTF8&marketplaceID=ATVPDKIKX0 DER&seller=A2FSG4URAT2UJR
113	A2GXL0GNSE CL8U	https://www.amazon.com/sp?_encoding=UTF8&marketplaceID=ATVPDKIKX0DER&seller=A2GXL0GNSECL8U

114	A2I3M5VCEU NLXG	https://www.amazon.com/sp?_encoding=UTF8&marketplaceID=ATVPDKIKX0 DER&seller=A2I3M5VCEUNLXG
115	A2K938GGHF EH5S	https://www.amazon.com/sp?_encoding=UTF8&marketplaceID=ATVPDKIKX0 DER&seller=A2K938GGHFEH5S
116	A2P0H0GN8M 86C	https://www.amazon.com/sp?_encoding=UTF8&marketplaceID=ATVPDKIKX0 DER&seller=A2P0H0GN8M86C
117	A2R8PY8XJS0 J11	https://www.amazon.com/sp?_encoding=UTF8&marketplaceID=ATVPDKIKX0DER&seller=A2R8PY8XJS0J11
118	A2RO14Q13C XS5G	https://www.amazon.com/sp?_encoding=UTF8&marketplaceID=ATVPDKIKX0DER&seller=A2RO14Q13CXS5G
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120	A2ZC5MJDB6 1PXG	https://www.amazon.com/sp?_encoding=UTF8&marketplaceID=ATVPDKIKX0DER&seller=A2ZC5MJDB61PXG
121	A33PDZXOSV FTEN	https://www.amazon.com/sp?_encoding=UTF8&marketplaceID=ATVPDKIKX0DER&seller=A33PDZXOSVFTEN
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125	A3DBCW2ZSE XU52	https://www.amazon.com/sp?_encoding=UTF8&marketplaceID=ATVPDKIKX0DER&seller=A3DBCW2ZSEXU52
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139 20752802 https://www.dhgate.com/store/20752802	
140 alienbid https://www.ebay.com/usr/alienbid	
141 florence168 https://www.ebay.com/usr/florence168	

142	fokersuc_73	https://www.ebay.com/usr/fokersuc_73
143	goods-company	https://www.ebay.com/usr/goods-company
144	in-life	https://www.ebay.com/usr/in-life
145	jjtvparts	https://www.ebay.co.uk/usr/jjtvparts
146	kosc6543	https://www.ebay.be/usr/kosc6543
147	mebs21	https://www.ebay.co.uk/usr/mebs21
148	myowhite	https://www.ebay.com/usr/myowhite
149	nazarriaa_34	https://www.ebay.com/usr/nazarriaa_34
150	riyun45	https://www.ebay.com/usr/riyun45
151	rm-outlet-uk	https://www.ebay.es/usr/rm-outlet-uk
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154	to_691859	https://www.ebay.com/usr/to_691859
155	zone-shops	https://www.ebay.com/usr/zone-shops
156	cbago.com	https://cbago.com
157	discountshoppe rshub.com	https://discountshoppershub.com
158	101044655	https://www.walmart.com/reviews/seller/101044655
159	101094058	https://www.walmart.com/reviews/seller/101094058
160	101113032	https://www.walmart.com/reviews/seller/101113032
161	101113631	https://www.walmart.com/reviews/seller/101113631
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163	54369d9e1280f a73392d0148	https://www.wish.com/merchant/54369d9e1280fa73392d0148
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165	59b7dff2776ab 92ea27fe00d	https://www.wish.com/merchant/59b7dff2776ab92ea27fe00d
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