Defendant's alleged wrongful acts. Venue is proper in this district pursuant to 28 U.S.C. § 1391 because the claims asserted arise in this district.

## 

#### THE PARTIES

- 4. Plaintiff Deckers Outdoor Corporation ("Deckers") is a corporation organized and existing under the laws of the state of Delaware with an office and principal place of business in Goleta, California. Deckers designs and markets footwear identified by its famous UGG® trademark and other famous trademarks.
- 5. Upon information and belief, Defendant Ash International Group Limited ("Ash") is a foreign corporation with an office and principal place of business at Room 1733, 17th Floor Star House, No. 3, Salisbury Road, Tsim Sha Tsui, Kowloon, Hong Kong.
- 6. Plaintiff is unaware of the names and true capacities of Defendants, whether individual, corporate and/or partnership entities, named herein as DOES 1 through 10, inclusive, and therefore sues them by their fictitious names. Plaintiff will seek leave to amend this complaint when their true names and capacities are ascertained. Plaintiff is informed and believes and based thereon alleges that said Defendant and DOES 1 through 10, inclusive, are in some manner responsible for the wrongs alleged herein, and that at all times referenced each was the agent and servant of the other Defendant and was acting within the course and scope of said agency and employment.
- 7. Plaintiff is informed and believes, and based thereon alleges, that at all relevant times herein, Defendant and DOES 1 through 10, inclusive, knew or reasonably should have known of the acts and behavior alleged herein and the damages caused thereby, and by their inaction ratified and encouraged such acts and behavior. Plaintiff further alleges that Defendant and DOES 1 through 10, inclusive, have a non-delegable duty to prevent or not further such acts and the behavior described herein, which duty Defendant and DOES 1 though 10, inclusive, failed and/or refused to perform.

## **ALLEGATIONS COMMON TO ALL CAUSES OF ACTION**

#### A. Deckers' UGG® Brand

- 8. Deckers has become well known throughout the United States and elsewhere as a source of high quality footwear products identified at least by its UGG® brand of premium footwear.
- 9. Deckers' UGG® products are distributed and sold to consumers through retailers throughout the United States at point of sale and on the Internet, including through its website www.uggaustralia.com.
- 10. Deckers has spent substantial time, effort, and money in designing, developing, advertising, promoting, and marketing its famous UGG® Australia line of footwear. Deckers' efforts have been successful and Deckers has sold a substantial amount of UGG® Australia footwear.
- 11. Many of Deckers' UGG® footwear designs are protected by design patents issued by the United States Patent and Trademark Office. Amongst the many UGG design patents owned by Deckers is one for the footwear outsole shown below, which was registered on June 23, 2009 under U.S. Reg. No. US D594,639 ("UGG Footwear Outsole Design").



Attached hereto and incorporated herein as <u>Exhibit 1</u> is a true and correct copy of the design patent for the above-referenced footwear outsole.

12. Deckers is the lawful assignee of all right, title, and interest in and to its design patents.

### B. Defendant's Infringement of the UGG Footwear Outsole Design

- 13. Upon information and belief, Plaintiff hereon avers that Defendant Ash advertises, offers for sale, and sells footwear under the brand name "ASH" ASH footwear is available for sale at various retail stores throughout the United States, including those located in this judicial district, as well as on Defendant's website www.ashfootwearusa.com.
- 14. It has recently come to Plaintiff's attention that Defendant has manufactured, produced, and/or caused to manufactured/produced, advertised, offered for sale, and/or sold footwear with an outsole that infringes upon Deckers' federally registered UGG Footwear Outsole Design:





Ugg Design Patent No. D594,639

**Outsole of Defendant's Boot** 

15. Deckers has not granted a license or any other form of permission to Defendant with respect to any of its registered design patents, including the UGG Footwear Outsole Design.

#### FIRST CLAIM FOR RELIEF

#### (Patent Infringement – 35 U.S.C. § 271)

16. Plaintiff incorporates herein by reference the averments of the preceding paragraphs as though fully set forth herein.

- 17. Plaintiff Deckers Outdoor Corporation is the owner by assignment of all right, title and interest in and to the UGG Footwear Outsole Design.
- 18. Defendant has knowingly and intentionally manufactured, caused to be produced, distributed, advertised, marketed, offered for sale, and/or sold footwear that infringes upon the UGG Footwear Outsole Design in direct violation of 35 U.S.C. § 271.
- 19. Defendant's use of the UGG Footwear Outsole Design is without Plaintiff's permission or authority and is in total disregard of Plaintiff's right to control its intellectual property.
- 20. As a direct and proximate result of Defendant's infringing conduct, Plaintiff has been injured and will continue to suffer injury to its business and reputation unless Defendant is restrained by this Court from infringing Plaintiff's design patents.
- 21. Defendant's acts have damaged and will continue to damage Plaintiff, and Plaintiff has no adequate remedy at law.
- 22. On information and belief, Defendant's acts herein complained of constitute willful acts and intentional infringement of the UGG Footwear Outsole Design.
- 23. In light of the foregoing, Plaintiff is entitled to injunctive relief prohibiting Defendant from using the UGG Footwear Outsole Design and to recover from Defendant all damages, including attorneys' fees, that Plaintiff has sustained and will sustain as a result of such infringing acts, and all gains, profits and advantages obtained by Defendant as a result thereof, in an amount to be determined, which amount can be trebled under 35 U.S.C. § 284.

#### **SECOND CLAIM FOR RELIEF**

### **Unfair Competition Under California Common Law**

24. Plaintiff incorporates herein by reference the averments of the preceding paragraphs as though fully set forth herein.

28 UGG Footwear Outsole Design, inclu

- 25. Defendant's infringement of Plaintiff's UGG Footwear Outsole Design constitutes unfair competition in violation of the common law of the State of California.
- 26. Plaintiff has no adequate remedy at law to compensate it fully for the damages that have been caused and which will continue to be caused by Defendant's infringing conduct, unless it is enjoined by this Court.
- 27. In light of the foregoing, Plaintiff is entitled to injunctive relief prohibiting Defendant from using the UGG Footwear Outsole Design, and to recover all damages, including attorneys' fees, that Plaintiff has sustained and will sustain, and all gains, profits and advantages obtained by Defendant as a result of its infringing acts alleged above in an amount not yet known, and the costs of this action.
- 28. The conduct herein complained of was extreme, outrageous, fraudulent, and was inflicted on Plaintiff in reckless disregard of Plaintiff's rights. Said conduct was despicable and harmful to Plaintiff and as such supports an award of exemplary and punitive damages in an amount sufficient to punish and make an example of Defendant, and to deter it from similar such conduct in the future.

### PRAYER FOR RELIEF

WHEREFORE, Plaintiff respectfully prays for judgment against Defendant, as follows:

- 1. A Judgment that Defendant has infringed the UGG Footwear Outsole Design in violation of 35 U.S.C. § 271 and that Defendant's infringement was willful;
- 2. An order g UGG Footwear Outsole Design ranting temporary, preliminary and permanent injunctive relief restraining and enjoining Defendant, its officers, agents, employees, and attorneys, and all those persons or entities in active concert or participation with them from:
- (a) manufacturing, importing, advertising, marketing, promoting, supplying, distributing, offering for sale, or selling any products that infringe upon the UGG Footwear Outsole Design, including the Infringing Products;

- (b) engaging in any other activity constituting unfair competition with Plaintiff, or acts and practices that deceive consumers, the public, and/or trade, including without limitation, the use of designations and design elements used or owned by or associated with Plaintiff; and
- (c) committing any other act which falsely represents or which has the effect of falsely representing that the goods and services of Defendant are licensed by, authorized by, offered by, produced by, sponsored by, or in any other way associated with Plaintiff;
- 3. Ordering Defendant to recall from any distributors and retailers and to deliver to Plaintiff for destruction or other disposition all remaining inventory of all Infringing Products and related items, including all advertisements, promotional and marketing materials therefore, as well as means of making same;
- 4. Ordering Defendant to file with this Court and serve on Plaintiff within thirty (30) days after entry of the injunction a report in writing, under oath setting forth in detail the manner and form in which Defendant has complied with the injunction;
- 5. Ordering an accounting by Defendant of all gains, profits and advantages derived from their wrongful acts;
- 6. Awarding Plaintiff all of Defendant's profits and all damages sustained by Plaintiff as a result of Defendant's wrongful acts, and such other compensatory damages as the Court determines to be fair and appropriate;
- 7. Increasing the damages up to three times the amount found or assessed under 35 U.S.C. § 284;
  - 8. Awarding applicable interest, costs, disbursements and attorneys' fees;
- 9. Finding that this is an exceptional case under 35 U.S.C. § 285 and awarding attorneys' fees there under;
- Awarding Plaintiff's punitive damages in connection with its claims under California law; and

Case 2:12-cv-09848-RGK-MAN Document 1 Filed 11/16/12 Page 8 of 12 Page ID #:10

## Case 2:12-cv-09848-RGK-MAN Document 1 Filed 11/16/12 Page 9 of 12 Page ID #:11 UNITED STATES DISTRICT COURT, CENTRAL DISTRICT OF CALIFORNIA CIVIL COVER SHEET

I (a) PLAINTIFFS (Check box if you are representing yourself □)					DEFENDANTS						
DECKERS OUTDOOR CORPORATION					ASH IN	TERNATION	AL GROU	PLIMITED			
(b) Attorneys (Firm Name, Address and Telephone Number. If you are representing yourself, provide same.) BLAKELY LAW GROUP 915 North Citrus Avenue, Hollywood, California 90038 Telephone: (323) 464-7400					Attomeys (	If Known)					
								For Diversity Cases	s Only		
☐ 1 U.S. Government Plaintiff			•			<b>PTF</b> : □ 4	DEF □ 4				
☐ 2 U.S. Government Defendant ☐ 4 Diversity (Indicate Citizenship of Parties in Item III)				Citizen of Another State				□ 5			
				Citizen or Subject	et of a Fore	ign Country [	□3 □3	Foreign Nation		□ 6	□ 6
IV. ORIGIN (Place and X in one book only.)  1 Original Proceeding State Court Appellate Court Reopened											
V. REQUESTED IN COMPI	AINT: JURY	DEMAND: Y	es 🗆	No (Check 'Yes'	only if de	manded in comp	plaint.)				
CLASS ACTION under F.R.C	C.P. 23: □ Yes	No		M N	ONEY D	EMANDED IN	COMPL	AINT: \$ 100,000+	-		
VI. CAUSE OF ACTION (Cit Patent Infringement	te the U.S. Civil	Statute under which	n you a	re filing and writ	e a brief st	atement of caus	e. Do not	cite jurisdictional sta	atutes unless o	liversity.)	)
VII. NATURE OF SUIT (Place	e an X in one b	oox only.)									
OTHER STATUTES	CON	TRACT		TORTS		TORTS		PRISONER	100 mm 1 mm 1 mm 1 mm	ABOR	A STATE
☐ 400 State Reapportionment	□ 110 Insuran			SONAL INJURY Airplane	100000000000000000000000000000000000000	PERSONAL PROPERTY	□ 510	Motions to	□ 710 Fair Act	Labor Sta	andards
☐ 410 Antitrust ☐ 430 Banks and Banking	☐ 120 Marine ☐ 130 Miller	1		Airplane Product		Other Fraud	310		□ 720 Labo	r/Mgmt.	
☐ 450 Commerce/ICC		able Instrument	T 220	Liability Assault, Libel &		Truth in Lend		Habeas Corpus	Rela		
Rates/etc.  □ 460 Deportation	☐ 150 Recove	ery of ayment &	□ 320	Slander	380	Other Persona Property Dam		General Death Penalty	☐ 730 Labo	r/Mgmt.	
☐ 470 Racketeer Influenced		ement of	□ 330	Fed. Employers'	□ 385	Property Dam	age 🗆 540	Mandamus/	Disc	osure Ac	
and Corrupt	Judgme		□ 340	Liability Marine	Total D	Product Liabil		Other Civil Rights	☐ 740 Rails ☐ 790 Othe	_	r Act
Organizations  ☐ 480 Consumer Credit	☐ 151 Medica	ery of Defaulted	□ 345	Marine Product		Appeal 28 US		Prison Condition			
☐ 490 Cable/Sat TV	Student	t Loan (Excl.	□ 350	Liability Motor Vehicle		158	F	ORFEITURE/	□ 791 Emp		3.
<ul> <li>□ 810 Selective Service</li> <li>□ 850 Securities/Commodities/</li> </ul>	Veterar	ns)		Motor Vehicle	- 1	Withdrawal 28 USC 157		PENALTY Agriculture	PROPER	rity Act	HTS
Exchange			□ 360	Product Liability Other Personal	C	VIL RIGHTS	N/SHITIMA	Other Food &	□ 820 Copy		
□ 875 Customer Challenge 12		n's Benefits		Injury		Voting Employment	□ 625	Drug Drug Related	■ 830 Pater ■ 840 Trad		
USC 3410  ☐ 890 Other Statutory Actions	☐ 160 Stockho	15	□ 362	Personal Injury- Med Malpractice	L 443	Housing/Acco		Seizure of	SOCIAL	A SECRETARISMOND AS A STREET, AND ASSESSMENT	ITY
☐ 891 Agricultural Act	□ 195 Contrac	ct Product	□ 365	Personal Injury-		mmodations		Property 21 USC	□ 861 HIA		122)
☐ 892 Economic Stabilization Act	Liabilit	f	768	Product Liability Asbestos Persons		Welfare American with	1 630	881 Liquor Laws	☐ 862 Black		
□ 893 Environmental Matters		ROPERTY	_ 500	Injury Product	.	Disabilities -	□ 640	R.R. & Truck	(405)	(g))	
□ 894 Energy Allocation Act	□ 210 Land C	Control of the Contro	TN	Liability MIGRATION		Employment American with		Airline Regs Occupational	□ 864 SSID □ 865 RSI		V1
<ul><li>□ 895 Freedom of Info. Act</li><li>□ 900 Appeal of Fee Determi-</li></ul>	☐ 220 Foreclo			Naturalization	440	Disabilities -	.	Safety /Health	FEDERAL	TAXS	
nation Under Equal	□ 240 Torts to	o Land	□ 462	Application	- 44°	Other	□ 690	Other	□ 870 Taxe		
Access to Justice  ☐ 950 Constitutionality of		roduct Liability her Real Property	⊔ 403	Habeas Corpus- Alien Detainee	440	Other Civil Rights			or De □ 871 IRS-	efendant) Third Par	
State Statutes	An Ou	I real Floporty	□ 465	Other Immigration	on					7609	-
		I		- ACTIONS	00	18					
				1876	70	10					

FOR OFFICE USE ONLY: Case Number: \_\_\_\_\_\_\_AFTER COMPLETING THE FRONT SIDE OF FORM CV-71, COMPLETE THE INFORMATION REQUESTED BELOW.

# Case 2:12-cv-09848-RGK-MAN Document 1 Filed 11/16/12 Page 10 of 12 Page ID #:12 UNITED STATES DISTRICT COURT, CENTRAL DISTRICT OF CALIFORNIA CIVIL COVER SHEET

VIII(a). IDENTICAL CASES: Has If yes, list case number(s):	this action been pre	eviously filed in this court an	d dismissed, remanded or closed? ■No □ Yes				
	any cases been pre-	viously filed in this court that	t are related to the present case?   No □ Yes				
□ B. C □ C. F	Arise from the same Call for determination For other reasons we	or closely related transaction on of the same or substantiall ould entail substantial duplication	ns, happenings, or events; or ly related or similar questions of law and fact; or ation of labor if heard by different judges; or and one of the factors identified above in a, b or c also is present.				
IX. VENUE: (When completing the							
<ul><li>(a) List the County in this District; C</li><li>□ Check here if the government, its</li></ul>	California County of agencies or emplo	utside of this District; State is yees is a named plaintiff. If	f other than California; or Foreign Country, in which EACH named plaintiff resides. this box is checked, go to item (b).				
County in this District:*			California County outside of this District; State, if other than California; or Foreign Country				
SANTA BARBARA COUNTY							
(b) List the County in this District; C  ☐ Check here if the government, its	California County of agencies or emplo	utside of this District; State is	f other than California; or Foreign Country, in which EACH named defendant resides.  If this box is checked, go to item (c).				
County in this District:*			California County outside of this District; State, if other than California; or Foreign Country				
			HONG KONG				
(c) List the County in this District; C Note: In land condemnation ca	California County or	utside of this District; State is	f other than California; or Foreign Country, in which EACH claim arose.				
County in this District:*			California County outside of this District; State, if other than California; or Foreign Country				
LOS ANGELES							
* Los Angeles, Orange, San Bernard Note: In land condemnation cases, use	dino, Riverside, Ve	entura, Santa Barbara, or S	San Luis Obispo Counties				
X. SIGNATURE OF ATTORNEY (C		$\Lambda$ $\lambda$ $\lambda$	Date 11/15/2012				
Notice to Counsel/Parties: The	e CV-71 (JS-44) Ci	vil Cover Sheet and the infor	mation contained herein neither replace nor supplement the filing and service of pleadings e of the United States in September 1974, is required pursuant to Local Rule 3-1 is not filed ting the civil docket sheet. (For more detailed instructions, see separate instructions sheet.)				
Key to Statistical codes relating to Soc	cial Security Cases:						
Nature of Suit Code	Abbreviation	Substantive Statement of	f Cause of Action				
861	НІА	All claims for health insurance benefits (Medicare) under Title 18, Part A, of the Social Security Act, as amended. Also, include claims by hospitals, skilled nursing facilities, etc., for certification as providers of services under the program. (42 U.S.C. 1935FF(b))					
862	BL	All claims for "Black Lung" benefits under Title 4, Part B, of the Federal Coal Mine Health and Safety Act of 1969. (30 U.S.C. 923)					
863	DIWC	All claims filed by insured workers for disability insurance benefits under Title 2 of the Social Security Act, as amended; plus all claims filed for child's insurance benefits based on disability. (42 U.S.C. 405(g))					
863	DIWW	All claims filed for widows or widowers insurance benefits based on disability under Title 2 of the Social Security Act, as amended. (42 U.S.C. 405(g))					
864	SSID	Act, as amended.	al security income payments based upon disability filed under Title 16 of the Social Security				
865	RSI	All claims for retirement (U.S.C. (g))	old age) and survivors benefits under Title 2 of the Social Security Act, as amended. (42				

Brent H. Blakely (SBN 157292)	
Cindy Chan (SBN 247495)	
BLAKELY LAW GROUP	
915 North Citrus Avenue	
Hollywood, California 90038	
	DISTRICT COURT CT OF CALIFORNIA
DECKEDS OF TOOL CORDON A TION	CASE NUMBER
DECKERS OUTDOOR CORPORATION, a Delaware Corporation,	00 00 A Q
PLAINTIFF(S)	16 7840
V.	CASE NUMBER  ON 12 9848  RGK (MPA/X)
ASH INTERNATIONAL GROUP LIMITED, a	
Foreign Corporation; and DOES 1-10, inclusive,	CITATALONIC
	SUMMONS
DEFENDANT(\$).	
TO: DEFENDANT(S):	
A lawsuit has been filed against you.	
Within 21 days after service of this summon must serve on the plaintiff an answer to the attached counterclaim cross-claim or a motion under Rule 1 or motion must be served on the plaintiff's attorney, BL 915 North Citrus Avenue, Hollywood, California 90038 judgment by default will be entered against you for the reyour answer or motion with the court.	2 of the Federal Rules of Civil Procedure. The answer AKELY LAW GROUP , whose address is If you fail to do so,
NOV 1 6 2012  Dated:	By: Mally Deputy Clerk
	(Seal of the Court)
[Use 60 days if the defendant is the United States or a United States 60 days by Rule 12(a)(3)].	s agency, or is an officer or employee of the United States. Allowed
CV-01A (10/11 SUMM	MONS

Filed 11/16/12 Page 11 of 12 Page ID #:13

Case 2:12-cv-09848-RGK-MAN Document 1

# UNITED STATES DISTRICT COURT CENTRAL DISTRICT OF CALIFORNIA

#### NOTICE OF ASSIGNMENT TO UNITED STATES MAGISTRATE JUDGE FOR DISCOVERY

This case has been assigned to District Judge R. Gary Klausner and the assigned discovery Magistrate Judge is Margaret A. Nagle.

The case number on all documents filed with the Court should read as follows:

CV12- 9848 RGK (MANx)

Pursuant to General Order 05-07 of the United States District Court for the Central District of California, the Magistrate Judge has been designated to hear discovery related motions.

All discovery related motions should be noticed on the calendar of the Magistrate Judge

#### **NOTICE TO COUNSEL**

\_\_\_\_\_\_

A copy of this notice must be served with the summons and complaint on all defendants (if a removal action is filed, a copy of this notice must be served on all plaintiffs).

Subsequent documents must be filed at the following location:

Western Division 312 N. Spring St., Rm. G-8 Los Angeles, CA 90012 Southern Division
411 West Fourth St., Rm. 1-053
Santa Ana, CA 92701-4516

Eastern Division 3470 Twelfth St., Rm. 134 Riverside, CA 92501

Failure to file at the proper location will result in your documents being returned to you.