TOWNSEND AND TOWNSEND AND CREW LLP .1 GREGORY S. GILCHRIST (State Bar No. 111536) 2 GIA L. CINCONE (Bar # 141668) TIMOTHY R. CAHN (Bar # 162136) Two Embarcadero Center, Eighth Floor San Francisco, California 94111 Telephone: (415) 576-0200 CLERK, U.S. DISTRICT COURT Facsimile: (415) 576-0300 E-filing 5 Attorneys for Plaintiff LEVI STRAUSS & CO. 6 7 8 UNITED STATES DISTRICT COURT 9 FOR THE NORTHERN DISTRICT OF CALIFORNIA 10 3765 11 LEVI STRAUSS & CO., HR 12 Plaintiff. COMPLAINT FOR TRADEMARK INFRINGEMENT AND DILUTION 13 AND UNFAIR COMPETITION FOX HOLLOW APPAREL GROUP, LLC, a New York corporation; PARIGI GROUP, JURY TRIAL DEMAND 15 LTD., a New York corporation; KOLONAKI, INC., a California corporation; INDUSTRIAL COTTON, INC., a New York corporation; 16 TURN ON PRODUCTS, INC., a New York 17 corporation; FOREVER 21, INC., a Delaware corporation; MAXX ACCESSORIES, Inc., a 18 New York corporation, 19 Defendants. 20 21 Plaintiff Levi Strauss & Co. ("LS&CO.") complains against defendant Defendants FOX 22 HOLLOW APPAREL GROUP, LLC; PARIGI GROUP, LTD.; KOLONAKI, INC.; INDUSTRIAL 23 COTTON, INC.; TURN ON PRODUCTS, INC.; FOREVER 21, INC.; and MAXX ACCESSORIES, 24 Inc. ("Defendants") as follows: 25 /// 26 /// 27 28

JURISDICTION, VENUE AND INTRA-DISTRICT ASSIGNMENT

- 1. Plaintiff's first, second and third claims arise under the Trademark Act of 1946 (the Lanham Act), as amended by the Federal Trademark Dilution Act of 1995 (15 U.S.C. §§ 1051, et seq.). This Court has jurisdiction over such claims pursuant to 28 U.S.C. §§ 1338(a) and 1338(b) (trademark and unfair competition), 28 U.S.C. § 1331 (federal question) and 15 U.S.C. § 1121 (Lanham Act). This Court has supplemental jurisdiction over the remaining state law claims under 28 U.S.C. § 1367.
- 2. Venue is proper in this Court under 28 U.S.C. § 1391(b) because Defendants transact business in this District and because a substantial part of the events giving rise to Plaintiff's claims arose in this District.
- 3. Intra-district assignment to any division of the Northern District is proper under Local Rule 3-2(c) and the Assignment Plan of this Court as an "Intellectual Property Action."

PARTIES

- 4. LS&CO. is a Delaware corporation which has its principal place of business at Levi's Plaza, 1155 Battery Street, San Francisco, California 94111. LS&CO. is one of the oldest and most well known apparel companies in the world and has operated since approximately the 1850's. It manufactures, markets and sells a variety of apparel, including its traditional denim blue jean products.
- 5. LS&CO. is informed and believes that defendant Fox Hollow Apparel Group, LLC is a New York corporation with its principal place of business at 112 West 34th Street, Suite 836, New York, NY 10120. Fox Hollow is a subsidiary of defendant Parigi Group, Ltd., a New York Corporation with its principal place of business at 112 West 34th Street, Suite 709 New York, NY 10120. LS&CO. is informed and believes that Fox Hollow and Parigi manufacture and sell a line of clothing, including jeans, under the brand name "JLO Girls" under license from Sweetface Fashions, a company owned by Jennifer Lopez, the actress and owner of the JLO trademark. The JLO Girls line of jeans is sold in this judicial district and throughout the United States. LS&CO. is further informed and believes that Fox Hollow and Parigi have authorized, directed, and/or actively participated in the wrongful conduct alleged herein.

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- 6. LS&CO. is informed and believes that defendant Kolonaki, Inc. is a California corporation with its principal place of business at 808 Brannan Street, San Francisco, CA 94103. LS&CO, is informed and believes that Kolonaki manufactures and sells a line of clothing, including jeans, under the brand name "Georgiou." The Georgiou line of jeans is sold in this judicial district and throughout the United States, LS&CO, is further informed and believes that Kolonaki has authorized, directed, and/or actively participated in the wrongful conduct alleged herein.
- 7. LS&CO. is informed and believes that defendant Industrial Cotton, Inc. is a New York corporation with its principal place of business at 1400 Broadway, New York, NY 10018. LS&CO. is informed and believes that Industrial Cotton manufactures and sells a line of clothing, including jeans, under the brand name "Industrial Cotton." The Industrial Cotton line of jeans is sold in this judicial district and throughout the United States. LS&CO. is further informed and believes that Industrial Cotton has authorized, directed, and/or actively participated in the wrongful conduct alleged herein.
- 8. LS&CO. is informed and believes that defendant Turn On Products, Inc. ("Turn On Products") is a New York corporation with its principal place of business at 263 W. 36th Street, 8th Floor, New York, New York 10018. LS&CO. is informed and believes that Turn On Products manufactures and sells a line of clothing, including jeans, under the brand name "Younique." The Younique line is sold in this judicial district and throughout the United States. LS&CO. is further informed and believes that Turn On Products has authorized, directed, and/or actively participated in the wrongful conduct alleged herein.
- 9. LS&CO. is informed and believes that defendant Forever 21, Inc. is a Delaware corporation with its principal place of business at 2001 S. Alameda St., Los Angeles, CA 90058. LS&CO. is informed and believes that Forever 21, Inc. manufactures and sells a line of clothing, including jeans, under the brand name "Forever 21." The Forever 21 line of jeans is sold in this judicial district and throughout the United States. LS&CO. is further informed and believes that Forever 21, Inc. has authorized, directed, and/or actively participated in the wrongful conduct alleged herein.
- LS&CO. is informed and believes that defendant MAXX Accessories, Inc. is a New 10. York corporation with its principal place of business at 200 Robbins Lane, Jericho, New York 11753.

LS&CO. is informed and believes that MAXX Accessories manufactures and sells a line of handbags, purses and totes under the brand name "MAXX New York" The MAXX New York line is sold in this judicial district and throughout the United States. LS&CO. is further informed and believes that MAXX Accessories has authorized, directed, and/or actively participated in the wrongful conduct alleged herein.

FACTS AND ALLEGATIONS COMMON TO ALL CLAIMS

LS&CO.'s Use Of Its Trademarks

- 11. LS&CO. marks its LEVI'S® brand products with a set of trademarks that are famous around the world. For many years prior to the events giving rise to this Complaint and continuing to the present, LS&CO. annually has spent great amounts of time, money, and effort advertising and promoting the products on which its trademarks are used and has sold tens of millions of these products all over the world, including throughout the United States and in California. Through this investment, LS&CO. has created considerable goodwill and a reputation for quality products. LS&CO. continuously has used these trademarks, some for well over a century, to distinguish its products.
- 12. Most of LS&CO.'s trademarks are federally registered; all are in full force and effect, and exclusively owned by LS&CO. LS&CO. continuously has used each of its trademarks, from the registration date or earlier, until the present and during all time periods relevant to LS&CO.'s claims.

LS&CO.'s Arcuate Stitching Design Trademark

13. Among its marks, LS&CO. owns the famous Arcuate Stitching Design Trademark (the "Arcuate trademark"), which consists of a distinctive stitching design that is the oldest known apparel trademark in the United States. LS&CO. has used the Arcuate trademark continuously since 1873 in interstate commerce on clothing products and related accessories. LS&CO. first used the Arcuate trademark on overalls and jeans and later used it on trousers, pants, jackets, shorts, skirts and shirts, among other products. Examples of LS&CO.'s use of the Arcuate trademark on LEVI'S® jeans are attached as Exhibit A. In addition, LS&CO uses, and has used for years, its Arcuate design on accessory products, including denim wallets, handbags and totes. Examples of these uses also are shown in Exhibit A.

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- 14. LS&CO. owns, among others, the following United States Registrations for its Arcuate trademark, the first two of which have become incontestable under the provisions of 15 U.S.C. § 1065:
 - Registration No. 404,248 (first used as early as 1873; registered November 16, a. 1943);
 - Registration No. 1,139,254 (first used as early as 1873; registered September 2, b. 1980);
 - Registration No. 2,791,156 (first used as early as 1936; registered December 9, c. 2003); and
 - d. Registration No. 2,794,649 (first used as early as 1873; registered December 16, 2003).

Copies of these registrations are attached as Exhibit B.

- 15. LS&CO. also owns, among others, California Registration No. 088399 (first used as early as 1873; registered August 24, 1988) for its Arcuate trademark, which is also included in Exhibit B:
- 16. The Arcuate trademark is famous and is recognized around the world and throughout the United States by consumers as signifying a high quality LEVI'S® product, including pants, jeans, shirts, jackets, totes, handbags, purses and wallets.

Defendant's Infringement of LS&CO.'s Arcuate trademark and Breach of Prior Agreements

- 17. LS&CO. is informed and believes that Fox Hollow and Parigi have in the past and continue to manufacture, source, market and/or sell jeans that display designs on the rear pockets that are confusingly similar to LS&CO.'s Arcuate trademark. These designs include, without limitation the design depicted in Exhibit C (the "JLO Girls design").
- 18. LS&CO. is informed and believes that Fox Hollow and Parigi has manufactured, marketed and sold substantial quantities of products bearing the JLO Girls design and others like it, and have obtained and continue to obtain substantial profits thereby.
- 19. LS&CO. is informed and believes that Kolonaki has in the past and continues to manufacture, source, market and/or sell jeans that display designs on the rear pockets that are confusingly similar to LS&CO.'s Arcuate trademark. These designs include, without limitation the

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design depicted in Exhibit D (the "Georgiou design").

- 20. LS&CO. is informed and believes that Kolonaki has manufactured, marketed and sold substantial quantities of products bearing the Georgiou design and others like it, and has obtained and continue to obtain substantial profits thereby.
- 21. LS&CO. is informed and believes that Industrial Cotton has in the past and continues to manufacture, source, market and/or sell jeans that display designs on the rear pockets that are confusingly similar to LS&CO.'s Arcuate trademark. These designs include, without limitation the design depicted in Exhibit E (the "Industrial Cotton design").
- 22. LS&CO. is informed and believes that Industrial Cotton has manufactured, marketed and sold substantial quantities of products bearing the Industrial Cotton design and others like it, and has obtained and continues to obtain substantial profits thereby.
- 23. LS&CO. is informed and believes that Turn On Products has in the past and continues to manufacture, source, market and/or sell jeans that display designs on the rear pockets that are confusingly similar to LS&CO.'s Arcuate trademark. These designs include, without limitation the design depicted in Exhibit F (the "Younique design").
- 24. LS&CO. is informed and believes that Turn On Products has manufactured, marketed and sold substantial quantities of products bearing the Younique design and others like it, and has obtained and continues to obtain substantial profits thereby.
- 25. Turn On Products has previously infringed LS&CO.'s rights in its Arcuate trademark. In October 2002, LS&CO. and Turn On Products entered into a Settlement Agreement concerning Turn On Products' use of stitching designs that infringed LS&CO.'s Arcuate trademark. A copy of the Settlement Agreement, which remains in effect, is attached as Exhibit G ("Turn On Settlement Agreement") and is incorporated here by reference.
- 26. The Turn On Settlement Agreement prohibits Turn On Products from manufacturing, distributing, or selling any jeans that display any stitching design that is substantially similar to the design at issue in that case. The Younique stitching design is substantially similar to the designs at issue in the prior case and, if anything, is even more likely to cause confusion about the source of the jeans than the designs that were subject to the prior dispute.

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- 27. LS&CO. is informed and believes that Forever 21, Inc. has in the past and continues to manufacture, source, market and/or sell jeans that display designs on the rear pockets that are confusingly similar to LS&CO.'s Arcuate trademark. These designs include, without limitation the designs depicted in Exhibit H (the "Forever 21 designs").
- 28. LS&CO, is informed and believes that Forever 21 has manufactured, marketed and sold substantial quantities of products bearing the Forever 21 designs and others like it, and has obtained and continues to obtain substantial profits thereby.
- 29. Forever 21 has previously infringed LS&CO.'s rights in its Arcuate trademark on more than one occasion. In July 2001, LS&CO. and Forever 21 entered into a Settlement Agreement concerning Forever 21's use of stitching designs that infringed LS&CO.'s Arcuate trademark.
- LS&CO. and Forever 21 entered into a second Settlement Agreement in January 2005 30. concerning Forever 21's use of stitching designs that infringed LS&CO.'s Arcuate trademark. A copy of the Settlement Agreement, which remains in effect, is attached as Exhibit I ("2005 Forever 21 Settlement Agreement") and is incorporated here by reference.
- 31. The 2005 Forever 21 Settlement Agreement prohibits Forever 21 from manufacturing, licensing, selling, offering for sale, distributing, importing, exporting, advertising, promoting or displaying any item of clothing or related accessory, anywhere in the world, that display any stitching or stitching-like design in the shape of the designs at issue in that case or in any shape confusingly similar to LS&CO.'s Arcuate trademark. The Forever 21 stitching designs are in the same general form and placement as the designs at issue in the prior case and, if anything, are even more likely to cause confusion about the source of the jeans than the designs that were subject to the prior disputes.
- 32. LS&CO. is informed and believes that MAXX Accessories has in the past and continues to manufacture, source, market and/or sell handbags that are constructed to appear like blue jeans and that display pocket designs that are confusingly similar to LS&CO.'s Arcuate trademark. These designs include, without limitation the design depicted in Exhibit J (the "MAXX New York design").
- 33. LS&CO. is informed and believes that MAXX Accessories has manufactured, marketed and sold substantial quantities of products bearing the MAXX New York design and others

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like it, and has obtained and continues to obtain substantial profits thereby.

- 34. Each of the Defendants sells its products bearing the infringing designs through the same or similar distribution and marketing channels as LS&CO. The Defendants and LS&CO. compete directly with each other for the same limited floor space among desirable retail distribution. All of the parties sell and advertise their products on the Internet. Consumers are likely to perceive the Defendants' designs and LS&CO.'s Arcuate trademark simultaneously or in a series of transactions, both in point of sale and post sale contexts.
- 35. Each of the Defendant's actions have caused and will cause LS&CO. irreparable harm for which money damages and other remedies are inadequate. Unless Defendants, and each of them, are restrained by this Court, they will continue and/or expand the illegal activities alleged in this Complaint and otherwise continue to cause great and irreparable damage and injury to LS&CO. by, among other things:
 - Depriving LS&CO. of its statutory rights to use and control use of its trademark;
 - b. Creating a likelihood of confusion, mistake and deception among consumers
 and the trade as to the source of the infringing products;
 - c. Causing the public falsely to associate LS&CO. with Defendants or vice versa;
 - d. Causing incalculable and irreparable damage to LS&CO.'s goodwill and diluting the capacity of its Arcuate trademark to differentiate LEVI'S® products from others; and
 - e. Causing LS&CO. to lose sales of its genuine clothing products.
- 36. Accordingly, in addition to other relief, LS&CO. is entitled to preliminary and permanent injunctive relief against each of the Defendants and all persons acting in concert with them.

FIRST CLAIM FEDERAL TRADEMARK INFRINGEMENT (15 U.S.C. §§ 1114-1117; Lanham Act § 32)

- 37. LS&CO. realleges and incorporates by reference each of the allegations contained in paragraphs 1 through 36 of this Complaint.
 - 38. Without LS&CO.'s consent, Defendants, and each of them, have used, in connection

with the sale, offering for sale, distribution or advertising of their products, designs that infringe upon LS&CO.'s registered Arcuate trademark.

- 39. These acts of trademark infringement have been committed with the intent to cause confusion, mistake, or deception, and are in violation of 15 U.S.C. § 1114.
- 40. As a direct and proximate result of Defendants' infringing activities, LS&CO. has suffered substantial damage.
- 41. Defendants' infringement of LS&CO.'s trademark as alleged herein is an exceptional case and was intentional, entitling LS&CO. to treble its actual damages and to an award of attorneys' fees under 15 U.S.C. §§ 1117(a) and 1117(b).

SECOND CLAIM FEDERAL UNFAIR COMPETITION (False Designation of Origin and False Description) (15 U.S.C. § 1125; Lanham Act § 43(a))

- 42. LS&CO. realleges and incorporates by reference each of the allegations contained in paragraphs 1 through 41 of this Complaint.
- 43. Defendants' conduct constitutes the use of words, terms, names, symbols or devices tending falsely to describe the infringing products, within the meaning of 15 U.S.C. § 1125(a)(1). Defendants' conduct is likely to cause confusion, mistake, or deception by or in the public as to the affiliation, connection, association, origin, sponsorship or approval of the infringing products to the detriment of LS&CO. and in violation of 15 U.S.C. § 1125(a)(1).
- 44. As a direct and proximate result of Defendants' infringing activities, LS&CO. has suffered substantial damage.

THIRD CLAIM FEDERAL DILUTION OF FAMOUS MARK (Federal Trademark Dilution Act of 1995) (15 U.S.C. § 1125(c); Lanham Act § 43(a))

- 45. LS&CO. realleges and incorporates by reference each of the allegations contained in paragraphs 1 through 44 of this Complaint.
- 46. LS&CO.'s Arcuate trademark is distinctive and famous within the meaning of the Federal Trademark Dilution Act of 1995, 15 U.S.C. § 1125(c).

- 47. Defendants' activities as alleged herein, both separately and collectively, constitute dilution of the distinctive quality of LS&CO.'s trademark in violation of the Federal Trademark Dilution Act of 1995, 15 U.S.C. § 1125(c).
 - 48. LS&CO. is entitled to injunctive relief pursuant to 15 U.S.C. § 1125(c).
- 49. Because Defendants willfully intended to trade on LS&CO.'s reputation or to cause dilution of LS&CO.'s famous trademark, LS&CO. is entitled to damages, extraordinary damages, fees and costs pursuant to 15 U.S.C. § 1125(c)(2).

FOURTH CLAIM CALIFORNIA DILUTION AND TRADEMARK INFRINGEMENT (Cal. Bus. & Prof. Code §§ 14320, 14330, 14335, 14340)

- 50. LS&CO. realleges and incorporates by reference each of the allegations contained in paragraphs 1 through 49 of this Complaint.
- 51. Defendants' intentional and blatant infringement of LS&CO.'s federal and state registered trademark constitutes infringement and dilution under California Business & Professions Code §§ 14320, 14330, and 14335.
- 52. Defendants infringed LS&CO.'s Arcuate trademark with knowledge and intent to cause confusion, mistake or deception.
- 53. Defendants' conduct is aggravated by that kind of willfulness, wantonness, malice and conscious indifference to the rights and welfare of LS&CO. for which California law allows the imposition of exemplary damages.
- 54. Pursuant to California Business & Professions Code § 14340, LS&CO. is entitled to injunctive relief and damages in the amount of three times Defendants' profits and three times all damages suffered by LS&CO. by reason of Defendants' manufacture, use, display or sale of infringing goods.

FIFTH CLAIM CALIFORNIA UNFAIR COMPETITION

- 55. LS&CO. realleges and incorporates by reference each of the allegations contained in paragraphs 1 through 54 of this Complaint.
 - 56. Defendants' infringement of LS&CO.'s Arcuate trademark constitutes "unlawful, unfair

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or fraudulent business act[s] or practice[s] and unfair, deceptive, untrue or misleading advertising" within the meaning of California Business & Professions Code § 17200.

57. As a consequence of Defendants' actions, LS&CO. is entitled to injunctive relief and an order that Defendants disgorge all profits on the manufacture, use, display or sale of infringing goods.

SIXTH CLAIM BREACH OF SETTLEMENT AGREEMENT

- 58. LS&CO, realleges and incorporates by reference each of the allegations contained in paragraphs 1 through 57 of this Complaint.
- 59. Under the terms of the Turn On Settlement Agreement between LS&CO. and Turn On Products, Turn On Products agreed not to institute or reinstitute any manufacture, distribution, or sale of any jeans or other products that display any stitching design substantially similar to the design at issue in that prior dispute.
- Under the terms of the 2005 Forever 21 Settlement Agreement, Forever 21 agreed 60. never to sell or offer for sale, or to manufacture, license or distribute jeans or other products that display stitching or stitching like designs in the form and placement of those previously in dispute or in any shape confusingly similar to the Arcuate trademark.
 - LS&CO. has performed all of its obligations under these settlement agreements. 61.
- 62. Turn On Products and Forever 21 have breached the terms of these settlement agreements by manufacturing, sourcing, marketing and/or selling jeans that display designs on the rear pockets that are substantially similar to the designs previously at issue and even more clearly violate LS&CO.'s rights in its Arcuate trademark.
- As a proximate result of these defendants' breaches, LS&CO, has been damaged and 63. has incurred attorneys' fees and costs.

BREACH OF SETTLEMENT AGREEMENT AND COVENANT OF GOOD FAITH AND FAIR DEALING

- LS&CO, realleges and incorporates by reference each of the allegations contained in 64. paragraphs 1 through 63 of this Complaint.
 - 65. Under the terms of the Turn On Settlement Agreement, Turn On Products, Turn On

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Products agreed not to institute or reinstitute any manufacture, license, sale, offer for sale, distribution, import, export, advertisement, promotion, or display of any bottoms, anywhere in the world, that display any stitching design in a shape that is substantially similar to the design at issue in that prior dispute.

- 66. Under the terms of the 2005 Forever 21 Settlement Agreement, Forever 21 agreed never to sell or offer for sale, or manufacture, license or distribute jeans or other products that display stitching or stitching like designs in the form and placement of those previously in dispute or in any shape confusingly similar to the Arcuate trademark.
 - 67. LS&CO. has performed all of its obligations under these settlement agreements.
- 68. Turn On Products and Forever 21 have breached the terms of, and the covenant of good faith and fair dealing within, these settlement agreements by manufacturing, sourcing, marketing and/or selling jeans that display designs on the rear pockets that bear designs which are even more confusing than the designs that they previously agreed to abandon.
- 69. As a proximate result of these defendants' breaches, LS&CO, has been damaged and has incurred attorneys' fees and costs.

PRAYER FOR JUDGMENT

WHEREFORE, LS&CO. prays that this Court grant it the following relief:

- 70. Adjudge that LS&CO.'s Arcuate trademark has been infringed by Defendants in violation of LS&CO.'s rights under common law, 15 U.S.C. § 1114, and/or California law;
- 71. Adjudge that Defendants has competed unfairly with LS&CO. in violation of LS&CO.'s rights under common law, 15 U.S.C. § 1125(a), and/or California law;
- 72. Adjudge that Defendants' activities are likely to, or have, diluted LS&CO.'s famous Arcuate trademark in violation of LS&CO.'s rights under common law, 15 U.S.C. § 1125(c), and/or California law;
- 73. Adjudge that Turn On Products has breached the terms of the Turn On Products' Settlement Agreement;
- 74. Adjudge that Forever 21 has breached the terms of, , and the covenant of good faith and fair dealing implied in, the 2005 Forever 21 Settlement Agreement;

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	75.	Adjudge that Defendants and each of their agents, employees, attorneys, successors,
assign	s, affilia	tes, and joint venturers and any person(s) in active concert or participation with them,
and/or	any per	son(s) acting for, with, by, through or under them, be enjoined and restrained at first
during	the pen	dency of this action and thereafter permanently from:

- Manufacturing, producing, sourcing, importing, selling, offering for sale. a. distributing, advertising, or promoting any goods that display any words or symbols that so resemble LS&CO.'s Arcuate trademark as to be likely to cause confusion, mistake or deception, on or in connection with any product that is not authorized by or for LS&CO., including without limitation any product that bears the designs which are the subject of this Complaint and for which they are responsible, or any other confusingly similar approximation of LS&CO.'s Arcuate trademark;
- Ъ. Using any word, term, name, symbol, device or combination thereof that causes or is likely to cause confusion, mistake or deception as to the affiliation or association of Defendants or its goods with LS&CO. or as to the origin of Defendants' goods, or any false designation of origin, false or misleading description or representation of fact;
- Further infringing the rights of LS&CO. in and to any of its trademarks in its LEVI'S® brand products or otherwise damaging LS&CO.'s goodwill or business reputation;
 - d. Otherwise competing unfairly with LS&CO. in any manner;
- Continuing to perform in any manner whatsoever any of the other acts e. complained of in this Complaint;
- 76. Adjudge that Defendants be required immediately to supply LS&CO.'s counsel with a complete list of individuals and entities from whom or which they purchased, and to whom or which they have sold, offered for sale, distributed, advertised or promoted, infringing products as alleged in this Complaint;
- 77. Adjudge that Defendants be required immediately to deliver to LS&CO.'s counsel Defendants' entire inventory of infringing products, including without limitation pants and any other clothing, packaging, labeling, advertising and promotional material and all plates, patterns, molds, matrices and other material for producing or printing such items, that is in Defendants' possession or subject to their control and that infringes LS&CO.'s Arcuate trademark as alleged in this Complaint;

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	78.	Adjudge that Defendants, within thirty (30) days after service of the judgment
demand	led here	in, be required to file with this Court and serve upon LS&CO.'s counsel a written
report u	ınder oa	th setting forth in detail the manner in which they have complied with the judgment

- *7*9. Adjudge that LS&CO. recover from Defendants its actual damages and lost profits in an amount to be proven at trial, that Defendants be required to account for any profits that are attributable to their illegal acts, and that LS&CO. be awarded the greater of (1) three times Defendants' profits or (2) three times any damages sustained by LS&CO., under 15 U.S.C. § 1117. plus prejudgment interest;
- 80. Adjudge that LS&CO. recover from Defendants Turn On Products and Forever 21 its compensatory damages and costs for their violation of settlement agreements with LS&CO.;
- 81. Order an accounting of and impose a constructive trust on all of Defendants' funds and assets that arise out of Defendants' infringing activities;
- 82. Adjudge that Defendants be required to pay LS&CO, punitive damages for its oppression, fraud, malice and gross negligence, whether grounded on proof of actual damages incurred by LS&CO. or on proof of Defendants' unjust enrichment;
- 83. Adjudge that LS&CO. be awarded its costs and disbursements incurred in connection with this action, including LS&CO.'s reasonable attorneys' fees and investigative expenses; and
- 84. Adjudge that all such other relief be awarded to LS&CO. as this Court deems just and proper.

DATED: June 4 2006

Respectfully submitted,

By:

TÓWNSEND AND TOWNSEND AND CREW LLP

Two Embarcadero Center, Eighth Floor

San Francisco, California 94111 Telephone: (415) 576-0200 Facsimile: (415) 576-0300

Attorneys for Plaintiff LEVI STRAUSS & CO.

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Exhibit A



Exhibit A-1



Exhibit A-2



Exhibit A-3



Exhibit A-4



Exhibit A-5



Exhibit A-6



Exhibit A-7





Exhibit A-8



Exhibit A-9



Exhibit A-10

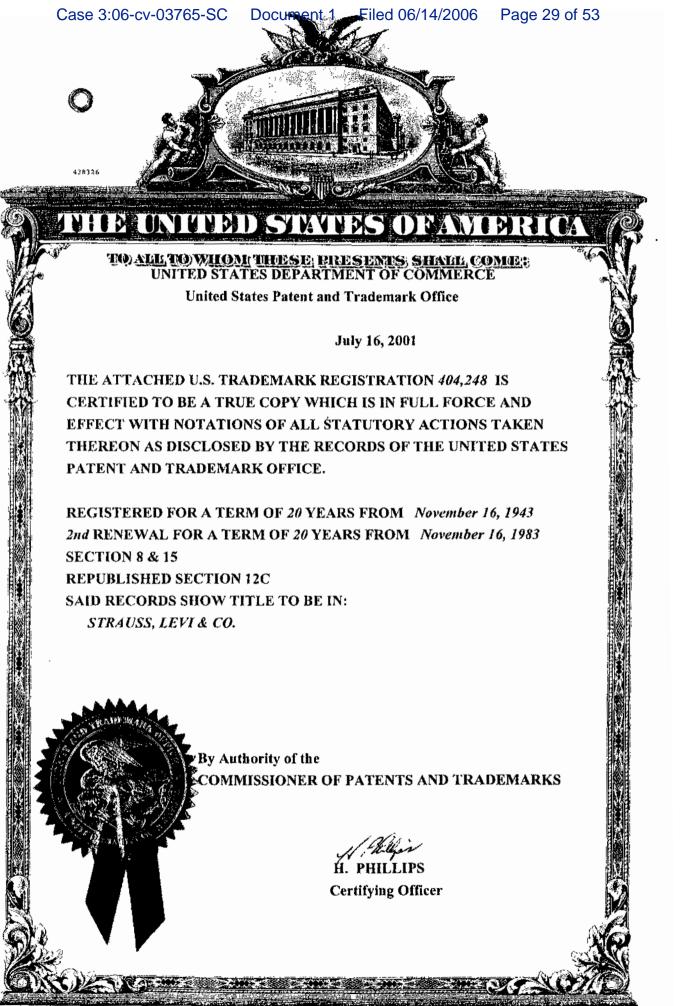


Exhibit A-11



Exhibit A-12

Exhibit B



Registered Nov. 16, 1943

Trade-Mark 404,248

Republished, under the Act of 1946, April 27, 1948, by Levi Strauss & Company, San Franisco, Callf.

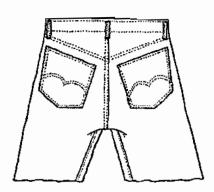
Affidavit under Section 8 accepted. Affidavit under Section 15 received, Aug. 31, 1953.

UNITED STATES PATENT OFFICE

Levi Strauss & Company, San Francisco, Calif.

Act of February 20, 1905

Application September 25, 1942, Serial No. 455,769



STATEMENT

To the Commissioner of Patents:

Levis Strauss & Company, a corporation duly organized under the laws of the State of California and located at the city and county of San Francisco, State of California, and doing business at 98 Battery Street, San Francisco, California. has adopted and used the trade-mark shown in the accompanying drawing, for WAISTBAND TYPE OVERALLS, in Class 39, Clothing, and presents herewith five facsimiles showing the trade-mark as actually used by applicant upon the goods, and requests that the same be registered in the United States Patent Office in accordance with act of February 20, 1905. The trade-mark has been continuously used and applied to said goods in applicant's business since the year 1873. The trade-mark consists of double arcuate designs of orange color displayed on the hip pockets of the overalls as shown on the drawing. The mark is applied to the overalls by stitching the double arcuate designs on the hip pockets with orange colored thread, or by painting the lines of said design on the hip pockets with orange colored paint.

No claim is made to the exclusive use of the representation of a pair of overalls.

The undersigned hereby appoints Castberg & Roemer, a firm composed of Thomas Castberg and Irving C. Roemer, whose address is 807 Crocker Building, San Francisco, California, and whose registration number is 15,030, as its attorneys, with full power of substitution and revocation, to prosecute this application, to make alterations and amendments therein, to receive the certificate of registration, and to transact all business in the Patent Office connected therewith.

LEVI STRAUSS & COMPANY, By DANIEL E, KOSHLAND, Vice President.



ANTO PROCEED BY AND STRAIGHT OF THE COR.

TO ALL TO WHOM THESE: PRESENTS SHALL COME:

UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

July 16, 2001

THE ATTACHED U.S. TRADEMARK REGISTRATION 1,139,254 IS CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 20 YEARS FROM September 02, 1980 SECTION 8 & 15

SAID RECORDS SHOW TITLE TO BE IN:

LEVI STRAUSS & CO.

A DE CORP



H. PHILLIPS
Certifying Officer

Int. Cl.: 25

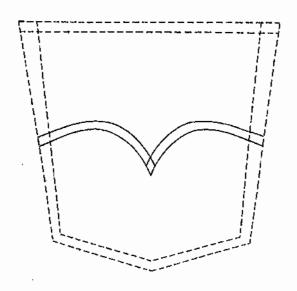
Prior U.S. Cl.: 39

Reg. No. 1,139,254

United States Patent and Trademark Office

Registered Sep. 2, 1980

TRADEMARK Principal Register



Levi Strauss & Co. (Delaware corporation) Two Embarcadero Ctr. San Francisco, Calif. 94106

For: PANTS, JACKETS, SKIRTS, DRESSES AND SHORTS, in CLASS 25 (U.S. CL. 39).
First use 1873; in commerce 1873.
Owner of U.S. Reg. No. 404,248.

Ser. No. 169,399. Filed May 8, 1978,

M. J. LEAHY, Primary Examiner

UNITED STATES DEPARTMENT OF COMMERCE Patent and Trademark Office

OFFICE OF ASSISTANT COMMISSIONER FOR TRADEMARKS 2900 Crystal Drive Arlington, Virginia 22202-3513

REGISTRATION NO: 1139254 SERIAL NO: 73169399

MAILING DATE: 08/06/2001

REGISTRATION DATE: 09/02/1980 MARK: MISCELLANEOUS DESIGN REGISTRATION OWNER: LEVI STRAU

REGISTRATION OWNER: LEVI STRAUSS & CO. CORRESPONDENCE ADDRESS:

SARAH R. FULLER LEGAL STRATEGIES GROUP 5905 CHRISTIE AVENUE EMERYVILLE, CA 94608-1925

NOTICE OF ACCEPTANCE

15 U.S.C. Sec. 1058(a)(3)

THE COMBINED AFFIDAVIT AND RENEWAL APPLICATION FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 8 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1058.

ACCORDINGLY, THE SECTION 8 AFFIDAVIT IS ACCEPTED.

NOTICE OF RENEWAL

15 U.S.C. Sec. 1059(a)

THE COMBINED AFFIDAVIT AND RENEWAL APPLICATION FILED FOR THE ABOVE-IDENTIFIED REGISTRATION MEETS THE REQUIREMENTS OF SECTION 9 OF THE TRADEMARK ACT, 15 U.S.C. Sec. 1058.

ACCORDINGLY, THE REGISTRATION IS RENEWED.

THE REGISTRATION WILL REMAIN IN FORCE FOR CLASS(ES): 025.

HARPER, BARBARA A PARALEGAL SPECIALIST POST-REGISTRATION DIVISION (703)308-9500

PLEASE SEE THE REVERSE SIDE OF THIS NOTICE FOR INFORMATION CONCERNING REQUIREMENTS FOR MAINTAINING THIS REGISTRATION

TMLT6 (9/99)



AND REMOVER CONTRACTOR OF THE PROPERTY OF THE

TO ALL TO WHOM THESE: PRESENTS SHALL COMES UNITED STATES DEPARTMENT OF COMMERCE

United States Patent and Trademark Office

April 06, 2006

THE ATTACHED U.S. TRADEMARK REGISTRATION 2,791,156 IS CERTIFIED TO BE A TRUE COPY WHICH IS IN FULL FORCE AND EFFECT WITH NOTATIONS OF ALL STATUTORY ACTIONS TAKEN THEREON AS DISCLOSED BY THE RECORDS OF THE UNITED STATES PATENT AND TRADEMARK OFFICE.

REGISTERED FOR A TERM OF 10 YEARS FROM December 09, 2003

SAID RECORDS SHOW TITLE TO BE IN:

LEVI STRAUSS & CO.
A DELAWARE CORPORATION

By Authority of the

Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office

Z. Edeles

L. EDELEN

Certifying Officer



Document 1 Filed 06/14/2006 Page 35 of 53

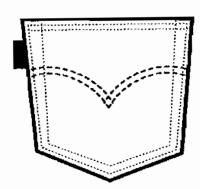
Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,791,156 Registered Dec. 9, 2003

TRADEMARK PRINCIPAL REGISTER



LEVI STRAUSS & CO. (DELAWARE CORPORATION) 1155 BATTERY STREET SAN FRANCISCO, CA 94111

FOR: PANTS, JEANS, SHORTS, SHIRTS, T-SHIRTS, BLOUSES, SKIRTS AND JACKETS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 9-1-1936; IN COMMERCE 9-1-1936.

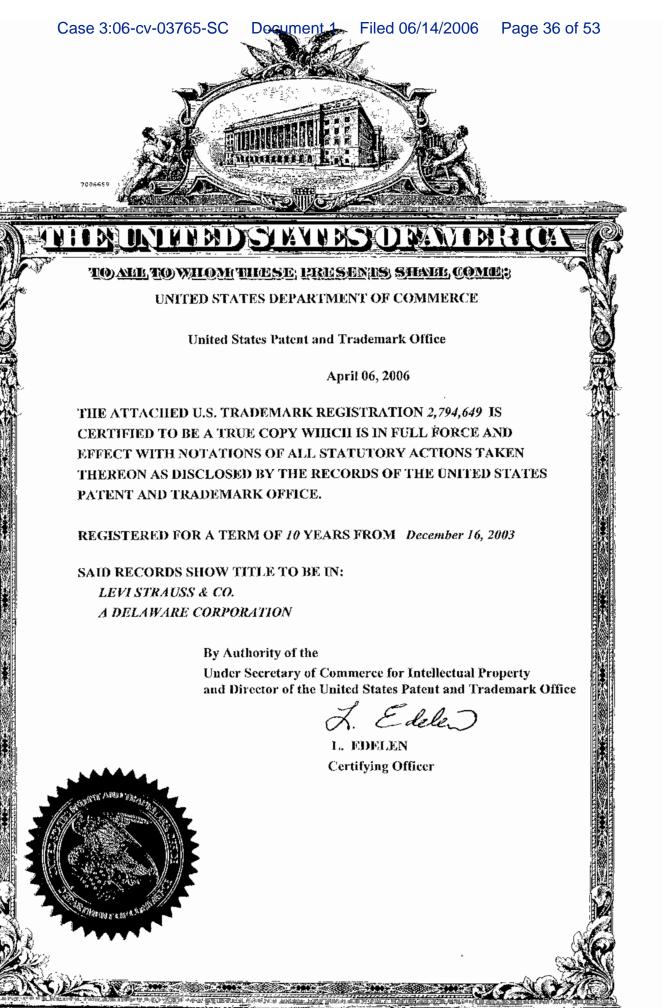
OWNER OF U.S. REG. NOS. 1,041,846, 1,135,196, AND 1,139,254.

THE LINING AND SHADING SHOWN IN THE DRAWING ARE FEATURES OF THE MARK AND NOT INTENDED TO INDICATE COLOR.

THE MARK CONSISTS OF THE COMBINATION OF A DOUBLE ARCUATE AND TAB DESIGN SHOWN ON THE SHAPE OF A POCKET, AS INDI-CATED BY A SOLID LINE.

SER. NO. 78-144,339, FILED 7-16-2002.

ELLEN B. AWRICH, EXAMINING ATTORNEY



Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office Regis

Reg. No. 2,794,649 Registered Dec. 16, 2003

TRADEMARK PRINCIPAL REGISTER



LEVI STRAUSS & CO. (DELAWARE CORPORA-TION) 1155 BATTERY STREET SAN FRANCISCO, CA 94111

FOR: PANTS, JEANS, SHORTS, SHIRTS, T-SHIRTS, BLOUSES, SKIRTS AND JACKETS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 0-0-1873; IN COMMERCE 0-0-1873.

THE MARK CONSISTS OF A DOUBLE ARCUATE DESIGN.

SER. NO. 78-142,765, FILED 7-10-2002.

GINNY ISAACSON, EXAMINING ATTORNEY



SECRETARY OF STATE

Class No. Int. 25 Renewal No. 15637 Trademark Reg. No. 88399 CERTIFICATE OF RENEWAL OF TRADEMARK

I, BILL JONES, Secretary of State of the State of California, hereby certify:

That an application for renewal has been filed in this office for the TRADEMARK described below:

Name of Applicant:

Levi Strauss & Co.

Business Address:

1155 Battery Street San Francisco, CA 94111

Date First Used in California:

1873

Date First Used Anywhere:

1873

Description of Trademark:

Arc Design. Design of two concentric arcs placed in such a

manner that they meet in the center

Description of Goods on Which the Trademark is Used: Pants, shirts, and jackets

Date of Registration:

August 24, 1988

Term of Registration Extends to and Includes:

August 24, 2008



IN WITNESS WHEREOF, I execute this certificate and affix the Great Seal of the State of California this 6th day of July, 1998

BILL JONES

Secretary of State



Sinte of California Secretary of State

RENEWAL OF TRADSMARK OR SERVICE MARK

Pursuant to Business and Professions Code Section 14250

		· ·	
(APPLICATION FOR RENEWAL MUST BE ASCEND DATE OF EXPIRATION OF THE CURRENT REGIST			HE SIX-MONTH PERIOD PRIOR TO THE
SEND THE SIGNED APPLICATION WITH DRIGHA 94244-2250.	L SIGNATURE(S) TO THE SEC	RETARY OF STATE, TRAQEMARK U	NIT, P.O. BOX 944225, SACRAMENTO, CA
RENEWAL APPLICATION FOR:	TRADEMARK	SERVICE	MARK
1. NAME OF APPLICANT:			
LEVI STRAUSS & CO.			
2. STREET ACCRUSS: (DO NOT GIVE P. O. BOX)	(FOR SERVICE MARK, PROV	IDE CALIFORNIA BUSINESS ADDRES	is)
1155 Battery Street			
San Francisco		STATE: CA	21P CODE 94111
3. BUSINESS STRUCTURE: (CHECK UNE)			
LIMITED PARTNEASHIP		SOLE PROPRIE	гоя
LIMITED LIABILITY COMPANY		☐ UNINCORPORA	TEO ASSOCIATION
GENERAL PARTNERSHIP		HUSBAND AND	wife, as community property
CORPORATION (STATE OF INCORPORA	non) Delaware	🗓 отнея (desca	W8E)
4. 1F PARTNERSHIP, LIST NAMES OF PARTNERS		5. NAMES OF MEMBER(S) OR MA LIABILITY COMPANY	NAGER(S), IF APPLICANT IS A LIMITED
3. NAME AND/OR DESCRIPTION OF TRADE/SER	VICEMAPX: A device	created by two	concentric arcs placed
on pockets in such a	manner that th	ney meet in the o	enter thereof, usually
applied by stituning.	ARC DESEN	J	
7. TRADE/SERVICE MARK REGISTRATION NUME	EA	8. DATE OF REGISTRATION	
088399		August 24, 19	88
THE MARK WAS ADOPTED, USED, AND CONT SPECIFIED IN THE PRESENT REGISTRATION,	WUES TO BE USED WITHIN	THE STATE OF CALIFORNIA BY	THE APPLICANT IN THE FORM AND MANNER
9. NAME OF CORPORATIONPARTHERSHIPP, JM.	TED LÍABILITY COMPANY (IF	APPLICABLE)	THIS SPACE FOR FILING OFFICER USE
LEVI STRAUSS & CO.	<u>-</u>		TRADE/SERVICE MARK
	· · · · · · · · · · · · · · · · · · ·		AEG. NO. 38379
SIGNATURE OF FLATINGS OR CORPORATE OFF	ICEA, INCLUDE TITLE.)	DATE	
> Dunny	~		RENEWAL NO. 015637
10. RETURN ACKNOWLEDGMENT	TO: ITYPE OR PRIN	Τ)	211 50
	_	•	FILED
NAME Sarah R. Ful	ler		In the office of the Secretary of States of the State of California
ADDRESS Legal Strate	gies Group	·	
5905 Christi			JUL - 6 1938
STATE	CA 94608-1925	,	R.A.
ZIP GOOE			To large and the state of
			RELL JULY 23, NECESSARY OF STARD
SEC/STATE LP/TM 109 (REV. 4/96)		FILING FEE: 136.00	



Office of

SEP 01 1988

March Jong Eu

SACRAMENTO

As Secretary of State, it is my pleasure to notify you that the mark you submitted has been registered in this office:

Please be advised that Section 14220(f) of the Business and Professions Code specifies that a mark shall not be registered if it so resembles a mark or trade name already registered or used in this state by another and not abandoned, as to be likely, when applied to the goods or services of the applicant, to cause confusion or mistake or to deceive.

My office has conducted a search of California trademark and service mark registrations. Your mark does not appear to resemble any previous registration.

Please be advised, however, that there may be unregistered marks or California trade names used by corporations and partnerships, fictitious names, and names under which individuals conduct business which may resemble your registration. A check for such names is beyond the scope of the review of this office in registering marks.

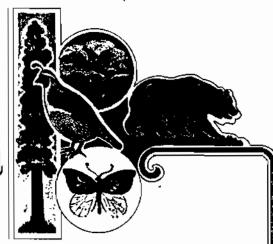
Most sincerely,

MARCH FONG EU



State of California

OFFICE OF THE SECRETARY OF STATE



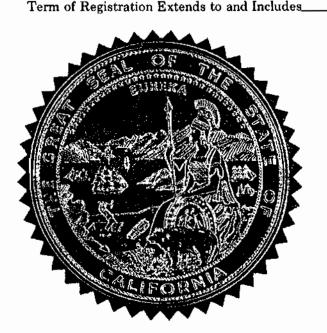
Trademark Reg. No.____088399

CERTIFICATE OF REGISTRATION OF TRADEMARK

I, MARCH FONG EU, Secretary of State of the State of California, hereby certify:

That in accordance with the application filed in this office the TRADEMARK described below has been duly registered in this office on behalf of:

Name of Applicant	LEVI STRAUSS & CO.
Business Address	1155 Battery Street
	San Francisco, CA 94111
Date First Used in Calif	ornia 1873
Date First Used Anywhe	re 1873
Description of Trademan	
in such a manner th	at they meet in the center thereof, usually applied by
stitching.	
Class No	39
	Which the Trademark is Used Pants, shirts and jackets
A conv specimen facsir	nile, counterpart or a reproduction of the mark is attached.
Date of Registration	August 24, 1988
	24 1000



IN WITNESS WHEREOF, I execute this certificate and affix the Great Seal of the State of California this

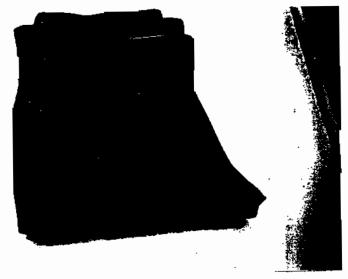
24th day of August, 1988

March Force En

Secretary of State

Case 3:06-cv-03/65-So-- Document 1 Intel 06/14/2006 Page 42 of 5

A COPY, SPECIMEN, FACSIMILE, COUNTERPART OR REPRODUCTION OF TRADEMARK REG. NO. 0.88399



SEC/STATE FORM TM-107-T



APPLICATION TO REGISTER A TRADEMARK IN THE STATE OF CALIFORNIA

TO: MARCH FONG EU Secretary of State 923 12th Street, Súite 301 Sacramento, California 95814 (916) 445-9872

Trademark Reg. No.	088399
Class No.	39

FILED
in the office of the Secretary of State
of the State of California

March Paring Ele-

MARCH FORG FU SECRETARY OF STATE

• •	licant LEVI STRAUSS & CO.	
	<u> </u>	
CHECK ONE:	[] Sole Proprentor [X]	Corporation
	[] Limited Partnership []	General Partnership
	[] Unincorporated Association	
	[] Husband and Wife, as community	property
	[] Other (Describe)	
business Addr	ess, City, State 1155 Battery Street,	San Francisco, CA 94111
State of Inco	orporation, if applicant is a corporation	Delaware
State of Inco Names of the Description of A device o		Delaware thership c consists of the followon pockets in such a manner

Case 3:06-cv-03/65-SC Document 1 Filed 06/14/2006 Page 45 of 53

TM 88 399

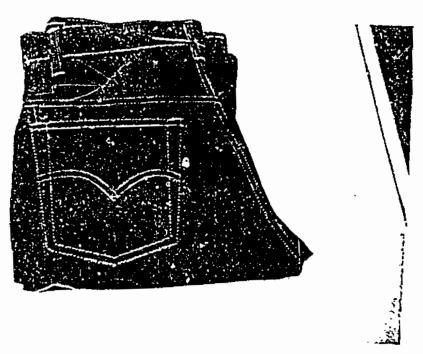


Exhibit C







Exhibit C

Exhibit D







Exhibit D

Exhibit E





Exhibit E

Exhibit F











Exhibit F