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Golden Goose Deluxe Brand

UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

GOLDEN GOOSE S.P.A. D/B/A GOLDEN
GOOSE DELUXE BRAND,

Plaintiff

v.

BABY_SHIRT, BAIWULIAOLAI999,
BALENCIA168, CAI051602, CASUAL_STORES,
DBSHOES888, DENGFI980,
DESIGNERLUXURY26, DIOR888,
FASHION_ANGEL, FASHIONSHOES888,
FD666666, FENDOU2019, GDSHOES888,
GGDBSHOES666, GGDBSHOES888 ,
GGDD2020, GOODMEN2019 ,
GOOLDENGOOSE1993, GRJD999, GUCCI518,
HAIGOODQUALITY , HAIPO888 , HELLO668 ,
HONGJING2019, IGOCHINA004,
JIANTAODEDIAN, JINGDIAN2019,
JUSTBABY1688, LIN0120, LINDIORSHOES,
LSJ130621, LUXURY_TOP_QUALITY,
LUXURYBAG012019, MEIGUO888,
NIKELEBRON17, NND0123456, NULI2020,
ONE_DAY_KIDS_SNEAKER, PANDENG999,
PUBIN888, QIANQXIAOPU88 , RONGYAO888,
SHOES0120 , SHOES0702, SHOES0805,

CIVIL ACTION No. 20-cv-6112

COMPLAINT

Jury Trial Requested

FILED UNDER SEAL

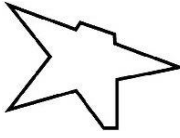

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SHUNFENG2019, SHUNSHUN518,
SNEAKERS_SELLERS, SUNNY6188,
SUPER1888 , SUPERSHOES888 , SUSU9,
TIAN66888 , TIAN940415 , TIANYIYI8 ,
TOP_SPORTS_JORDAN, TOPSELLE03,
TOPSUPERMARKET001, WGM15538755,
WN20207 , XFGM001 , XIAOYAN0808,
XUYANG2011, YANG3025, YANG9876,
YOUYOUUMEN888 , YYY_SHOES, ZHEN1314
and ZZSTORE999,

Defendants



GLOSSARY

Term	Definition
Plaintiff or Golden Goose	Golden Goose S.p.A. d/b/a Golden Goose Deluxe Brand
Defendants	Baby_shirt, Baiwuliaolai999, Balencia168, Cai051602, Casual_stores, Dbshoes888, Dengf1980, Designerluxury26, Dior888, Fashion_angel, Fashionshoes888, Fd666666, Fendou2019, Gdshoes888, Ggdbshoes666, Ggdbshoes888, Ggdd2020, Goodmen2019, Gooldengoose1993, Grjd999, Gucci518, Haigoodquality, Haipo888, Hello668, Hongjing2019, Igochina004, Jiantaodedian, Jingdian2019, Justbaby1688, Lin0120, Lindiorshoes, Lsj130621, Luxury_top_quality, Luxurybag012019, Meiguo888, Nikelebron17, Nnd0123456, Nuli2020, One_day_kids_sneaker, Pandeng999, Pubin888, Qianqxiaopu88, Rongyao888, Shoes0120, Shoes0702, Shoes0805, Shoes66666666, Shoes8899669, Shoes8899889, Shoes88999, Shoes991699, Shoes99998888, Shone2019, Shunfeng2019, Shunshun518, Sneakers_sellers, Sunny6188, Super1888, Supershoes888, Susu9, Tian66888, Tian940415, Tianyiyi8, Top_sports_jordan, Topselle03, Topsupermarket001, Wgm15538755, Wn20207, Xfgm001, Xiaoyan0808, Xuyang2011, Yang3025, Yang9876, Youyoumen888, Yyy_shoes, Zhen1314 and Zzstore999
DHgate	Dunhuang Group d/b/a DHgate.com, an online marketplace and e-commerce platform which allows manufacturers, wholesalers and other third-party merchants, like Defendants, to advertise, distribute, offer for sale, sell and ship their wholesale and retail products originating from China directly to consumers worldwide and specifically to consumers residing in the U.S., including New York
Epstein Drangel	Epstein Drangel LLP, counsel for Plaintiff
New York Address	244 Madison Ave, Suite 411, New York, NY 10016
Complaint	Plaintiff's Complaint filed on July 29, 2020
Application	Plaintiff's <i>Ex Parte</i> Application for: 1) a temporary restraining order; 2) an order restraining Merchant Storefronts (as defined <i>infra</i>) and Defendants' Assets (as defined <i>infra</i>) with the Financial Institutions (as defined <i>infra</i>); 3) an order to show cause why a preliminary injunction should not issue; 4) an order authorizing bifurcated and alternative service and 5) an order

	authorizing expedited discovery filed on July 29, 2020
Baggiani Dec.	Declaration of Sandro Baggiani in Support of Plaintiff's Application
Yamali Dec.	Declaration of Danielle Yamali in Support of Plaintiff's Application
Golden Goose Products	A leading Italian high-end luxury men's and women's fashion and accessories brand that launched in or about 2000, which has distinguished itself with innovative but artisan spirited products
Golden Goose Registrations	U.S. Trademark Registration Nos.: 3,240,074 for "GOLDEN GOOSE DELUXE BRAND" for a variety of goods in Class 14 and 25 with a constructive date of first use of December 12, 2005; 4,427,149 for "GOLDEN GOOSE DELUXE BRAND" for a variety of goods in Class 18; and 4,911,084 for "GGDB" for a variety of goods in Class 3, 9, 14, 16, 18, 25 and 35
Golden Goose Applications	U.S. Trademark Serial Application Nos.: 79/218,875 for  for a variety of goods in Class 18 and 25;  and 79/244,715 for GOLDEN GOOSE DELUXE BRAND for a variety of goods in Class 18 and 25
Golden Goose Marks	The marks covered by the Golden Goose Registrations and the Golden Goose Applications
Counterfeit Products	Products bearing or used in connection with the Golden Goose Marks, and/or products in packaging and/or containing labels bearing the Golden Goose Marks, and/or bearing or used in connection with marks that are confusingly similar to the Golden Goose Marks and/or products that are identical or confusingly similar to the Golden Goose Products
Infringing Listings	Defendants' listings for Counterfeit Products
User Accounts	Any and all websites and any and all accounts with online marketplace platforms such as DHgate, as well as any and all as yet undiscovered accounts with additional online marketplace platforms held by or associated with Defendants, their respective officers, employees, agents, servants and all persons in active concert or participation with any of them
Merchant Storefronts	Any and all User Accounts through which Defendants, their respective officers, employees, agents, servants and all persons in active concert or participation with any of them operate storefronts to manufacture, import, export, advertise, market, promote, distribute, display, offer for

	sale, sell and/or otherwise deal in Counterfeit Products, which are held by or associated with Defendants, their respective officers, employees, agents, servants and all persons in active concert or participation with any of them
Defendants' Assets	Any and all money, securities or other property or assets of Defendants (whether said assets are located in the U.S. or abroad)
Defendants' Financial Accounts	Any and all financial accounts associated with or utilized by any Defendants or any Defendants' User Accounts or Merchant Storefront(s) (whether said account is located in the U.S. or abroad)
Financial Institutions	Any and all banks, financial institutions, credit card companies and payment processing agencies, such as DHgate (<i>e.g.</i> , DHpay.com), PayPal Inc. ("PayPal"), Payoneer Inc. ("Payoneer") and PingPong Global Solutions, Inc. ("PingPong") and other companies or agencies that engage in the processing or transfer of money and/or real or personal property of Defendants
Third Party Service Providers	Online platforms, including, without limitation, those owned and operated, directly or indirectly by DHgate, as well as any and all as yet undiscovered online marketplace platforms and/or entities through which Defendants, their respective officers, employees, agents, servants and all persons in active concert or participation with any of them manufacture, import, export, advertise, market, promote, distribute, offer for sale, sell and/or otherwise deal in Counterfeit Products which are hereinafter identified as a result of any order entered in this action, or otherwise

Plaintiff, a shared company registered under the laws of Italy, by and through its undersigned counsel, alleges as follows:¹

NATURE OF THE ACTION

1. This action involves claims for trademark infringement of Plaintiff's federally registered trademarks in violation of § 32 of the Federal Trademark (Lanham) Act, 15 U.S.C. §§ 1051 *et seq.*; counterfeiting of Plaintiff's federally registered trademarks in violation of 15 U.S.C. §§ 1114(1)(a)-(b), 1116(d) and 1117(b)-(c); trademark infringement of Plaintiff's unregistered trademarks in violation of 15 U.S.C. § 1125; false designation of origin, passing off and unfair competition in violation of Section 43(a) of the Trademark Act of 1946, as amended (15 U.S.C. §1125(a)); and related state and common law claims, arising from the infringement of the Golden Goose Marks, including, without limitation, by manufacturing, importing, exporting, advertising, marketing, promoting, distributing, displaying, offering for sale and/or selling unlicensed, counterfeit and infringing versions of Plaintiff's Golden Goose Products by Defendants.

JURISDICTION AND VENUE

2. This Court has federal subject matter jurisdiction over the claims asserted in this Action pursuant to 28 U.S.C. §§ 1331 and 1338(a), as well as pursuant to 15 U.S.C. § 1121 as an action arising out of violations of the Lanham Act, 15 U.S.C. §§ 1051 *et seq.*; pursuant to 28 U.S.C. §1338(b) as an action arising out of claims for false designation of origin and unfair competition and pursuant to 28 U.S.C. § 1332, as there is diversity between the parties and the matter in controversy exceeds, exclusive of interests and costs, the sum of seventy-five thousand dollars. This Court has supplemental jurisdiction pursuant to 28 U.S.C. §§1367(a), as the claims asserted thereunder are so

¹ Where a defined term is referenced herein but not defined, it should be understood as it is defined in the Glossary.

closely related to the federal claims brought in this Action as to form part of the same case or controversy.

3. Personal jurisdiction exists over Defendants in New York pursuant to N.Y.C.P.L.R. § 302(a)(1) and N.Y.C.P.L.R. § 302(a)(3), or in the alternative, Federal Rule of Civil Procedure 4(k), because, upon information and belief, Defendants regularly conduct, transact and/or solicit business in New York, and/or derive substantial revenue from their business transactions in New York and/or otherwise avail themselves of the privileges and protections of the laws of the State of New York such that this Court's assertion of jurisdiction over Defendants does not offend traditional notions of fair play and due process, and/or Defendants' illegal counterfeiting and infringing actions caused injury to Plaintiff in New York such that Defendants should reasonably expect such actions to have consequences in New York, for example:

a. Upon information and belief, Defendants were and/or are systematically directing and/or targeting their business activities at consumers in the U.S., including New York, through accounts with online marketplace platforms such as DHgate as well as any and all as yet undiscovered User Accounts, through which consumers in the U.S., including New York, can view one or more of Defendants' Merchant Storefronts that each Defendant operates, uses to communicate with Defendants regarding their listings for Counterfeit Products and to place orders for, receive invoices for and purchase Counterfeit Products for delivery in the U.S., including New York, as a means for establishing regular business with the U.S., including New York.

b. Upon information and belief, Defendants are sophisticated sellers, each operating one or more commercial businesses through their respective User Accounts, using their Merchant Storefronts to manufacture, import, export, advertise, market, promote,

distribute, offer for sale and/or otherwise deal in products, including the Counterfeit Products at significantly below-market prices to consumers worldwide, including to those in the U.S., and specifically New York.

c. Upon information and belief, all Defendants accept payment in U.S. Dollars and offer shipping to the U.S., including to New York and specifically to the New York Address.

d. Upon information and belief, Defendants have transacted business with consumers located in the U.S., including New York, for the sale and shipment of Counterfeit Products.

e. Upon information and belief, Defendants are aware of Plaintiff, its Golden Goose Products and Golden Goose Marks, and are aware that their illegal counterfeiting and infringing actions alleged herein are likely to cause injury to Plaintiff in the U.S. and specifically, in New York.

4. Venue is proper, *inter alia*, pursuant to 28 U.S.C. § 1391 because, upon information and belief, Defendants conduct, transact and/or solicit business in New York.

THE PARTIES

5. Plaintiff Golden Goose is a shared company based in Via San Martino 17, 20122, Milan, Italy.

6. Upon information and belief, Defendants are merchants on the DHgate online marketplace platform, through which Defendants offer for sale and/or sell Counterfeit Products, with a principal place of business at the addresses identified, if any, in the printouts of screenshots of Defendants' Merchant Storefronts in **Exhibit C**.

GENERAL ALLEGATIONS


Plaintiff and Its Well-Known Golden Goose Products

7. Golden Goose, launched in or about 2000, is the owner of a leading Italian high-end luxury men's and women's fashion and accessories brand which has distinguished itself with innovative but artisan spirited products, a low-key communication strategy and a highly selective placement in venues that share the brand's philosophy and has gained notoriety for its Golden Goose Products. The Golden Goose Products are distributed through a network of more than 700 exclusive multi-brand stores and franchisees, along with sixteen directly operated flagship stores in the United States and many others abroad. Images of the Golden Goose Products are attached hereto as **Exhibit A** and incorporated herein by reference.

8. While Golden Goose has gained significant common law trademark and other rights in its Golden Goose Marks and Golden Goose Products through use, advertising and promotion, Golden Goose also protected its valuable rights by filing for and obtaining federal trademark registrations.

9. For example, Golden Goose owns U.S. Trademark Registration Nos.: 3,240,074 for "GOLDEN GOOSE DELUXE BRAND" for a variety of goods in Class 14 and 25 with a constructive date of first use of December 12, 2005; 4,427,149 for "GOLDEN GOOSE DELUXE BRAND" for a variety of goods in Class 18; and 4,911,084 for "GGDB" for a variety of goods in Class 3, 9, 14, 16, 18, 25 and 35. Golden Goose owns U.S. Trademark Serial Application Nos.:

79/218,875 for registration of  for a variety of goods in Class 18 and 25; and

 79/244,715 for registration of GOLDEN GOOSE DELUXE BRAND for a variety of goods in Class 18 and 25.

True and correct copies of the registrations and applications for the Golden Goose Marks are

attached hereto as **Exhibit B** and incorporated herein by reference.

10. The Golden Goose Marks are currently in use in commerce in connection with the Golden Goose Products. The Golden Goose Marks were first used in commerce on or before the dates of first use as reflected in the respective registration and application attached hereto as **Exhibit B**.

11. The Golden Goose Products are sold at luxury retailers such as Selfridges and Bergdorf Goodman, as well as Golden Goose's flagship stores located in prominent fashion epicenters such as New York, Paris, London, Milan, Tokyo, Seoul, Beijing, Shanghai, St. Tropez and Amsterdam.

12. Since the launch of Golden Goose, the Golden Goose Products have been featured in numerous press publications, including, but not limited to, *The Wall Street Journal*, *The Cut* and *GQ*, among others. Recently, *Lyst* named Golden Goose as one of the "most popular sneakers" of 2018.²

13. The Golden Goose Products typically retail for between \$250.00 - \$2,400.00.

14. The success of the Golden Goose Products is due in part to Golden Goose's marketing and promotional efforts. These efforts include advertising and promotion through social media, Golden Goose's website (available at <https://www.goldengoosedeluxebrand.com>), retailer websites and other Internet-based and print advertising, among other efforts domestically and abroad, including in New York.

15. Golden Goose's success is also due to its use of the highest quality materials and processes in making the Golden Goose Products.

16. Additionally, Golden Goose owes a substantial amount of the success of the Golden Goose Products to its consumers and word-of-mouth buzz that its consumers have generated.

² Ambrose Leung, *Lyst Reveals the Hottest Brands and Sneakers for 2018 Q4*, HYPEBEAST (Dec. 12, 2018), <https://hypebeast.com/2018/12/lyst-q4-most-searched-brands-sneakers/>.

17. Golden Goose's efforts, the quality of its Golden Goose Products, its marketing, promotion and distribution efforts as well as the word-of-mouth buzz generated by its consumers have made the Golden Goose Products and Golden Goose Marks prominently placed in the minds of the public. Retailers, retail buyers, consumers and members of the public have become familiar with the Golden Goose Products and associate them exclusively with Golden Goose.

18. As a result of such associations, Golden Goose and its Golden Goose Marks have acquired a valuable reputation and goodwill among the public.

19. Golden Goose has gone through great lengths to protect its interests in and to the Golden Goose Products and Golden Goose Marks. No one other than Golden Goose is authorized to manufacture, import, export, advertise, offer for sale or sell any goods utilizing the Golden Goose Marks without the express permission of Golden Goose.

DHgate and Defendants' User Accounts

20. DHgate is an online marketplace and e-commerce platform which allows manufacturers, wholesalers and other third-party merchants, like Defendants, to advertise, distribute, offer for sale, sell and ship their wholesale and retail products originating from China directly to consumers worldwide and specifically to consumers residing in the U.S., including New York.

21. As one of the leaders of the worldwide e-commerce and digital retail market, DHgate has generated billions in sales worldwide.³ International buyers, including those in the U.S., make up a significant percentage of the business done on DHgate. For example, DHgate offers 25 million consumer products from 1.2 million suppliers for sale on its platform and attributes over half of its

³ See Hamlet Chen, *The Secret of DHgate's Success* (Feb. 11, 2018), LinkedIn, <https://www.linkedin.com/pulse/secret-dhgate-success-hamlet-chen>.

sales to U.S. buyers alone.⁴

22. As recently addressed in news reports, and as reflected in the federal lawsuits filed against third-party merchants offering for sale and selling infringing and/or counterfeit products on DHgate,⁵ 85% of the world's counterfeit goods originate from China. The rise of Chinese e-commerce platforms, including DHgate, have greatly increased consumers' access to counterfeit goods.⁶

23. The Office of the United States Trade Representative ("USTR") publishes an annual "Notorious Markets List," which highlights specific physical and online markets around the world that are reported to be engaging in and facilitating substantial copyright piracy and trademark counterfeiting and which is intended to help the U.S. and foreign governments prioritize intellectual property rights enforcement that protects job-supporting innovation and creativity in the U.S. and around the world.⁷ In January 2018, the USTR released the results of its Special 301 Out-of-Cycle Review of Notorious Markets for 2017 and it named DHgate as a "particularly infamous Notorious Market."⁸ With more than 33 million product listings originating from China available for purchase to consumers overseas, rights holders have consistently reported challenges with the counterfeit goods available on DHgate.⁹

24. Defendants are individuals and/or businesses, who, upon information and belief, are located in China but conduct business in the U.S. and other countries by means of their User

⁴ See Nona Tepper, *U.S. buyers account for half the sales on Hong Kong-based wholesale site DHgate.com* (Jun. 22, 2015), DigitalCommerce360, <https://www.internetretailer.com/2015/06/22/us-buyers-account-half-sales-dhgatecom>.

⁵ See, e.g., *Can't Live Without It, Inc. v. Shanghai2008 (HK) Trading Limited, et al.*, No. 16-cv-9520 (LAK), (S.D.N.Y. Dec. 12, 2016) and *Yeti Coolers, LLC v. Dunhuang Group, et al.*, No. 17-cv-938 (PAC), (W.D. Tex. Sept. 8, 2017).

⁶ See David Pierson, *No brand is too small for counterfeits* (Jan. 19, 2018), The Morning Call, <http://www.mcall.com/business/retail/mc-biz-small-counterfeiters-20180116-story.html>.

⁷ See Office of the United States Trade Representative, *2017 Out-of-Cycle Review of Notorious Markets* (2018), <https://ustr.gov/sites/default/files/files/Press/Reports/2017%20Notorious%20Markets%20List%201.11.18.pdf>.

⁸ *Id.*

⁹ *Id.*

Accounts and on their Merchant Storefronts on DHgate as well as potentially yet undiscovered additional online marketplace platforms.

25. Through their Merchant Storefronts, Defendants offer for sale and/or sell consumer products, including Counterfeit Products, and target and ship such products to customers located in the U.S., including New York, and throughout the world.

26. Defendants' Merchant Storefronts share unique identifiers, such as design elements along with similarities in price, description of the goods offered and of the Counterfeit Products themselves offered for sale.

27. Defendants are in constant communication with each other and regularly participate in online chatroom discussions involving illegal counterfeiting activities, pending litigation and potential new lawsuits.

Defendants' Wrongful and Infringing Conduct

28. Particularly in light of Plaintiff's success with its Golden Goose Products, as well as the reputation they have gained, Plaintiff and its Golden Goose Products have become targets for unscrupulous individuals and entities who wish to capitalize on the goodwill, reputation and fame that Plaintiff has amassed in its Golden Goose Products and Golden Goose Marks and Plaintiff investigates and enforces against such activities.

29. Through Epstein Drangel's investigative and enforcement efforts, Plaintiff learned of Defendants' actions which vary and include, but are not limited to: manufacturing, importing, exporting, advertising, marketing, promoting, distributing, displaying, offering for sale and/or selling Counterfeit Products to U.S. consumers, including those located in the state of New York, through Defendants' User Accounts and Merchant Storefronts. Printouts of Infringing Listings from Defendants' User Accounts and Merchant Storefronts are included in **Exhibit C** attached

hereto and incorporated herein by reference.

30. Defendants are not, and have never been, authorized by Plaintiff or any of its authorized agents, authorized licensees or authorized distributors to copy, manufacture, import, export, advertise, distribute, offer for sale or sell the Golden Goose Products or to use the Golden Goose Marks, or any marks that are confusingly similar to the Golden Goose Marks.

31. Defendants' Counterfeit Products are nearly indistinguishable from Plaintiff's Golden Goose Products, only with minor variations that no ordinary consumer would recognize.

32. During its investigation, Epstein Drangel identified Defendants as offering for sale and/or selling Counterfeit Products and specified a shipping address located at the New York Address and verified that each Defendant provides shipping to the New York Address. Printouts of the checkout pages for the Counterfeit Products and pages from Defendants' Merchant Storefronts reflecting that the Defendants ship the Counterfeit Products to the New York Address are included in **Exhibit C**.

33. Epstein Drangel confirmed that each Defendant is still currently offering for sale and/or selling Counterfeit Products through their respective User Accounts and/or Merchant Storefronts, accepting payment for such Counterfeit Products in U.S. Dollars and that each Defendant provides shipping and/or has actually shipped Counterfeit Products to the U.S., including to customers located in New York. Plaintiff's findings are supported by Defendants' Infringing Listings and/or the checkout pages for Counterfeit Products, which are included in **Exhibit C**.

34. For example, below on the left is an image of one of Plaintiff's Golden Goose Products. Depicted further below is a listing for Defendant Baby_Shirt's Counterfeit Product ("Baby_Shirt Infringing Listing" and "Baby_Shirt Counterfeit Product," respectively). The Baby_Shirt Infringing Listing appears on Defendant Baby_Shirt's Merchant Storefront,

<https://www.dhgate.com/store/21072516#st-navigation-storehome>, and offers the Baby_Shirt Counterfeit Product for \$110.29 per item, using, featuring and/or incorporating one or more of the Golden Goose Marks and/or confusingly similar marks in the descriptions and/or product images in the body of the listing. Further, the Baby_Shirt Counterfeit Product is virtually identical to one of Plaintiff's Golden Goose Products and features and/or incorporates one or more of the Golden Goose Marks. There is no question that the Baby_Shirt Counterfeit Product is designed to confuse and mislead consumers into believing that they are purchasing one of Plaintiff's Golden Goose Products or that the Baby_Shirt Counterfeit Product is otherwise approved by or sourced from Plaintiff, thereby trading off of the goodwill and reputation of Plaintiff by engaging in the unauthorized use of one or more of the Golden Goose Marks:

Golden Goose Product



Defendant's Counterfeit Product



35. By way of another example, below on the left is an image of one of Plaintiff's Golden Goose Products. Depicted further below is a listing for Defendant Cai051692's Counterfeit Product ("Cai051692 Infringing Listing" and "Cai051692 Counterfeit Product," respectively). The Cai051692 Infringing Listing appears on Defendant Cai051692's Merchant Storefront, <https://www.dhgate.com/store/21476410#st-navigation-storehome>, and offers the Cai051692 Counterfeit Product for \$133.72 per item, using, featuring and/or incorporating one or more of the

Golden Goose Marks and/or confusingly similar marks in the descriptions and/or product images in the body of the listing. Further, the Cai051692 Counterfeit Product is virtually identical to one of Plaintiff's Golden Goose Products and features and/or incorporates one or more of the Golden Goose Marks. There is no question that the Cai051692 Counterfeit Product is designed to confuse and mislead consumers into believing that they are purchasing one of Plaintiff's Golden Goose Products or that the Cai051692 Counterfeit Product is otherwise approved by or sourced from Plaintiff, thereby trading off of the goodwill and reputation of Plaintiff by engaging in the unauthorized use of one or more of the Golden Goose Marks:

Golden Goose Product



Defendant's Counterfeit Product



36. As another example, below on the left is an image of one of Plaintiff's Golden Goose Products. Depicted further below is a listing for Defendant Fashion_angel's Counterfeit Product ("Fashion_angel Infringing Listing" and "Fashion_angel Counterfeit Product," respectively). The Fashion_angel Infringing Listing appears on Defendant Fashion_angel's Merchant Storefront, <https://www.dhgate.com/store/21393741#st-navigation-storehome>, and offers the Fashion_angel Counterfeit Product for \$116.68 per item, using, featuring and/or incorporating one or more of the Golden Goose Marks and/or confusingly similar marks in the descriptions and/or product images in the body of the listing. Further, the Fashion_angel Counterfeit Product is virtually identical to

one of Plaintiff's Golden Goose Products and features and/or incorporates one or more of the Golden Goose Marks. There is no question that the Fashion_angel Counterfeit Product is designed to confuse and mislead consumers into believing that they are purchasing one of Plaintiff's Golden Goose Products or that the Fashion_angel Counterfeit Product is otherwise approved by or sourced from Plaintiff, thereby trading off of the goodwill and reputation of Plaintiff by engaging in the unauthorized use of one or more of the Golden Goose Marks:

Golden Goose Product



Defendant's Counterfeit Product



37. By these dealings in Counterfeit Products (including, without limitation, copying, manufacturing, importing, exporting, advertising, marketing, promoting, distributing, displaying, offering for sale and/or selling Counterfeit Products), Defendants violated Plaintiff's exclusive rights in the Golden Goose Marks, and have used marks that are confusingly similar to, identical to and/or constitute counterfeiting and/or infringement of the Golden Goose Marks in order to confuse consumers into believing that such Counterfeit Products are the Golden Goose Products and aid in the promotion and sales of their Counterfeit Products. Defendants' conduct began long after Plaintiff's adoption and use of the Golden Goose Marks, after Plaintiff obtained federal registrations in the Golden Goose Marks, as alleged above, and after Plaintiff's Golden Goose Products and Golden Goose Marks became well-known to the purchasing public.

38. Prior to and contemporaneous with their counterfeiting and infringing actions alleged herein, Defendants had knowledge of Plaintiff's ownership of the Golden Goose Marks, of the fame and incalculable goodwill associated therewith and of the popularity and success of the Golden Goose Products, and in bad faith adopted the Golden Goose Marks.

39. Defendants have been engaging in the illegal counterfeiting and infringing actions, as alleged herein, knowingly and intentionally, or with reckless disregard or willful blindness to Plaintiff's rights, or in bad faith, for the purpose of trading on the goodwill and reputation of Plaintiff, the Golden Goose Marks and Golden Goose Products.

40. Defendants' dealings in Counterfeit Products, as alleged herein, has caused, and will continue to cause confusion, mistake, economic loss, and has, and will continue to deceive consumers, the public and the trade with respect to the source or origin of Defendants' Counterfeit Products, thereby causing consumers to erroneously believe that such Counterfeit Products are licensed by or otherwise associated with Plaintiff, thereby damaging Plaintiff.

41. By engaging in these actions, Defendants have, jointly and severally, among other things, willfully and in bad faith committed the following, all of which have and will continue to cause irreparable harm to Plaintiff: infringed and counterfeited the Golden Goose Marks, committed unfair competition and unfairly and unjustly profited from such activities at Plaintiff's expense.

42. Unless enjoined, Defendants will continue to cause irreparable harm to Plaintiff.

CAUSES OF ACTION

FIRST CAUSE OF ACTION (Trademark Counterfeiting)

[15 U.S.C. § 1114(1)(b)/Lanham Act § 32; 15 U.S.C. § 1116(d)/Lanham Act § 34; 15 U.S.C. § 1117(b)-(c)/Lanham Act § 35]

43. Plaintiff repleads and incorporates by reference each and every allegation set forth

in the preceding paragraphs as if fully set forth herein.

44. Plaintiff is the exclusive owner of all right and title to the Golden Goose Marks.

45. Plaintiff has continuously used the Golden Goose Marks in interstate commerce since on or before the dates of first use as reflected in the registration certificates attached hereto as Exhibit B.

46. Without Plaintiff's authorization or consent, with knowledge of Plaintiff's well-known and prior rights in its Golden Goose Marks and with knowledge that Defendants' Counterfeit Products bear counterfeit marks, Defendants intentionally reproduced, copied and/or colorably imitated the Golden Goose Marks and/or used spurious designations that are identical with, or indistinguishable from, the Golden Goose Marks on or in connection with the manufacturing, import, export, advertising, marketing, promotion, distribution, display, offering for sale and/or sale of Counterfeit Products.

47. Defendants have manufactured, imported, exported, advertised, marketed, promoted, distributed, displayed, offered for sale and/or sold their Counterfeit Products to the purchasing public in direct competition with Plaintiff, in or affecting interstate commerce, and/or have acted with reckless disregard of Plaintiff's rights in and to the Golden Goose Marks through their participation in such activities.

48. Defendants have applied their reproductions, counterfeits, copies and colorable imitations of the Golden Goose Marks to packaging, point-of-purchase materials, promotions and/or advertisements intended to be used in commerce upon, or in connection with the manufacturing, importing, exporting, advertising, marketing, promoting, distributing, displaying, offering for sale and/or selling of Defendants' Counterfeit Products, which is likely to cause confusion, mistake, and deception among the general purchasing public as to the origin of the

Counterfeit Products, and is likely to deceive consumers, the public and the trade into believing that the Counterfeit Products sold by Defendants originate from, are associated with or are otherwise authorized by Plaintiff, thereby making substantial profits and gains to which they are not entitled in law or equity.

49. Defendants' unauthorized use of the Golden Goose Marks on or in connection with the Counterfeit Products was done with notice and full knowledge that such use was not authorized or licensed by Plaintiff or its authorized agents and with deliberate intent to unfairly benefit from the incalculable goodwill inherent in the Golden Goose Marks.

50. Defendants' actions constitute willful counterfeiting of the Golden Goose Marks in violation of 15 U.S.C. §§ 1114(1)(a)-(b), 1116(d) and 1117(b)-(c).

51. As a direct and proximate result of Defendants' illegal actions alleged herein, Defendants have caused substantial monetary loss and irreparable injury and damage to Plaintiff, its business, its reputation and its valuable rights in and to the Golden Goose Marks and the goodwill associated therewith, in an amount as yet unknown, but to be determined at trial, for which Plaintiff has no adequate remedy at law, and unless immediately enjoined, Defendants will continue to cause such substantial and irreparable injury, loss and damage to Plaintiff and its valuable Golden Goose Marks.

52. Based on Defendants' actions as alleged herein, Plaintiff is entitled to injunctive relief, damages for the irreparable harm that Plaintiff has sustained, and will sustain, as a result of Defendants' unlawful and infringing actions, as alleged herein, and all gains, profits and advantages obtained by Defendants as a result thereof, enhanced discretionary damages, treble damages and/or statutory damages of up to \$2,000,000 per counterfeit mark per type of goods sold, offered for sale or distributed and reasonable attorneys' fees and costs.

**SECOND CAUSE OF ACTION
(Infringement of Registered Trademarks)
[115 U.S.C. § 1114/Lanham Act § 32(a)]**

53. Plaintiff replays and incorporates by reference each and every allegation set forth in the preceding paragraphs as if fully set forth herein.

54. Plaintiff has continuously used the Golden Goose Marks in interstate commerce since on or before the dates of first use as reflected in the registration certificates attached hereto as Exhibit B.

55. Plaintiff, as owner of all right, title and interest in and to the Golden Goose Marks, has standing to maintain an action for trademark infringement under 15 U.S.C. § 1114.

56. Defendants were, at the time they engaged in their actions as alleged herein, actually aware that Plaintiff is the owner of the federal trademark registrations for the Golden Goose Marks.

57. Defendants did not seek and thus inherently failed to obtain consent or authorization from Plaintiff, as the registered trademark owner of the Golden Goose Marks, to deal in and commercially manufacture, import, export, advertise, market, promote, distribute, display, retail, offer for sale and/or sell the Golden Goose Products and/or related products bearing the Golden Goose Marks into the stream of commerce.

58. Defendants knowingly and intentionally manufactured, imported, exported, advertised, marketed, promoted, distributed, displayed, offered for sale and/or sold Counterfeit Products, bearing and/or utilizing marks that are reproductions, counterfeits, copies and/or colorable imitations of the Golden Goose Marks and/or which are identical or confusingly similar to the Golden Goose Marks.

59. Defendants knowingly and intentionally reproduced, copied and colorably imitated the Golden Goose Marks and applied such reproductions, copies or colorable imitations to

packaging, wrappers, receptacles, online listings and/or advertisements used in commerce upon, or in connection with the manufacturing, importing, exporting, advertising, marketing, promoting, distributing, displaying, offering for sale and/or sale of Defendants' Counterfeit Products.

60. Defendants were, at the time they engaged in their illegal and infringing actions as alleged herein, actually aware that Plaintiff is the owner of all rights in and to the Golden Goose Marks.

61. Defendants' egregious and intentional use of the Golden Goose Marks in commerce on or in connection with Defendants' Counterfeit Products has caused, and is likely to continue to cause, actual confusion and mistake, and has deceived, and is likely to continue to deceive, the general purchasing public as to the source or origin of the Counterfeit Products, and is likely to deceive the public into believing that Defendants' Counterfeit Products are Plaintiff's Golden Goose Products or are otherwise associated with, or authorized by, Plaintiff.

62. Defendants' actions have been deliberate and committed with knowledge of Plaintiff's rights and goodwill in the Golden Goose Marks, as well as with bad faith and the intent to cause confusion, mistake and deception.

63. Defendants' continued, knowing, and intentional use of the Golden Goose Marks without Plaintiff's consent or authorization constitutes intentional infringement of Plaintiff's federally registered Golden Goose Marks in violation of §32 of the Lanham Act, 15 U.S.C. § 1114.

64. As a direct and proximate result of Defendants' illegal and infringing actions as alleged herein, Plaintiff has suffered substantial monetary loss and irreparable injury, loss and damage to its business and its valuable rights in and to the Golden Goose Marks and the goodwill associated therewith in an amount as yet unknown, but to be determined at trial, for which Plaintiff has no adequate remedy at law, and unless immediately enjoined, Defendants will continue to cause

such substantial and irreparable injury, loss and damage to Plaintiff and the valuable Golden Goose Marks.

65. Based on Defendants' actions as alleged herein, Plaintiff is entitled to injunctive relief, damages for the irreparable harm that Plaintiff has sustained, and will sustain, as a result of Defendants' unlawful and infringing actions as alleged herein, and all gains, profits and advantages obtained by Defendants as a result thereof, enhanced discretionary damages, as well as other remedies provided by 15 U.S.C. §§ 1116, 1117, and 1118, and reasonable attorneys' fees and costs.

**THIRD CAUSE OF ACTION
(Infringement of Unregistered Trademark)
[15 U.S.C. § 1125/Lanham Act § 43(a)]**

66. Plaintiff repleads and incorporates by reference each and every allegation set forth in the preceding paragraphs as if fully set forth herein.

67. Plaintiff has continuously used the Golden Goose Applications in interstate commerce since on or before the dates of first use as reflected in the respective application attached hereto as Exhibit B.

68. Plaintiff, as the owner of all right, title and interest in and to the Golden Goose Applications, has standing to maintain an action for trademark infringement under 15 U.S.C. § 1125.

69. Defendants were, at the time they engaged in their actions as alleged herein, actually aware that Plaintiff is the owner of the Golden Goose Applications.

70. Defendants did not seek, and therefore necessarily failed, to obtain consent or authorization from Plaintiff, as the trademark owner of the Golden Goose Applications, to deal in and commercially manufacture, import, export, advertise, market, promote, distribute, display, retail, offer for sale and/or sell Golden Goose Products and/or related products bearing the Golden Goose Applications into the stream of commerce.

71. Defendants knowingly and intentionally manufactured, imported, exported, advertised, marketed, promoted, distributed, displayed, offered for sale and/or sold Counterfeit Products bearing and/or utilizing marks that are reproductions, copies and/or colorable imitations of the Golden Goose Applications and/or which are identical or confusingly similar to the Golden Goose Applications.

72. Defendants knowingly and intentionally reproduced, copied and colorably imitated the Golden Goose Applications and applied such reproductions, copies or colorable imitations to packaging, wrappers, receptacles, online listings and/or advertisements used in commerce upon or in connection with the manufacturing, importing, exporting, advertising, marketing, promoting, distributing, displaying, offering for sale and/or sale of Defendants' Counterfeit Products.

73. Defendants were, at the time they engaged in their illegal and infringing actions as alleged herein, actually aware that Plaintiff is the owner of all rights in and to the Golden Goose Applications.

74. Defendants' egregious and intentional use of the Golden Goose Applications in commerce on or in connection with Defendants' Counterfeit Products has caused, and is likely to continue to cause, actual confusion and mistake, and has deceived, and is likely to continue to deceive, the general purchasing public as to the source or origin of the Counterfeit Products, and is likely to deceive the public into believing that Defendants' Counterfeit Products are Golden Goose Products or are otherwise associated with or authorized by Plaintiff.

75. Defendants' actions have been deliberate and committed with knowledge of Plaintiff's rights and goodwill in the Golden Goose Applications, as well as with bad faith and the intent to cause confusion, mistake and deception.

76. Defendants' continued, knowing and intentional use of the Golden Goose

Applications without Plaintiff's consent or authorization constitutes intentional infringement of the Golden Goose Applications in violation of §43 of the Lanham Act, 15 U.S.C. § 1125.

77. As a direct and proximate result of Defendants' illegal and infringing actions as alleged herein, Plaintiff has suffered substantial monetary loss and irreparable injury, loss and damage to its business and its valuable rights in and to the Golden Goose Applications and the goodwill associated therewith in an amount as yet unknown, but to be determined at trial, for which it has no adequate remedy at law, and unless immediately enjoined, Defendants will continue to cause such substantial and irreparable injury, loss and damage to Plaintiff and its valuable Golden Goose Applications.

78. Based on Defendants' actions as alleged herein, Plaintiff is entitled to injunctive relief, damages for the irreparable harm that Plaintiff has sustained and will sustain as a result of Defendants' unlawful and infringing actions as alleged herein, and all gains, profits and advantages obtained by Defendants as a result thereof, enhanced discretionary damages, as well as other remedies provided by 15 U.S.C. §§ 1116, 1117 and 1118, and reasonable attorneys' fees and costs.

FOURTH CAUSE OF ACTION
(False Designation of Origin, Passing Off & Unfair Competition)
[15 U.S.C. § 1125(a)/Lanham Act § 43(a)]

79. Plaintiff repleads and incorporates by reference each and every allegation set forth in the preceding paragraphs as if fully set forth herein.

80. Plaintiff, as the owner of all right, title and interest in and to the Golden Goose Marks has standing to maintain an action for false designation of origin and unfair competition under the Federal Trademark Statute, Lanham Act § 43(a) (15 U.S.C. § 1125).

81. The Golden Goose Marks are inherently distinctive and/or have acquired distinctiveness.

82. Defendants knowingly and willfully used in commerce products and/or packaging designs that are identical or confusingly similar to, and constitute reproductions of the Golden Goose Marks and affixed, applied and used false designations of origin and false and misleading descriptions and representations on or in connection with the manufacturing, importing, exporting, advertising, marketing, promoting, distributing, displaying, offering for sale and/or sale of Counterfeit Products with the intent to cause confusion, to cause mistake and to deceive the purchasing public into believing, in error, that Defendants' substandard Counterfeit Products are Golden Goose Products or related products, and/or that Defendants' Counterfeit Products are authorized, sponsored, approved, endorsed or licensed by Plaintiff and/or that Defendants are affiliated, connected or associated with Plaintiff, thereby creating a likelihood of confusion by consumers as to the source of such Counterfeit Products, and allowing Defendants to capitalize on the goodwill associated with, and the consumer recognition of, the Golden Goose Marks, to Defendants' substantial profit in blatant disregard of Plaintiff's rights.

83. By manufacturing, importing, exporting, advertising, marketing, promoting, distributing, displaying, offering for sale, selling and/or otherwise dealing in the Counterfeit Products that are identical to, confusingly similar to or which constitute colorable imitations of Plaintiff's Golden Goose Products using marks that are identical and/or confusingly similar to, or which constitute colorable imitations of the Golden Goose Marks, Defendants have traded off the extensive goodwill of Plaintiff and its Golden Goose Products and did in fact induce, and intend to, and will continue to induce customers to purchase Defendants' Counterfeit Products, thereby directly and unfairly competing with Plaintiff. Such conduct has permitted and will continue to permit Defendants to make substantial sales and profits based on the goodwill and reputation of Plaintiff and its Golden Goose Marks, which Plaintiff has amassed through its nationwide

marketing, advertising, sales and consumer recognition.

84. Defendants knew, or by the exercise of reasonable care should have known, that their adoption and commencement of and continuing use in commerce of marks that are identical or confusingly similar to and constitute reproductions of the Golden Goose Marks would cause confusion, mistake or deception among purchasers, users and the public.

85. Upon information and belief, Defendants' aforementioned wrongful actions have been knowing, deliberate, willful, intended to cause confusion, to cause mistake and to deceive the purchasing public and with the intent to trade on the goodwill and reputation Plaintiff, its Golden Goose Products and Golden Goose Marks.

86. As a direct and proximate result of Defendants' aforementioned actions, Defendants have caused irreparable injury to Plaintiff by depriving Plaintiff of sales of its Golden Goose Products and by depriving Plaintiff of the value of its Golden Goose Marks as commercial assets in an amount as yet unknown, but to be determined at trial, for which it has no adequate remedy at law, and unless immediately restrained, Defendants will continue to cause substantial and irreparable injury to Plaintiff and the goodwill and reputation associated with the value of the Golden Goose Marks.

87. Based on Defendants' wrongful conduct, Plaintiff is entitled to injunctive relief as well as monetary damages and other remedies as provided by the Lanham Act, including damages that Plaintiff has sustained and will sustain as a result of Defendants' illegal and infringing actions as alleged herein, and all gains, profits and advantages obtained by Defendants as a result thereof, enhanced discretionary damages and reasonable attorneys' fees and costs.

FIFTH CAUSE OF ACTION
(Unfair Competition)
[New York Common Law]

88. Plaintiff repleads and incorporates by reference each and every allegation set forth in the preceding paragraphs as if fully set forth herein.

89. By manufacturing, importing, exporting, advertising, marketing, promoting, distributing, displaying, offering for sale, selling and/or otherwise dealing in the Counterfeit Products, Defendants have traded off the extensive goodwill of Plaintiff and its Golden Goose Products to induce, and did induce and intend and will continue to induce, customers to purchase their Counterfeit Products, thereby directly competing with Plaintiff. Such conduct has permitted and will continue to permit Defendants to make substantial sales and profits based on the goodwill and reputation of Plaintiff, which Plaintiff has amassed through its nationwide marketing, advertising, sales and consumer recognition.

90. Defendants' advertising, marketing, promoting, distributing, displaying, offering for sale, selling and/or otherwise dealing in the Counterfeit Products was and is in violation and derogation of Plaintiff's rights and is likely to cause confusion and mistake, and to deceive consumers and the public as to the source, origin, sponsorship or quality of Defendants' Counterfeit Products.

91. Defendants knew, or by the exercise of reasonable care should have known, that their advertising, marketing, promoting, distributing, displaying, offering for sale, selling and/or otherwise dealing in the Counterfeit Products and their continuing advertising, marketing, promoting, distributing, displaying, offering for sale, selling and/or otherwise dealing in the Counterfeit Products would cause confusion and mistake, or deceive purchasers, users and the public.

92. Upon information and belief, Defendants' aforementioned wrongful actions have been knowing, deliberate, willful, intended to cause confusion and mistake, and to deceive, in blatant disregard of Plaintiff's rights, and for the wrongful purpose of injuring Plaintiff, and its competitive position while benefiting Defendants.

93. As a direct and proximate result of Defendants' aforementioned wrongful actions, Plaintiff has been and will continue to be deprived of substantial sales of its Golden Goose Products in an amount as yet unknown but to be determined at trial, for which Plaintiff has no adequate remedy at law, and Plaintiff has been and will continue to be deprived of the value of its Golden Goose Marks as commercial assets in an amount as yet unknown but to be determined at trial, for which Plaintiff has no adequate remedy at law.

94. As a result of Defendants' actions alleged herein, Plaintiff is entitled to injunctive relief, an order granting Plaintiff's damages and Defendants' profits stemming from their infringing activities, and exemplary or punitive damages for Defendants' intentional misconduct.

PRAYER FOR RELIEF

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

- A. For an award of Defendants' profits and Plaintiff's damages pursuant to 15 U.S.C. § 1117(a), enhanced discretionary damages under 15 U.S.C. § 1117(a)(3) and treble damages in the amount of a sum equal to three (3) times such profits or damages, whichever is greater, pursuant to 15 U.S.C. § 1117(b) for willfully and intentionally using a mark or designation, knowing such mark or designation is a counterfeit mark in violation of 15 U.S.C. § 1114(1)(a);
- B. In the alternative to Defendants' profits and Plaintiff's actual damages, enhanced

discretionary damages and treble damages for willful use of a counterfeit mark in connection with the sale, offering for sale or distribution of goods or services, for statutory damages pursuant to 15 U.S.C. § 1117(c) in the amount of not more than \$2,000,000 per counterfeit mark per type of goods or services sold, offered for sale or distributed, as the Court considers just, which Plaintiff may elect prior to the rendering of final judgment;

C. For an award of Defendants' profits and Plaintiff's damages in an amount to be proven at trial for willful trademark infringement of Plaintiff's federally registered Golden Goose Marks, and such other compensatory damages as the Court determines to be fair and appropriate pursuant to 15 U.S.C. § 1117(a);

D. For an award of Defendants' profits and Plaintiff's damages pursuant to 15 U.S.C. § 1117(a) in an amount to be proven at trial and such other compensatory damages as the Court determines to be fair and appropriate pursuant to 15 U.S.C. § 1117(a) for false designation of origin and unfair competition under 15 U.S.C. §1125(a);

E. For an award of damages to be proven at trial for common law unfair competition;

F. For a preliminary and permanent injunction by this Court enjoining and prohibiting Defendants, or their agents, and any employees, agents, servants, officers, representatives, directors, attorneys, successors, affiliates, assigns and entities owned or controlled by Defendants, and all those in active concert or participation with Defendants, and each of them who receives notice directly or otherwise of such injunction from:

- i. manufacturing, importing, exporting, advertising, marketing, promoting, distributing, displaying, offering for sale, selling and/or otherwise dealing in the Counterfeit Products;
- ii. directly or indirectly infringing in any manner any of Plaintiff's Golden Goose

Marks;

- iii. using any reproduction, counterfeit, copy or colorable imitation of Plaintiff's Golden Goose Marks to identify any goods or services not authorized by Plaintiff;
- iv. using any of Plaintiff's Golden Goose Marks or any other marks that are confusingly similar to the Golden Goose Marks, on or in connection with Defendants' manufacturing, importing, exporting, advertising, marketing, promoting, distributing, displaying, offering for sale, selling and/or otherwise dealing in the Counterfeit Products;
- v. using any false designation of origin or false description, or engaging in any action which is likely to cause confusion, cause mistake and/or to deceive members of the trade and/or the public as to the affiliation, connection or association of any product manufactured, imported, exported, advertised, marketed, promoted, distributed, displayed, offered for sale or sold by Defendants with Plaintiff, and/or as to the origin, sponsorship or approval of any product manufactured, imported, exported, advertised, marketed, promoted, distributed, displayed, offered for sale or sold by Defendants and Defendants' commercial activities by Plaintiff;
- vi. engaging in the unlawful, unfair or fraudulent business acts or practices, including, without limitation, the actions described herein, including the of advertising and/or dealing in any Counterfeit Products;
- vii. engaging in any other actions that constitute unfair competition with Plaintiff;
- viii. engaging in any other act in derogation of Plaintiff's rights;

- ix. from secreting, concealing, destroying, altering, selling off, transferring or otherwise disposing of and/or dealing with: (i) Counterfeit Products; (ii) any computer files, data, business records, documents or any other records or evidence relating to Defendants' User Accounts or Merchant Storefronts, Defendants' Assets from or to Defendants' Financial Accounts and the manufacture, importation, exportation, advertising, marketing, promotion, distribution, display, offering for sale and/or sale of Counterfeit Products;
- x. from secreting, concealing, transferring, disposing of, withdrawing, encumbering or paying any of Defendants' Assets from or Defendants' Financial Accounts until further ordered by this Court;
- xi. effecting assignments or transfers, forming new entities or associations, or utilizing any other device for the purpose of circumventing or otherwise avoiding the prohibitions set forth in any final judgment or order in this action;
- xii. providing services to Defendants, Defendants' User Accounts and Defendants' Merchant Storefronts, including, without limitation, continued operation of Defendants' User Accounts and Merchant Storefronts; and
- xiii. instructing any other person or entity to engage or perform any of the activities referred to in subparagraphs (i) through (xii) above; and

G. For an order of the Court requiring that Defendants recall from any distributors and retailers and deliver up to Plaintiff for destruction any and all Counterfeit Products and any and all packaging, labels, tags, advertising and promotional materials and any other materials in the possession, custody or control of such distributors and retailers that infringe any of Plaintiff's Golden Goose Marks, or bear any marks that are confusingly similar to the Golden

Goose Marks;

H. For an order of the Court requiring that Defendants deliver up for destruction to Plaintiff any and all Counterfeit Products and any and all packaging, labels, tags, advertising and promotional materials and any other materials in the possession, custody or control of Defendants that infringe any of Plaintiff's Golden Goose Marks, or bear any marks that are confusingly similar to the Golden Goose Marks pursuant to 15 U.S.C. § 1118;

I. For an order from the Court requiring that Defendants provide complete accountings for any and all monies, profits, gains and advantages derived by Defendants from their manufacturing, importing, exporting, advertising, marketing, promoting, distributing, displaying, offering for sale, sale and/or otherwise dealing in the Counterfeit Products as described herein, including prejudgment interest;

J. For an order from the Court that an asset freeze or constructive trust be imposed over any and all monies, profits, gains and advantages in Defendants' possession which rightfully belong to Plaintiff;

K. For an award of exemplary or punitive damages in an amount to be determined by the Court;

L. For Plaintiff's reasonable attorneys' fees;

M. For all costs of suit; and

N. For such other and further relief as the Court may deem just and equitable.

DEMAND FOR JURY TRIAL

Plaintiff respectfully demands a trial by jury on all claims.

Dated: July 29, 2020

Respectfully submitted,

EPSTEIN DRANGEL LLP

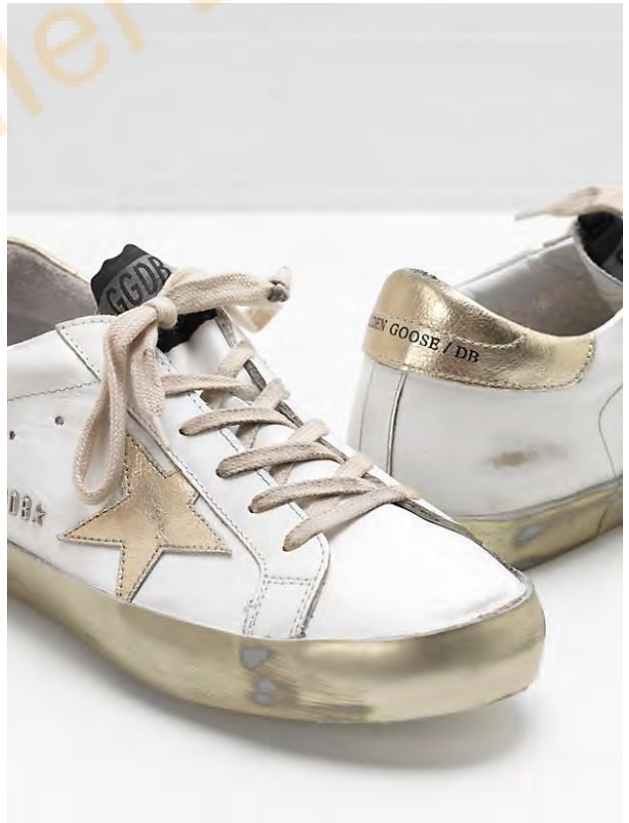
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Golden Goose Deluxe Brand

EXHIBIT A





sellerDefense







sellerDefense



EXHIBIT B



Int. Cls.: 3, 14 and 25

Prior U.S. Cls.: 1, 2, 4, 6, 22, 27, 28, 39, 50, 51 and 52

Reg. No. 3,240,074

United States Patent and Trademark Office

Registered May 8, 2007

**TRADEMARK
PRINCIPAL REGISTER**

GOLDEN GOOSE DELUXE BRAND

GALLO ALESSANDRO S.R.L.
CORSO VENEZIA, 11
I-20121 MILANO
ITALY

FOR: PERFUMES; SOAPS FOR HANDS, FACE AND BODY; ESSENTIAL OILS FOR PERSONAL USE; COSMETICS, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FOR: JEWELLERY AND COSTUME JEWELLERY; PRECIOUS STONES, GOLD, SILVER AND THEIR ALLOYS; WATCHES AND PARTS FOR WATCHES, CHRONOGRAPHS FOR USE AS WATCHES, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

FOR: CLOTHING, NAMELY DRESSES, SUITS, TROUSERS, SKIRTS, JACKETS, JERSEYS, KNIT SHIRTS, KNIT SHORTS, KNIT SKIRTS, KNIT DRESSES, KNIT SWEATERS, KNIT PANTS, KNITTED CAPS, KNITTED UNDERWEAR, WOVEN OR KNITTED UNDERWEAR, UNDERWEAR, GLOVES,

BELTS, HATS, CAPS AND SHOES, IN CLASS 25 (U.S. CLS. 22 AND 39).

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

PRIORITY DATE OF 9-8-2005 IS CLAIMED.

OWNER OF INTERNATIONAL REGISTRATION 0881244 DATED 12-12-2005, EXPIRES 12-12-2015.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DELUXE BRAND", APART FROM THE MARK AS SHOWN.

SER. NO. 79-022,455, FILED 12-12-2005.

ERNEST SHOSHO, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office

GOLDEN GOOSE DELUXE BRAND

Reg. No. 4,427,149

Registered Nov. 5, 2013

Int. Cl.: 18

TRADEMARK

PRINCIPAL REGISTER

GALLO ALESSANDRO S.R.L. (ITALY LIMITED LIABILITY COMPANY)
VIA SALAINO, 12
I-20144 MILANO
ITALY

FOR: LEATHER AND IMITATION OF LEATHER, AND GOODS MADE OF THESE MATERIALS AND NOT INCLUDED IN OTHER CLASSES, NAMELY, PURSES, SCHOOL BAGS, CREDIT CARD CASES, TRAVELLING TRUNKS, BACKPACKS, RUCKSACKS, WALLETS, SHOPPING BAGS, ATTACHE CASES, BEACH BAGS, HANDBAGS, TRAVELLING BAGS, HANDBAG FRAMES, POUCHES, BRIEFCASES, CASES OF LEATHER, UNFITTED VANITY CASES, LEATHER KEY CASES, SUITCASES, BAGS FOR SPORTS, LEATHER CHEQUE HOLDERS, HAT BOXES OF LEATHER, GARMENT BAGS FOR TRAVEL, LEATHER SHOULDER BELTS, LEATHER STRAPS; FUR PELTS, RAW SKINS, DOG COLLARS, CLOTHING FOR PETS, UMBRELLAS, CANES, WALKING STICKS; WHIPS, SADDLERY, HARNESS, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF INTERNATIONAL REGISTRATION 1141624 DATED 9-17-2012, EXPIRES 9-17-2022.

OWNER OF U.S. REG. NO. 3,240,074.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DELUXE BRAND", APART FROM THE MARK AS SHOWN.

SER. NO. 79-122,697, FILED 9-17-2012.

CHRISTINE MARTIN, EXAMINING ATTORNEY



Sean Street Lee

Deputy Director of the United States Patent and Trademark Office

United States of America
United States Patent and Trademark Office

GGDB

Reg. No. 4,911,084

Registered Mar. 8, 2016

Int. Cls.: 18 and 25

TRADEMARK

PRINCIPAL REGISTER

GOLDEN GOOSE S.P.A. (ITALY LIMITED LIABILITY COMPANY)
PIAZZA BELGIOIOSO, 2
I-20121 MILANO
ITALY

FOR: LEATHER AND IMITATION LEATHER; ANIMAL SKINS AND HIDES; TRUNKS AND TRAVELLING BAGS; UMBRELLAS AND PARASOLS; WALKING STICKS; WHIPS, HARNESS AND SADDLERY; ATTACHÉ CASES; BAGS, NAMELY, BAGS FOR SPORTS, BAGS FOR CLIMBERS IN THE NATURE OF ALL-PURPOSE CARRYING BAGS, BEACH BAGS, BELT BAGS, BUM BAGS, BOSTON BAGS, CLUTCH BAGS, DUFFEL BAGS, GLADSTONE BAGS, GYM BAGS, HIKING BAGS, KEY BAGS, KNITTED BAGS, NOT OF PRECIOUS METALS, LEATHER BAGS, IMITATION LEATHER BAGS, OVERNIGHT BAGS, ROLL BAGS, SCHOOL BAGS, SHOULDER BAGS, HAND BAGS, CANVAS SHOPPING BAGS, CARRY-ON BAGS, COSMETIC BAGS SOLD EMPTY, ANIMAL GAME BAGS, GARMENT BAGS FOR TRAVEL, SHOE BAGS FOR TRAVEL, SLING BAGS FOR CARRYING INFANTS, TEXTILE SHOPPING BAGS; BRIEFCASES; SUITCASES; WALLETS; CREDIT CARD CASES; HANDBAG FRAMES; HAT BOXES OF LEATHER; HAVERSACKS; KEY CASES; POCKET WALLETS; POUCH BABY CARRIERS; PURSES; RUCKSACKS; SUITCASE HANDLES; TRAVELLING TRUNKS; UNFITTED VANITY CASES; FUR PELTS; GIRTHS OF LEATHER; LEATHER LACES; LEATHER STRAPS; LEATHER THREAD; ANIMAL SKIN, NAMELY MOLESKIN; SHOULDER BELTS OF LEATHER; COLLARS FOR ANIMALS, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41).



Michelle K. Lee

Director of the United States
Patent and Trademark Office

FOR: FOOTWEAR; HEADGEAR, NAMELY, HATS, BATHING CAPS, CAPS, BERETS AND VISORS; APRONS; ASCOTS; BABIES' PANTS; BANDANAS; NECKERCHIEFS; BATH ROBES; BATHING TRUNKS; DRAWERS ; BATHING SUITS; SWIMSUITS; BEACH COVERUPS; BELTS; BIBS, NOT OF PAPER; BOAS; BODICES; BRASSIERES; CLOTHING FOR ATHLETIC USE, NAMELY, PADDED SHORTS, PADDED PANTS, PADDED SHIRTS; COATS; COMBINATION CLOTHING; CORSETS; CUFFS; WRISTBANDS; DETACHABLE COLLARS; DRESSES; DRESSING GOWNS; EAR MUFFS; FUR COATS AND JACKETS; FUR STOLE; GARTERS; GIRDLES; GLOVES; HEADBANDS; HOSIERY; HOODS; JERSEYS; JACKETS; KNIT DRESSES; KNIT JACKETS; KNIT SHIRTS; KNIT SKIRTS; KNIT TOPS; KNITTED UNDERWEAR; LEGGINGS; CLOTHING LAYETTES; LIVERIES; MASQUERADE COSTUMES; MONEY BELTS; MUFFS; NECKTIES; OUTER CLOTHING, NAMELY, COATS; OVERALLS; SMOCKS; PANTS; OVERCOATS; TOPCOATS; PARKAS; POCKET SQUARES; PETTICOATS; PONCHOS; PULLOVERS; JUMPERS; PAJAMAS; SCARVES; SASHES FOR WEAR; SHAWLS; SHIRTS; SKIRTS; SKI GLOVES; SLIPPERS; SOCKS; STOCKINGS; SUITS;

Reg. No. 4,911,084 SWEATERS; TIGHTS; TEE-SHIRTS; TROUSERS; UNDERPANTS; UNDERWEAR; BODY LINEN; UNDERCLOTHING; WAISTCOATS; VESTS; BATH SLIPPERS; BATH SANDALS; BEACH SHOES; BOOTS; BOOTS FOR SPORTS; ESPARTO SHOES OR SANDALS; HALF-BOOTS; GYMNAS TIC SHOES; SANDALS; SHOES; SKI BOOTS; SPORTS SHOES; WOODEN SHOES; MANTILLAS, IN CLASS 25 (U.S. CLS. 22 AND 39).

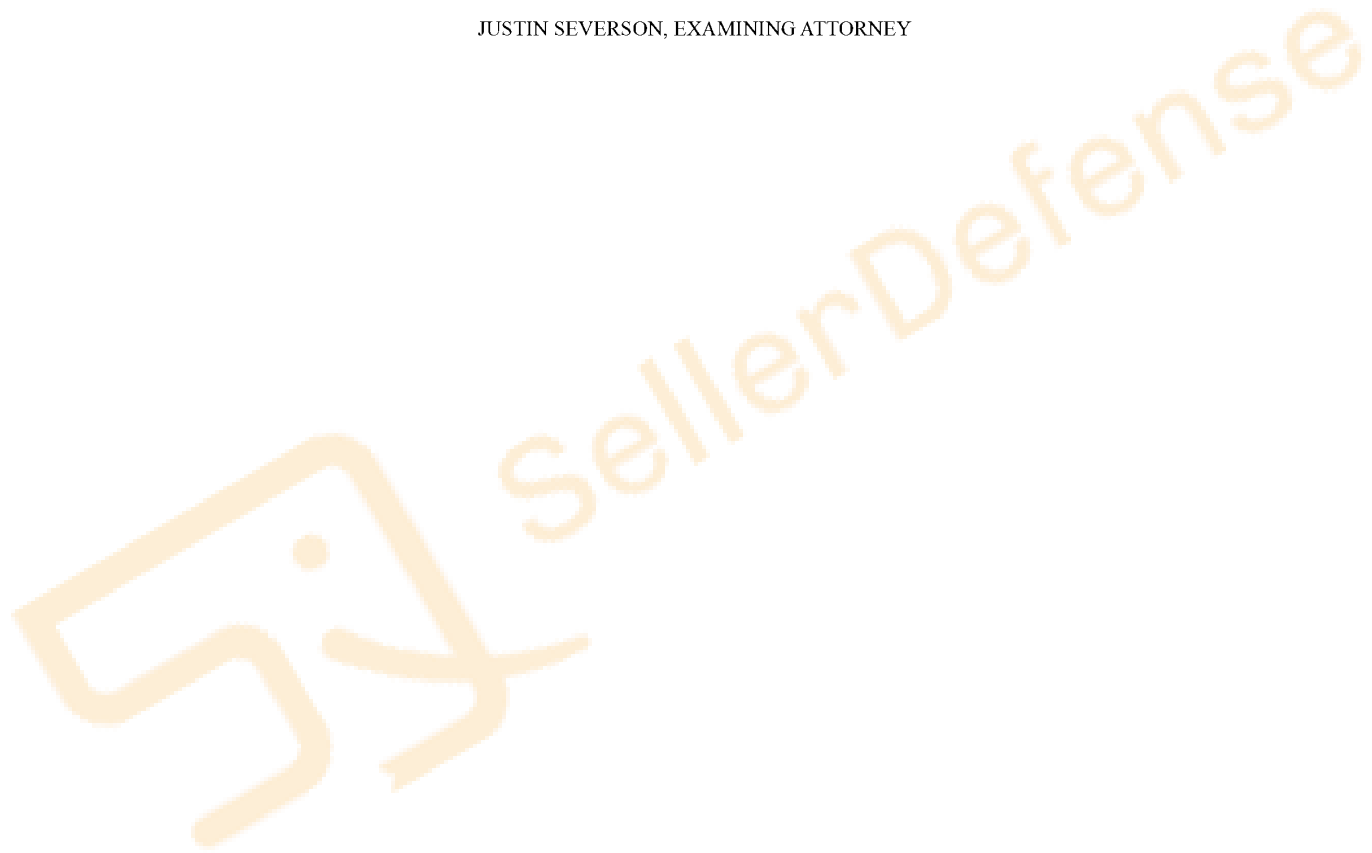
THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

PRIORITY DATE OF 1-17-2014 IS CLAIMED.

OWNER OF INTERNATIONAL REGISTRATION 1242358 DATED 7-11-2014, EXPIRES 7-11-2024.

SER. NO. 79-163,227, FILED 7-11-2014.

JUSTIN SEVERSON, EXAMINING ATTORNEY



REQUEST FOR EXTENSION OF PROTECTION

SERIAL NUMBER: 79218875

FILING DATE: 08/10/2017

The table below presents the data as entered.

Input Field	Entered
MARK SECTION	
IMAGE	\\TICRS\EXPORT17\IMAGEOUT17\792\188\79218875\xml1\APP0002.JPG
COLLECTIVE, CERTIFICATE OR GUARANTEE MARK	NO
MARK IN STANDARD CHARACTERS	NO
MARK IN COLOR	NO
THREE DIMENSIONAL MARK	NO
SOUND MARK	NO
TM IMAGE: COLOR	Grey Scale
IMAGE FILE NAME	\\TICRS\EXPORT17\IMAGEOUT17\792\188\79218875\xml1\APP0002.JPG
TYPE (IMAGE TYPE)	JPG
HOLDER DETAILS	
CLIENT IDENTIFIER	963405
NOTIFICATION LANGUAGE	ENGLISH
NAME	GOLDEN GOOSE S.P.A.
ADDRESS	Piazza Belgioioso, 2 I-20121 MILANO
COUNTRY	Italy
ENTITLEMENT ESTABLISHMENT	European Union
LEGAL NATURE	Joint Stock Company
LEGAL NATURE: PLACE INCORPORATED	Italy
CORRESPONDENCE INDICATOR	YES
LIMITATION DETAILS	
DESIGNATED CONTRACTING PARTY CODE	United States of America
GOODS AND SERVICES LIMITED TO	18
GOODS AND SERVICES LIMITED TO	Leather and imitations of leather; animal skins and hides; trunks and travelling bags; umbrellas and parasols; walking sticks; whips, harness and saddlery; attaché cases; bags for sports; bags for climbers and bags for campers in the nature of all-purpose carrying bags; beach bags; fanny packs; boston bags; clutch bags (hand bags); holdalls; gladstone bags; gym bags; key bags; knitted bags; leather bags; overnight bags; cylinder bags; satchels; shoulder bags; baggage; bags for carrying pets; cloth shopping bags; carry-on bags; make-up bags, not fitted; bags (game -) [hunting accessories]; garment bags for travel; leather bags and wallets; net bags for shopping; travel bags for footwear; sling bags for carrying infants; shopping bags made of textile; leather suitcases; bags (envelopes, pouches) of leather, for packaging; bags for jewellery of textile materials (empty); briefcases; leather card cases (notecases); credit card holders (wallets); handbag frames; hand bags; hat boxes of leather;

haversacks; key cases [leatherware]; music cases; wallets; sling bags for carrying infants; purses; rucksacks; suitcase handles; briefcases; leather travelling suitcases; tool bags of leather, empty; vanity cases, not fitted; cases, of leather or leatherboard; boxes of leather or leatherboard; chin straps, of leather; coverings of skins (furs); fur; straps (leather -); leather laces; leather thongs; leather thread; leatherboard; animal skin, namely moleskin; leather shoulder straps; collars for animals.

GOODS AND SERVICES LIMITED TO

25

Footwear, headgear; leather or imitation of leather dresses; leather or imitation of leather blouses; leather or imitation of leather shirts; leather or imitation of leather coats; leather or imitation of leather headwear; leather or imitation of leather skirts; leather or imitation of leather jackets; leather or imitation of leather trousers; leather or imitation of leather miniskirts; leather or imitation of leather parkas; gymnastic blouses; gymnastic shirts; gymnastic trousers; gymnastic skirts; dresses; bath robes; bath robes; bandanas [neckerchiefs]; bibs, not of paper; berets; underwear; blouses; boas (necklets); braces for clothing; corsets; stockings; socks; shirts; bodices [lingerie]; coats; hoods (clothing); belts for clothing; money belts (clothing); tights; collars (clothing); detachable collars; ear muffs (clothing); layettes [clothing]; suits; beachwear; masquerade costumes; ties; ascots; headbands for clothing; pocket squares; jackets [clothing]; garters; skirts; pinafore dresses; girdles; gloves [clothing]; ski gloves; mackintoshes; knitwear, namely knitted dresses, knitted blouses, knitted shirts, headwear, knitted skirts, knitted jackets, knitted trousers; jersey (clothing); leg warmers; leggings (trousers); liveries; hosiery; pullovers; muffs [clothing]; miniskirts; boxing shorts; waistcoats; trousers; parkas; furs (clothing); pyjamas; wristbands (clothing); ponchos; suspender belts for women; sock suspenders; brassieres; sandals; bath sandals; shoes; bath shoes; gymnastic shoes; beach shoes; sports shoes; shawls; sashes for wear; underpants; overcoats; petticoats; slips (undergarments); ankle boots; boots; stoles (fur -); t-shirts; combinations (clothing); visors [hatmaking]; wooden shoes, excluding from all of the foregoing uniforms, aprons and work apparel.

GOODS AND SERVICES LIMITED TO

BASIC GOODS AND SERVICES

VERSION OF NICE CLASSIFICATION USED

11

NICE CLASSIFICATION

18

Leather and imitations of leather not included in other classes; animal skins, hides; trunks and travelling bags; umbrellas and parasols; walking sticks; whips, harness and saddlery; attaché cases; bags for sports; bags for climbers; bags for campers; bags; beach bags; fanny packs; boston bags; clutch bags (hand bags); holdalls; gladstone bags; gym bags; hiking bags; key bags; knitted bags; leather bags; overnight bags; cylinder bags; satchels; shoulder bags; baggage; multipurpose sports bags; bags for carrying pets; cloth shopping bags; carry-on bags; make-up bags, not fitted; bags (game -) [hunting accessories]; garment bags for travel; leather bags and wallets; net bags for shopping; travel bags for footwear; sling bags for carrying infants; shopping bags made of textile; leather bags, suitcases and wallets; bags (envelopes, pouches) of leather, for packaging; bags for jewellery of textile materials (empty); briefcases; card cases (notecases); credit card holders (wallets); handbag frames; hand bags; hat boxes of leather; haversacks; key cases [leatherware]; music cases; wallets; sling bags for carrying infants; purses; rucksacks; suitcase handles; briefcases; leather travelling suitcases; tool bags of leather, empty; baggage; travelling sets (leatherware); vanity cases, not fitted; boxes, of leather or leatherboard; cases, of leather or leatherboard; chin straps, of leather; coverings of skins (furs); fur; straps (leather -); leather laces; leather thongs; leather thread; leatherboard; moleskin (imitation of leather); leather shoulder straps; collars for animals.

GOODS AND SERVICES

25

NICE CLASSIFICATION

Clothing, footwear, headgear; clothing of imitations of leather; clothing of leather; clothing for gymnastics; dresses; bath robes; bandanas [neckerchiefs]; bibs, not of paper; berets; underwear; blouses; boas (necklets); braces for clothing; corsets; stockings; socks; shirts; bodices [lingerie]; coats; hoods (clothing); belts for clothing;

GOODS AND SERVICES

money belts (clothing); tights; collars (clothing); detachable collars; ear muffs (clothing); layettes [clothing]; suits; beachwear; masquerade costumes; ties; ascots; headbands for clothing; pocket squares; jackets [clothing]; garters; skirts; pinafore dresses; girdles; gloves [clothing]; ski gloves; mackintoshes; knitwear [clothing]; jersey (clothing); leg warmers; leggings (trousers); liveries; hosiery; pullovers; muffs [clothing]; miniskirts; boxer shorts; waistcoats; trousers; parkas; furs (clothing); pyjamas; wristbands (clothing); ponchos; suspender belts for women; sock suspenders; brassieres; sandals; bath sandals; shoes; bath shoes; gymnastic shoes; beach shoes; sports shoes; shawls; sashes for wear; underpants; overcoats; outerclothing; petticoats; slippers (undergarments); ankle boots; boots; stoles (fur -); T-shirts; combinations (clothing); visors [hatmaking]; wooden shoes, excluding from all of the foregoing uniforms, aprons and work apparel.

BASE REGISTRATION DETAILS

BASE REGISTRATION NUMBER 013046198
BASE REGISTRATION DATE 05/18/2017
BASE APPLICATION NUMBER 013046198
BASE APPLICATION DATE 07/01/2014

REPRESENTATIVE DETAILS

CLIENT IDENTIFIER 981530
NAME Jacobacci & Partners S.p.a.
ADDRESS Via Berchet, 9
I-35131 Padova
COUNTRY Italy

INTENT TO USE GROUP

CONTRACTING PARTY CODE United States of America

DESIGNATIONS

DESIGNATIONS UNDER THE PROTOCOL United States of America

INTERNATIONAL REGISTRATION DETAILS

INTERNATIONAL REGISTRATION NUMBER 1370788
INTERNATIONAL REGISTRATION DATE OF MARK 08/10/2017
INTERNATIONAL REGISTRATION EXPIRY DATE 08/10/2027
EFFECTIVE DATE OF MODIFICATION 08/10/2017
NOTIFICATION DATE 10/19/2017
DATE OF RECORDAL IN INTERNATIONAL REGISTER 10/05/2017
IB DOCUMENT ID 1086029301
OFFICE OF ORIGIN CODE European Union
OFFICE REFERENCE 79218875
TRANSACTION TYPE VALUES Initial Designation
ORIGINAL LANGUAGE ENGLISH
INSTRUMENT UNDER WHICH CONTRACTING PARTY IS DESIGNATED Protocol
DURATION OF MARK (YEARS) 10

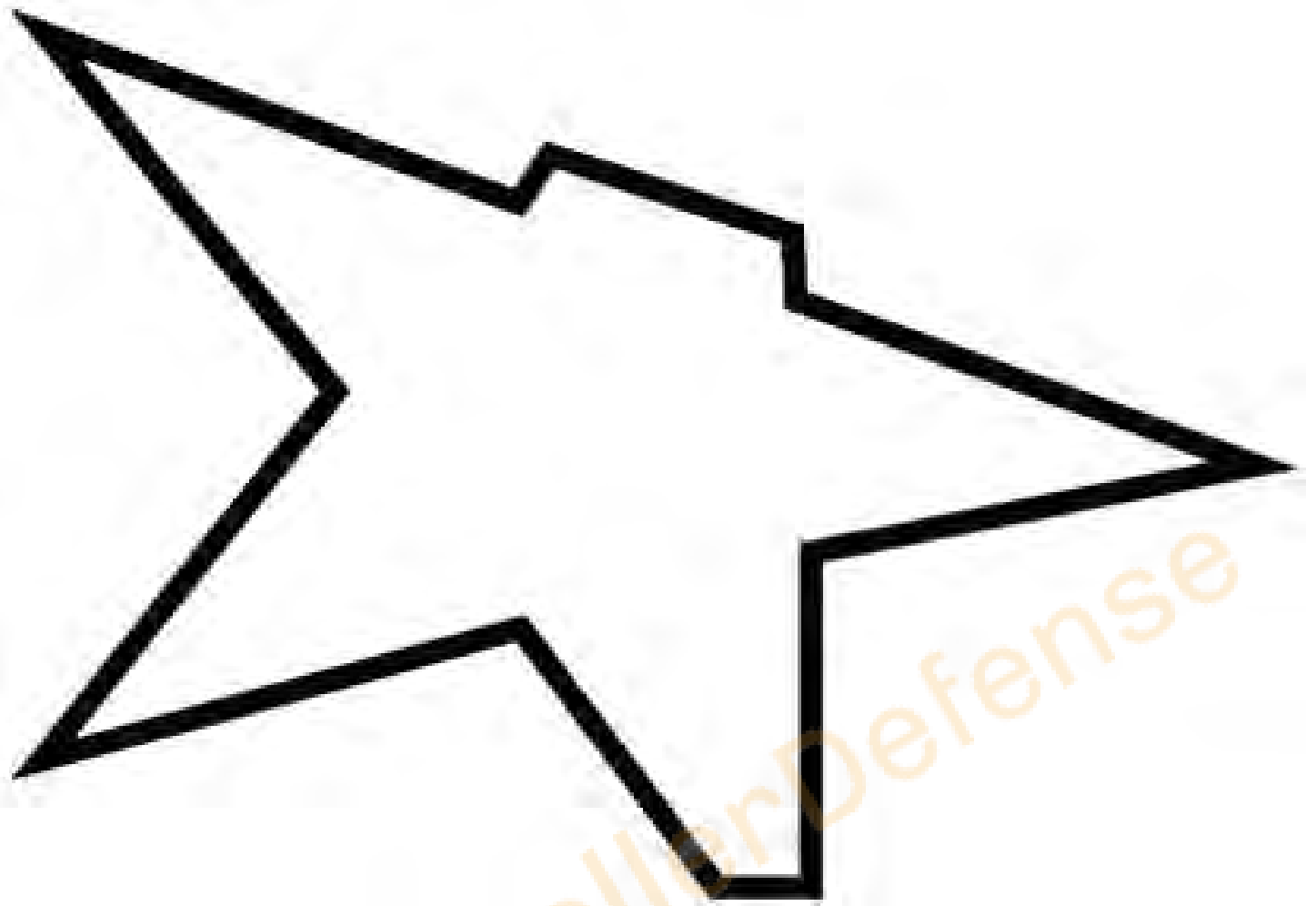
VIENNA CLASSIFICATION VERSION USED

7

VIENNA CLASS

0101

52 SellerDefense



Seller Defense

REQUEST FOR EXTENSION OF PROTECTION

SERIAL NUMBER: 79244715

FILING DATE: 06/19/2018

The table below presents the data as entered.

Input Field	Entered
MARK SECTION	
IMAGE	\\TICRS\EXPORT17\IMAGEOUT17\792\447\79244715\xml1\APP0002.JPG
COLLECTIVE, CERTIFICATE OR GUARANTEE MARK	NO
MARK IN STANDARD CHARACTERS	NO
MARK IN COLOR	NO
THREE DIMENSIONAL MARK	NO
SOUND MARK	NO
VERBAL ELEMENTS OF THE MARK	GOLDEN GOOSE DELUXE BRAND
THE WORDS CONTAINED IN THE MARK HAVE NO MEANING (AND THEREFORE CANNOT BE TRANSLATED)	YES
TM IMAGE: COLOR	Grey Scale
IMAGE FILE NAME	\\TICRS\EXPORT17\IMAGEOUT17\792\447\79244715\xml1\APP0002.JPG
TYPE (IMAGE TYPE)	JPG
TEXTUAL ELEMENTS OF MARK	GOLDEN GOOSE DELUXE BRAND
HOLDER DETAILS	
CLIENT IDENTIFIER	1063892
NOTIFICATION LANGUAGE	ENGLISH
NAME	GOLDEN GOOSE S.P.A.
ADDRESS	Via San Martino, 17 I-20122 MILANO
COUNTRY	Italy
ENTITLEMENT ESTABLISHMENT	Italy
LEGAL NATURE	JOINT STOCK COMPANY
LEGAL NATURE: PLACE INCORPORATED	ITALY
CORRESPONDENCE INDICATOR	YES
LIMITATION DETAILS	
DESIGNATED CONTRACTING PARTY CODE	United States of America
GOODS AND SERVICES LIMITED TO	25 Clothing, namely braces for clothing [suspenders] corsets being underclothing; stockings, socks, shirts, hoods [clothing],; belts [clothing]; money belts [clothing]; collars [clothing]; layettes [clothing], footwear, headgear, namely hats and caps; clothing of leather or imitation of leather; clothing for gymnastics namely gymnastic blouses, gymnastic shirts, gymnastic trousers, gymnastic skirts; dresses; bath robes;

GOODS AND SERVICES LIMITED TO

bandanas [neckerchiefs]; bibs, not of paper; berets; boas [necklets]; bodices [lingerie]; coats; tights; detachable collars; headgear for wear; bathing suits; masquerade costumes; beach clothes; neckties; ascots; headbands [clothing]; pocket squares; jackets [clothing]; garters; skirts; suits; jumper dresses; girdles; gloves [clothing]; ski gloves; waterproof clothing; knitwear namely knitted dresses, knitted blouses, knitted shirts, knitted headwear, knitted skirts, knitted jackets, knitted trousers; jerseys [clothing]; leggings [leg warmers]; leggings [trousers]; liveries; hosiery; sweaters; muffs [clothing]; skorts; boxer shorts; vests; trousers; parkas; furs in the nature of fur coat; fur stoles; pajamas; cuffs; ponchos; stocking suspenders; sock suspenders; brassieres; sandals; bath sandals; shoes; bath slippers; gymnastic shoes; beach shoes; sports shoes; soles for footwear; shawls; sashes for wear; underpants; overcoats; outerclothing; petticoats; half-boots; boots; combinations [clothing]; visors [headwear]; wooden shoes; sweat-absorbent underwear; earbands [clothing]; chemises; short-sleeved T-shirts; long-sleeved T-shirts.

GOODS AND SERVICES LIMITED TO

35

Advertising, Business management, Business administration, office function, presentation of goods on communication media, for retail purposes; retail or wholesale services, also provided on-line, featuring: cosmetics, perfumes, makeup, personal deodorants and antiperspirants, essential oils for personal use, soaps, bath oils, bath foams, bath cream, shower soaps, shaving creams, beauty creams, vanishing creams, skin lotions, body bronzer lotions, after-shave lotions, hair lotions, body milk, sun oils, sun milks, tissues impregnated with cosmetic lotions, eyebrow pencils, eyeliners, mascaras, face powder, lip-sticks, cleansing milks, hair care preparations, shampoos, henna, hair creams, hair sprays, nail polish, cosmetic kits, incense, joss sticks; retail or wholesale services, also provided on-line, featuring: spectacles, sunglasses, lenses and frames therefor, contact lenses, cases for glasses and spectacles, chains and cords for glasses and spectacles, parts and fittings for all the aforesaid goods, covers for portable multimedia players, covers for mobile phones, covers for DVDs, covers for CDs, covers for computer cables, covers for audio reproduction devices, covers for palmtops, covers for electronic agendas, covers for photographic cameras and covers for film cameras, cellular phones, smartphones, wireless communication devices featuring telecommunication functionality to allow the transmission of text, data, audio, image and video files, electronic monitoring devices comprised of microprocessors and accelerometers, for identifying, storing, reporting, monitoring, uploading and downloading data and information for personal physical fitness and training purposes, downloadable applications and software for smart watches and mobile devices, for processing, reviewing and editing data, to enable users to control the presentation and information available from the devices, wearable sensors for personal physical fitness and training purposes to gather biometric data and also including monitors and displays sold as a unit, smartwatches, wearable activity trackers, pedometers; retail or wholesale services, also provided on-line, featuring watches and clocks, chronographs and chronometers, earrings, rings, necklaces, bracelets, ornamental pins made of precious metal, shoe ornaments of precious metal, boxes of precious metal, pins, tie clips, cuff links, watch straps, watch bands, jewelry, timepieces comprised primarily of wristwatches featuring software for sending and receiving data or to be used to monitor personal fitness activity, bracelets, rings or necklaces featuring software for sending and receiving data or to be used to monitor personal fitness activity; retail or wholesale services, also provided on-line, featuring paper and cardboard, printed matter, bookbinding material, photographs [printed], stationery, office requisites, except furniture, adhesive foils [stationery], artists' and drawing materials, paintbrushes, instructional and teaching materials, plastic sheets, films and bags for wrapping and packaging, printers' type, printing blocks, towels of paper, drawing sets, stencil cases, writing cases [stationery], table linen of paper, tickets, drawing pads, calendars, hat boxes of cardboard, desk mats, folders for papers, posters, catalogues, pen clips, cabinets for stationery [office requisites], labels of paper or cardboard, handkerchiefs of paper, paperweights, figurines [statuettes] of papier mâché, plastic bubble packs for wrapping or packaging, viscose sheets for wrapping, comic books, newspapers, gums [adhesives] for stationery or household purposes, booklets, books, manuals [handbooks], packing [cushioning, stuffing]

GOODS AND SERVICES LIMITED TO

materials of paper or cardboard, pencils, adhesive tapes for stationery or household purposes, pamphlets, pastels [crayons], plastic film for wrapping, nibs, periodicals, holders for cheque books, document holders [stationery], pencil holders, passport holders, penholders, prospectuses, printed publications, writing or drawing books, loose-leaf binders, magazines [periodicals], bags [envelopes, pouches] of paper or plastics, for packaging, face towels of paper, boxes of paper or cardboard, bookmarkers, inkstands, place mats of paper, seals [stamps], mats for beer glasses, coasters of paper, fabrics for bookbinding, photograph stands, note books, tablecloths of paper, table napkins of paper, tissues of paper for removing make-up, flyers; retail or wholesale services, also provided on-line, featuring leather and imitations of leather, animal skins and hides, luggage and carrying bags, umbrellas and parasols, walking sticks, whips, harness and saddlery, collars, leashes and clothing for animals, attache cases, bags for sports, bags for climbers, bags for campers, bags, Boston bags, clutch bags, gym bags, leather bags, shoulder bags, bags for carrying animals, jewelry bags of textile material [empty], beach bags, slings for carrying infants, travelling bags, saddlebags, shopping bags, chain mesh purses, handbag frames, tool bags, empty, bags [envelopes, pouches] of leather, for packaging, school satchels, game bags [hunting accessories], garment bags for travel, pocket wallets, net bags for shopping, valises, briefcases, card cases [notecases], credit card cases [wallets], handbags, hat boxes of leather, haversacks, key cases, music cases, vanity cases, not fitted, purses, rucksacks, suitcase handles, travelling trunks, travelling sets [leatherware], boxes of leather or leatherboard, cases of leather or leatherboard, chin straps, of leather, fur, girths of leather, imitation leather, leather laces, leather thread, leatherboard, leather straps, collars for animals; retail or wholesale services, also provided on -line, featuring clothing, namely braces for clothing [suspenders] corsets being underclothing, stockings, socks, shirts, hoods [clothing].], belts [clothing], money belts [clothing], collars [clothing], layettes [clothing], footwear, headgear, namely hats and caps, clothing of leather or imitation of leather, clothing for gymnastics namely gymnastic blouses, gymnastic shirts, gymnastic trousers, gymnastic skirts, dresses, bath robes, bandanas [neckerchiefs], bibs, not of paper, berets, boas [necklets], bodices [lingerie], coats, tights, detachable collars, headgear for wear, bathing suits, masquerade costumes, beach clothes, neckties, ascots, headbands [clothing], pocket squares, jackets [clothing], garters, skirts, suits, jumper dresses, girdles, gloves [clothing], ski gloves, waterproof clothing, knitwear namely knitted dresses, knitted blouses, knitted shirts, knitted headwear, knitted skirts, knitted jackets, knitted trousers, jerseys [clothing], leggings [leg warmers], leggings [trousers], liveries, hosiery, sweaters, muffs [clothing], skorts, boxer shorts, vests, trousers, parkas, furs in the nature of fur coat, fur stoles, pajamas, cuffs, ponchos, stocking suspenders, sock suspenders, brassieres, sandals, bath sandals, shoes, bath slippers, gymnastic shoes, beach shoes, sports shoes, soles for footwear, shawls, sashes for wear, underpants, overcoats, outerclothing, petticoats, half-boots, boots, combinations [clothing], visors [headwear], wooden shoes, sweat-absorbent underwear, earbands [clothing], chemises, short- sleeved T-shirts, long-sleeved T-shirts.

GOODS AND SERVICES (FOOTER)

Classes 3, 9, 14, 16 and 18 remain unchanged.

BASIC GOODS AND SERVICES

VERSION OF NICE CLASSIFICATION USED

11-2018

NICE CLASSIFICATION

03

GOODS AND SERVICES

Cosmetics; perfumes; makeup; personal deodorants and antiperspirants; essential oils for personal use; soaps; bath oils; bath foams; bath cream; shower soaps; shaving creams; beauty creams; vanishing creams; skin lotions; body bronzer lotions; after-shave lotions; hair lotions; body milk; sun oils; sun milks; tissues impregnated with cosmetic lotions; eyebrow pencils; eyeliners; mascaras; face powder; lip-sticks; cleansing milks; hair care preparations; shampoos; henna; hair creams; hair sprays; nail polish; cosmetic kits; incense; joss sticks.

NICE CLASSIFICATION

09

Spectacles, sunglasses, lenses and frames therefor, contact lenses, cases for glasses

GOODS AND SERVICES

and spectacles, chains and cords for glasses and spectacles, parts and fittings for all the aforesaid goods; covers for portable multimedia players; covers for mobile phones; covers for DVDs; covers for CDs; covers for computer cables; covers for audio reproduction devices; covers for palmtops; covers for electronic agendas; covers for photographic cameras and covers for film cameras; cellular phones; smartphones; wireless communication devices featuring telecommunication functionality to allow the transmission of text, data, audio, image and video files; electronic monitoring devices comprised of microprocessors and accelerometers, for identifying, storing, reporting, monitoring, uploading and downloading data and information for personal physical fitness and training purposes; downloadable applications and software for smart watches and mobile devices, for processing, reviewing and editing data, to enable users to control the presentation and information available from the devices; wearable sensors for personal physical fitness and training purposes to gather biometric data and also including monitors and displays sold as a unit; smartwatches; wearable activity trackers; pedometers.

NICE CLASSIFICATION

14

GOODS AND SERVICES

Watches and clocks; chronographs and chronometers; earrings; rings; necklaces; bracelets; ornamental pins made of precious metal; shoe ornaments of precious metal; boxes of precious metal; pins; tie clips; cuff links; watch straps; watch bands, jewelry; timepieces comprised primarily of wristwatches featuring software for sending and receiving data or to be used to monitor personal fitness activity; bracelets, rings or necklaces featuring software for sending and receiving data or to be used to monitor personal fitness activity.

NICE CLASSIFICATION

16

GOODS AND SERVICES

Paper and cardboard; printed matter; bookbinding material; photographs [printed]; stationery; office requisites, except furniture; adhesive foils [stationery]; artists' and drawing materials; paintbrushes; instructional and teaching materials; plastic sheets, films and bags for wrapping and packaging; printers' type, printing blocks; towels of paper; drawing sets; stencil cases; writing cases [stationery]; table linen of paper; tickets; drawing pads; calendars; hat boxes of cardboard; desk mats; folders for papers; posters; catalogues; pen clips; cabinets for stationery [office requisites]; labels of paper or cardboard; handkerchiefs of paper; paperweights; figurines [statuettes] of papier mâché; plastic bubble packs for wrapping or packaging; viscose sheets for wrapping; comic books; newspapers; gums [adhesives] for stationery or household purposes; booklets; books; manuals [handbooks]; packing [cushioning, stuffing] materials of paper or cardboard; pencils; adhesive tapes for stationery or household purposes; pamphlets; pastels [crayons]; plastic film for wrapping; nibs; periodicals; holders for cheque books; document holders [stationery]; pencil holders; passport holders; penholders; prospectuses; printed publications; writing or drawing books; loose-leaf binders; magazines [periodicals]; bags [envelopes, pouches] of paper or plastics, for packaging; face towels of paper; boxes of paper or cardboard; bookmarkers; inkstands; place mats of paper; seals [stamps]; mats for beer glasses; coasters of paper; fabrics for bookbinding; photograph stands; note books; tablecloths of paper; table napkins of paper; tissues of paper for removing make-up; flyers.

NICE CLASSIFICATION

18

GOODS AND SERVICES

Leather and imitations of leather; animal skins and hides; luggage and carrying bags; umbrellas and parasols; walking sticks; whips, harness and saddlery; collars, leashes and clothing for animals; attaché cases; bags for sports; bags for climbers; bags for campers; bags; Boston bags; clutch bags; gym bags; leather bags; shoulder bags; bags for carrying animals; jewelry bags of textile material [empty], beach bags; slings for carrying infants; travelling bags; saddlebags; shopping bags; chain mesh purses; handbag frames; tool bags, empty; bags [envelopes, pouches] of leather, for packaging; school satchels; game bags [hunting accessories]; garment bags for travel; pocket wallets; net bags for shopping; valises; briefcases; card cases [notecases]; credit card cases [wallets]; handbags; hat boxes of leather; haversacks; key cases; music cases; vanity cases, not fitted; purses; rucksacks; suitcase handles; travelling trunks; travelling sets [leatherware]; boxes of leather or leatherboard; cases of leather or leatherboard; chin straps, of leather; fur; girths of leather; imitation leather; leather

laces; leather thread; leatherboard; leather straps; collars for animals.

NICE CLASSIFICATION

25

Clothing, footwear, headgear; clothing of imitations of leather; clothing of leather; clothing for gymnastics; dresses; bath robes; bandanas [neckerchiefs]; bibs, not of paper; berets; boas [necklets]; braces for clothing [suspenders]; corsets [underclothing]; stockings; socks; shirts; bodices [lingerie]; hats; coats; hoods [clothing]; belts [clothing]; money belts [clothing]; tights; collars [clothing]; detachable collars; headgear for wear; layettes [clothing]; bathing suits; masquerade costumes; beach clothes; neckties; ascots; headbands [clothing]; pocket squares; jackets [clothing]; garters; skirts; suits; jumper dresses; girdles; gloves [clothing]; ski gloves; waterproof clothing; knitwear [clothing]; jerseys [clothing]; leggings [leg warmers]; leggings [trousers]; liveries; hosiery; sweaters; muffs [clothing]; skorts; boxer shorts; vests; trousers; parkas; furs [clothing]; fur stoles; pajamas (Am.); cuffs; ponchos; stocking suspenders; sock suspenders; brassieres; sandals; bath sandals; shoes; bath slippers; gymnastic shoes; beach shoes; sports shoes; soles for footwear; shawls; sashes for wear; underpants; overcoats; outerclothing; petticoats; half-boots; boots; combinations [clothing]; visors [headwear]; wooden shoes; sweat-absorbent underwear; earbands [clothing]; chemises; short-sleeved T-shirts; long-sleeved T-shirts.

GOODS AND SERVICES

NICE CLASSIFICATION

35

Advertising, business management, business administration, office function, presentation of goods on communication media, for retail purposes; retail or wholesale services, also provided on-line, featuring: cosmetics, perfumes, makeup, personal deodorants and antiperspirants, essential oils for personal use, soaps, bath oils, bath foams, bath cream, shower soaps, shaving creams, beauty creams, vanishing creams, skin lotions, body bronzer lotions, after-shave lotions, hair lotions, body milk, sun oils, sun milks, tissues impregnated with cosmetic lotions, eyebrow pencils, eyeliners, mascaras, face powder, lip-sticks, cleansing milks, hair care preparations, shampoos, henna, hair creams, hair sprays, nail polish, cosmetic kits, incense, joss sticks; retail or wholesale services, also provided on-line, featuring: spectacles, sunglasses, lenses and frames therefor, contact lenses, cases for glasses and spectacles, chains and cords for glasses and spectacles, parts and fittings for all the aforesaid goods, covers for portable multimedia players, covers for mobile phones, covers for DVDs, covers for CDs, covers for computer cables, covers for audio reproduction devices, covers for palmtops, covers for electronic agendas, covers for photographic cameras and covers for film cameras, cellular phones, smartphones, wireless communication devices featuring telecommunication functionality to allow the transmission of text, data, audio, image and video files, electronic monitoring devices comprised of microprocessors and accelerometers, for identifying, storing, reporting, monitoring, uploading and downloading data and information for personal physical fitness and training purposes, downloadable applications and software for smart watches and mobile devices, for processing, reviewing and editing data, to enable users to control the presentation and information available from the devices, wearable sensors for personal physical fitness and training purposes to gather biometric data and also including monitors and displays sold as a unit, smartwatches, wearable activity trackers, pedometers; retail or wholesale services, also provided on-line, featuring watches and clocks, chronographs and chronometers, earrings, rings, necklaces, bracelets, ornamental pins made of precious metal, shoe ornaments of precious metal, boxes of precious metal, pins, tie clips, cuff links, watch straps, watch bands, jewelry, timepieces comprised primarily of wristwatches featuring software for sending and receiving data or to be used to monitor personal fitness activity, bracelets, rings or necklaces featuring software for sending and receiving data or to be used to monitor personal fitness activity; retail or wholesale services, also provided on-line, featuring paper and cardboard, printed matter, bookbinding material, photographs [printed], stationery, office requisites, except furniture, adhesive foils [stationery], artists' and drawing materials, paintbrushes, instructional and teaching materials, plastic sheets, films and bags for wrapping and packaging, printers' type, printing blocks, towels of paper, drawing sets, stencil cases, writing cases [stationery], table linen of paper,

GOODS AND SERVICES

tickets, drawing pads, calendars, hat boxes of cardboard, desk mats, folders for papers, posters, catalogues, pen clips, cabinets for stationery [office requisites], labels of paper or cardboard, handkerchiefs of paper, paperweights, figurines [statuettes] of papier mâché, plastic bubble packs for wrapping or packaging, viscose sheets for wrapping, comic books, newspapers, gums [adhesives] for stationery or household purposes, booklets, books, manuals [handbooks], packing [cushioning, stuffing] materials of paper or cardboard, pencils, adhesive tapes for stationery or household purposes, pamphlets, pastels [crayons], plastic film for wrapping, nibs, periodicals, holders for cheque books, document holders [stationery], pencil holders, passport holders, penholders, prospectuses, printed publications, writing or drawing books, loose-leaf binders, magazines [periodicals], bags [envelopes, pouches] of paper or plastics, for packaging, face towels of paper, boxes of paper or cardboard, bookmarkers, inkstands, place mats of paper, seals [stamps], mats for beer glasses, coasters of paper, fabrics for bookbinding, photograph stands, note books, tablecloths of paper, table napkins of paper, tissues of paper for removing make-up, flyers; retail or wholesale services, also provided on-line, featuring leather and imitations of leather, animal skins and hides, luggage and carrying bags, umbrellas and parasols, walking sticks, whips, harness and saddlery, collars, leashes and clothing for animals, attaché cases, bags for sports, bags for climbers, bags for campers, bags, Boston bags, clutch bags, gym bags, leather bags, shoulder bags, bags for carrying animals, jewelry bags of textile material [empty], beach bags, slings for carrying infants, travelling bags, saddlebags, shopping bags, chain mesh purses, handbag frames, tool bags, empty, bags [envelopes, pouches] of leather, for packaging, school satchels, game bags [hunting accessories], garment bags for travel, pocket wallets, net bags for shopping, valises, briefcases, card cases [notecases], credit card cases [wallets], handbags, hat boxes of leather, haversacks, key cases, music cases, vanity cases, not fitted, purses, rucksacks, suitcase handles, travelling trunks, travelling sets [leatherware], boxes of leather or leatherboard, cases of leather or leatherboard, chin straps, of leather, fur, girths of leather, imitation leather, leather laces, leather thread, leatherboard, leather straps, collars for animals; retail or wholesale services, also provided on-line, featuring, clothing, footwear, headgear, clothing of imitations of leather, clothing of leather, clothing for gymnastics, dresses, bath robes, bandanas [neckerchiefs], bibs, not of paper, berets, boas [necklets], braces for clothing [suspenders], corsets [underclothing], stockings, socks, shirts, bodices [lingerie], hats, coats, hoods [clothing], belts [clothing], money belts [clothing], tights, collars [clothing], detachable collars, headgear for wear, layettes [clothing], bathing suits, masquerade costumes, beach clothes, neckties, ascots, headbands [clothing], pocket squares, jackets [clothing], garters, skirts, suits, jumper dresses, girdles, gloves [clothing], ski gloves, waterproof clothing, knitwear [clothing], jerseys [clothing], leggings [leg warmers], leggings [trousers], liveries, hosiery, sweaters, muffs [clothing], skorts, boxer shorts, vests, trousers, parkas, furs [clothing], fur stoles, pajamas (Am.), cuffs, ponchos, stocking suspenders, sock suspenders, brassieres, sandals, bath sandals, shoes, bath slippers, gymnastic shoes, beach shoes, sports shoes, soles for footwear, shawls, sashes for wear, underpants, overcoats, outerclothing, petticoats, half-boots, boots, combinations [clothing], visors [headwear], wooden shoes, sweat-absorbent underwear, earbands [clothing], chemises, short-sleeved T-shirts, long-sleeved T-shirts.

PARIS PRIORITY DETAILS

PARIS PRIORITY CODE:	Italy
PARIS PRIORITY APPLICATION NUMBER	302017000150261
PARIS PRIORITY APPLICATION DATE	12/28/2017

BASE REGISTRATION DETAILS

BASE APPLICATION NUMBER	302017000150261
BASE APPLICATION DATE	12/28/2017

REPRESENTATIVE DETAILS

CLIENT IDENTIFIER	1104391
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NAME	Jacobacci & Partners S.p.a.
ADDRESS	Via Berchet, 9 I-35131 Padova
COUNTRY	Italy

INTENT TO USE GROUP

CONTRACTING PARTY CODE	United States of America
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DESIGNATIONS

DESIGNATIONS UNDER THE PROTOCOL	United States of America
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INTERNATIONAL REGISTRATION DETAILS

INTERNATIONAL REGISTRATION NUMBER	1432470
INTERNATIONAL REGISTRATION DATE OF MARK	06/19/2018
INTERNATIONAL REGISTRATION EXPIRY DATE	06/19/2028
EFFECTIVE DATE OF MODIFICATION	06/19/2018
NOTIFICATION DATE	11/08/2018
DATE OF RECORDAL IN INTERNATIONAL REGISTER	10/22/2018
IB DOCUMENT ID	1169614401
OFFICE OF ORIGIN CODE	Italy
OFFICE REFERENCE	79244715
TRANSACTION TYPE VALUES	Initial Designation
ORIGINAL LANGUAGE	ENGLISH
INSTRUMENT UNDER WHICH CONTRACTING PARTY IS DESIGNATED	Protocol
DURATION OF MARK (YEARS)	10
VIENNA CLASSIFICATION VERSION USED	7
VIENNA CLASS	2701
VIENNA CLASS	2705



GOLDEN GOOSE DELUXE BRAND

SellerDefense