Jason M. Drangel (JD 7204)
jdrangel@ipcounselors.com
Ashly E. Sands (AS 7715)
asands@ipcounselors.com
Brieanne Scully (BS 3711)
bscully@ipcounselors.com
Danielle S. Yamali (DY 4228)
dfutterman@ipcounselors.com
EPSTEIN DRANGEL LLP
60 East 42nd Street, Suite 2520
New York, NY 10165

Telephone: (212) 292-5390 Facsimile: (212) 292-5391

Attorneys for Plaintiff
Kelly Toys Holdings, LLC

UNITED STATES DISTRICT COURT SOUTHERN DISTRICT OF NEW YORK

KELLY TOYS HOLDINGS, LLC,

Plaintiff

v.

27955068 STORE, AURORA09 STORE, CC GO STORE, CHILDREN AND BABY HOUSE STORE, CJB1141434122 STORE, DAZZLING COSMETIC STORE, DONGGUAN AI CHENG TOYS CO., LTD., DONGGUAN NUOYI TOYS CO., LTD., DREAMER TOY(DROP SHIPPING) STORE, FREE MARKET CO., LTD, FUNFUN TOY STORE, GLORILIFE INDUSTRIES (SHENZHEN) **GOGOMYLITTLEBABY** LIMITED. GOODLUCK BABY STORE, GUANGZHOU HAPPY ISLAND TOYS CO., LTD., HAH STORE, HEITAN STORE, HOTSALE BAGS STORE, JINHUA DARREN TRADING CO., LTD., MIMI DAI MOMMY BABY STORE, MIRICAL KIDS TOY STORE, MY STYLISH PREGNANT BABY TOY STORE, NANTONG GELAS IMPORT & **EXPORT** CO.. LTD.. NINGBO TRADING CO., LTD., PUJIANG MSM ART AND CRAFTS FACTORY, QINGDAO QUNZE TOYS CO., LTD., SEVENU STORE, SHENZHEN DIHAO **TECHNOLOGY** CO., LTD., **SHENZHEN DINGLANG TECHNOLOGY** CO.. LTD.. **SHENZHEN NEWSTAR ELECTRONIC** TECHNOLOGY CO., LTD., SHENZHEN TUOYI ELECTRONIC COMMERCE CO., LTD., Civil Case No.: 21-cv-3081

1) TEMPORARY
RESTRAINING ORDER; 2)
ORDER RESTRAINING
MERCHANT STOREFRONTS
AND DEFENDANTS' ASSETS
WITH THE FINANCIAL
INSTITUTIONS; 3) ORDER TO
SHOW CAUSE WHY A
PRELIMINARY INJUNCTION
SHOULD NOT ISSUE; 4)
ORDER AUTHORIZING
BIFURCATED AND
ALTERNATIVE SERVICE; AND
5) ORDER AUTHORIZING
EXPEDITED DISCOVERY

FILED UNDER SEAL

SHENZHEN XINYUETANG TOYS GIFT CO... LTD., SHIJIAZHUANG QUNZE TRADING CO., STORE, SHOP342746 SHOP5382088 STORE, SHOP5517084 STORE, SHOP5881993 STORE, SHOP910355034 STORE, SHOP910547161 STORE, SHOP911064054 SHOP911231053 STORE. STORE, SHOP911443018 STORE. SHOP911529023 STORE, SNOWSHINE4 STORE, TOY SHOP STORE, XIAOMI-SHENZHEN STORE, XIAOXIAN RUIYI COMMERCIAL TRADE CO., LIMITED, YANGZHOU **AIXINI** INTERNATIONAL **IMPORT** TRADE AND EXPORT CO., LTD., YANGZHOU CREATIVE TOYS AND GIFTS CO., LTD., YANGZHOU DIXIN TOYS CO., LTD., YANGZHOU DULALA CRAFTS LTD., YANGZHOU GUAN HOUSEWARE CO., LTD., YANGZHOU HOME KA CRAFTS LTD., YANGZHOU MISSYOU ARTS & CRAFTS CO., LTD., YANGZHOU XINGLING CHEN ELECTRONIC COMMERCE CO., LTD., YANGZHOU **XINGNANCHEN** ELECTRONIC COMMERCE CO., LTD., YIWU DOLPHINESHOW TRADING CO., LTD., YIWU YUEYING TRADING LTD. and YIZHENG LIUJI TOWN XINCHEN TOY FACTORY,

Defendants

GLOSSARY

Term	Definition
Term Plaintiff or Kelly Toys Defendants Alibaba	Kelly Toys Holdings, LLC 27955068 Store, Aurora09 Store, CC GO Store, Children and Baby House Store, cjb1141434122 Store, Dazzling Cosmetic Store, Dongguan Ai Cheng Toys Co., Ltd., Dongguan NuoYi Toys Co., Ltd., DREAMER TOY(drop shipping) Store, Free Market Co., Ltd, FunFun Toy Store, Glorilife Industries (Shenzhen) Limited, Gogomylittlebaby Store, goodluck baby Store, Guangzhou Happy Island Toys Co., Ltd., Hah Store, Heitan Store, Hotsale Bags Store, Jinhua Darren Trading Co., Ltd., Mimi Dai Mommy Baby Store, Mirical Kids Toy Store, My Stylish Pregnant Baby Toy Store, Nantong Gelas Import & Export Co., Ltd., Ningbo Beejay Trading Co., Ltd., Pujiang MSM Art And Crafts Factory, Qingdao Qunze Toys Co., Ltd., SevenU Store, Shenzhen Dihao Technology Co., Ltd., Shenzhen Newstar Electronic Technology Co., Ltd., Shenzhen Tuoyi Electronic Commerce Co., Ltd., Shenzhen Xinyuetang Toys Gift Co., Ltd., Shijiazhuang Qunze Trading Co., Ltd., Shop342746 Store, Shop5382088 Store, Shop5517084 Store, Shop910547161 Store, Shop910355034 Store, Shop911231053 Store, Shop911064054 Store, Shop911231053 Store, Shop911443018 Store, Shop911259023 Store, snowshine4 Store, Toy Shop Store, Xiaomi-Shenzhen Store, Xiaoxian Ruiyi Commercial Trade Co., Limited, Yangzhou Aixini International Trade Import And Export Co., Ltd., Yangzhou Creative Toys and Gifts Co., Ltd., Yangzhou Dixin Toys Co., Ltd., Yangzhou Missyou Arts & Crafts Co., Ltd., Yangzhou Guan Yue Houseware Co., Ltd., Yangzhou Home Ka Crafts Ltd., Yangzhou Missyou Arts & Crafts Co., Ltd., Yangzhou Xingling Chen Electronic Commerce Co., Ltd., Yangzhou Xingnanchen Electronic Commerce Co., Ltd., Yiwu Dolphineshow Trading Co., Ltd., Yiwu Yueying Trading Ltd. and Yizheng Liuji Town Xinchen Toy Factory
	allows manufacturers, wholesalers and other third- party merchants, like Defendants, to advertise, offer for sale, sell, distribute and ship their wholesale and retail products originating from China directly to consumers
	across the world and specifically to consumers residing in the U.S., including New York
AliExpress	Aliexpress.com, an online marketplace platform that

allows manufacturers, wholesalers and other third party merchants, like Defendants, to advertise, offer for	
sale, sell, distribute and ship their wholesale and reta	
products originating from China directly to consume	
across the world and specifically to consumers residir	g
in the U.S., including New York	
Epstein Drangel LLP, counsel for Plaintiff	
New York Address 244 Madison Ave, Suite 411, New York, NY 10016	
Complaint Plaintiff's Complaint	
Application Plaintiff's ex parte application for: 1) a temporary	-
restraining order; 2) an order restraining Mercha	
Storefronts (as defined <i>infra</i>) and Defendants' Asse	ts
(as defined <i>infra</i>) with the Financial Institutions (as	ıs
defined <i>infra</i>); 3) an order to show cause why	a
preliminary injunction should not issue; 4) an ord	er
authorizing bifurcated and alternative service; and 5) a	n
order authorizing expedited discovery	
Kelly Dec. Declaration of Jonathan Kelly in Support of Plaintiff	'n
Application	
Drangel Dec. Declaration of Jason M. Drangel in Support	of
Plaintiff's Application	-
Squishmallows U.S. Trademark Serial Application No.: 88/471,796 for	r
Application "SQUISHMALLOWS HUGMEES" for goods in Cla	
28	,,,
Squishmallows U.S. Trademark Registration Nos.: 5,454,574 for)r
Registrations "SQUISHMALLOW" for goods in Class 28; 6,137,52	
for "FLIP A MALLOWS" for goods in Class 2	
5,962,289 for "MYSTERY SQUAD" for goods	
Class 28; and 2,029,047 for "KELLYTOY" for good	
in Class 28	10
Squishmallows Marks The marks covered by the Squishmallows Registration	10
and Squishmallows Application	15
Squishmallows Works The works covered by the U.S. copyright registration	1 C
listed in Exhibit C to the Complaint	15
	<u>.</u>
•	
from 3.5-inch clip-ons to extra-large 24 inch plush toy	
and have expanded to other styles including Hug Mee	s,
Stackables, Mystery Squad and Flip-A-Mallows.	
Counterfeit Products Products bearing or used in connection with the Source Montes and for Source Products Works	
Squishmallows Marks and/or Squishmallows Work	
and/or products in packaging and/or containing labe	
and/or hang tags bearing the Squishmallows Marl	
and/or Squishmallows Works, and/or bearing or used	
connection with marks and/or artwork that a	-
	ıe
Squishmallows Marks and/or Squishmallows World	
and/or products that are identical or confusingly	or
substantially similar to the Squishmallows 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 Alibaba and/o		
	AliExpress, 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	Any and all financial accounts associated with or		
Accounts	utilized by any Defendants or any Defendants' User		
	Accounts or Merchant Storefront(s) (whether said		
	accounts are located in the U.S. or abroad)		
Financial Institutions	Any banks, financial institutions, credit card companies		
	and payment processing agencies, such as PayPal Inc.		
	("PayPal"), Payoneer Inc. ("Payoneer"), the Alibaba		
	Group d/b/a Alibaba.com payment services (e.g.,		
	Alipay.com Co., Ltd., Ant Financial Services Group),		
	PingPong Global Solutions, Inc. ("PingPong") and		
	other companies or agencies that engage in the		
	processing or transfer of money and/or real or personal		
mi in a Control	property of Defendants		
Third Party Service	Online marketplace platforms, including, without		
Providers	limitation, those owned and operated, directly or		
	indirectly by Alibaba and/or AliExpress, 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		
	uns action, of otherwise		

On this day, the Court considered Plaintiff's *ex parte* application for the following: 1) a temporary restraining order; 2) an order restraining Merchant Storefronts and Defendants' Assets with the Financial Institutions; 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 against Defendants, Third Party Service Providers and Financial Institutions in light of Defendants' intentional and willful offerings for sale and/or sales of Counterfeit Products. A complete list of Defendants is attached hereto as **Schedule A**, which also includes links to Defendants' Merchant Storefronts and Infringing Listings. Having reviewed the Application, Declarations of Jonathan Kelly and Jason M. Drangel, along with exhibits attached thereto and other evidence submitted in support thereof, the Court makes the following findings of fact and conclusions of law:

FACTUAL FINDINGS & CONCLUSIONS OF LAW

- 1. Plaintiff is one of the world's most influential, leading manufacturers and distributors of high-quality plush toys and gifts, and is known for its best-selling brands, including Pillow Chums, Kellybaby and Kellypet.
- 2. Plaintiff sells its Kelly Toys Products in major retailers, department stores and online marketplaces, including, but not limited to: Walmart, Justice, Target and Amazon.
- 3. One of the most popular Kelly Toys Brands is Squishmallows, a line of loveable buddies made with a super soft, marshmallow-like texture that come in a variety of sizes from 3.5-inch clip-ons to extra-large 24-inch plush toys. The Squishmallows Products have expanded to other styles including Hug Mees, Stackables, Mystery Squad and Flip-A-Mallows.
 - 4. Since their debut in 2017, over 73 million Squishmallows Products have been sold

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

worldwide, and sales of Squishmallows have tripled in the past six months.

- 5. In 2020, the Squishmallows Products were awarded "Best Toy of the Year" by Learning Express.
- 6. The Squishmallows Products are sold by major U.S. retailers and e-commerce sites, such as Amazon, Target and Walmart.
 - 7. The Squishmallows Products typically retail for between \$7.99-35.00.
- 8. While Kelly Toys has gained significant common law trademark and other rights in its Squishmallows Products, through its and/or its predecessor's use, advertising and promotion, Kelly Toys has also protected its valuable rights by filing for and/or obtaining federal trademark registrations.
- 9. For example, Kelly Toys is the owner of the Squishmallows Registrations (i.e., U.S. Trademark Registration Nos. 6,137,521 for "FLIP A MALLOWS" for goods in Class 28; 5,454,574 for "SQUISHMALLOW" for goods in Class 28; 5,962,289 for "MYSTERY SQUAD" for goods in Class 28; and 2,029,047 for "KELLYTOY" for goods in Class 28). Kelly Toys also applied for the registration of "SQUISHMALLOWS HUGMEES", which is covered by the Squishmallows Application (i.e., U.S. Trademark Serial Application No. 88/471,796 for goods in Class 28).
- 10. The Squishmallows Marks are currently in use in commerce in connection with the Squishmallows Products.
- 11. In addition, Kelly Toys is also the owner of registered copyrights in and related to the Squishmallows Products.
- 12. For example, Kelly Toys owns the Squishmallows Works, and the U.S. copyright registrations covering the same, which are listed in Exhibit C to the Complaint.
- 13. Defendants are manufacturing, importing, exporting, advertising, marketing, promoting, distributing, displaying, offering for sale or Counterfeit Product through Defendants'

User Accounts and Merchant Storefronts with Alibaba and AliExpress (*see* **Schedule A** for links to Defendants' Merchant Storefronts and Infringing Listings).

- 14. Defendants are not, nor have they ever been, authorized distributors or licensees of the Squishmallows Products. Neither Plaintiff, nor any of Plaintiff's authorized agents, have consented to Defendants' use of the Squishmallows Works and/or Squishmallows Marks, nor has Plaintiff consented to Defendants' use of marks and/or artwork that are confusingly and/or substantially similar to, identical to and constitute a counterfeiting or infringement of the Squishmallows Works and/or Squishmallows Marks.
- 15. Plaintiff is likely to prevail on its Lanham Act, copyright and related common law claims at trial.
- 16. As a result of Defendants' infringements, Plaintiff, as well as consumers, are likely to suffer immediate and irreparable losses, damages and injuries before Defendants can be heard in opposition, unless Plaintiff's Application for *ex parte* relief is granted:
 - a. Defendants have offered for sale and sold substandard Counterfeit Products that infringe the Squishmallows Works and/or Squishmallows Marks;
 - b. Plaintiff has well-founded fears that more Counterfeit Products will appear in the marketplace; that consumers may be misled, confused and disappointed by the quality of these Counterfeit Products, resulting in injury to Plaintiff's reputation and goodwill; and that Plaintiff may suffer loss of sales for its Squishmallows Products; and
 - c. Plaintiff has well-founded fears that if it proceeds on notice to Defendants on this Application, Defendants will: (i) secret, conceal, destroy, alter, sell-off, transfer or otherwise dispose of or deal with Counterfeit Products or other goods that infringe the Squishmallows Works and/or Squishmallows Marks, the means of obtaining or manufacturing such Counterfeit Products, and records relating thereto that are in their

possession or under their control, (ii) inform their suppliers and others of Plaintiff's claims with the result being that those suppliers and others may also secret, conceal, sell-off or otherwise dispose of Counterfeit Products or other goods infringing the Squishmallows Works and/or Squishmallows Marks, the means of obtaining or manufacturing such Counterfeit Products, and records relating thereto that are in their possession or under their control, (iii) secret, conceal, transfer or otherwise dispose of their ill-gotten proceeds from its sales of Counterfeit Products or other goods infringing the Squishmallows Works and/or Squishmallows Marks and records User Accounts and Merchant Storefront under new or different names and continue to offer for sale and sell Counterfeit Products with little to no consequence;

- 17. The balance of potential harm to Defendants of being prevented from continuing to profit from their illegal and infringing activities if a temporary restraining order is issued is far outweighed by the potential harm to Plaintiff, its business, the goodwill and reputation built up in and associated with the Squishmallows Works and/or Squishmallows Marks and to its reputations if a temporary restraining order is not issued.
- 18. Public interest favors issuance of the temporary restraining order in order to protect Plaintiff's interests in and to its Squishmallows Works and/or Squishmallows Marks, and to protect the public from being deceived and defrauded by Defendants' passing off of their substandard Counterfeit Products as Squishmallows Products.
 - 19. Plaintiff has not publicized its request for a temporary restraining order in any way.
- 20. Service on Defendants via electronic means is reasonably calculated to result in proper notice to Defendants.
- 21. If Defendants are given notice of the Application, they are likely to secret, conceal, transfer or otherwise dispose of their ill-gotten proceeds from their sales of Counterfeit Products or other goods infringing the Squishmallows Works and/or Squishmallows Marks. Therefore,

good cause exists for granting Plaintiff's request for an asset restraining order. It typically takes the Financial Institutions a minimum of five (5) days after service of the Order to locate, attach and freeze Defendants' Assets and/or Defendants' Financial Accounts and it is anticipated that it will take the Third Party Service Providers a minimum of five (5) days to freeze Defendants' Merchant Storefronts. As such, the Court allows enough time for Plaintiff to serve the Financial Institutions and Third Party Service Providers with this Order, and for the Financial Institutions and Third Party Service Providers to comply with the Paragraphs I(B)(1) through I(B)(2) and I(C)(1) through I(C)(2) of this Order, respectively, before requiring service on Defendants.

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

ORDER

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

I. Temporary Restraining Order

- A. IT IS HEREBY ORDERED, as sufficient cause has been shown, that Defendants are hereby restrained and enjoined from engaging in any of the following acts or omissions for fourteen (14) days from the date of this order, and for such further period as may be provided by order of the Court:
 - manufacturing, importing, exporting, advertising, marketing, promoting, distributing, displaying, offering for sale, selling and/or otherwise dealing in Counterfeit Products, or any other products bearing the Squishmallows Works and/or Squishmallows Marks and/or marks and/or artwork that are confusingly and/or substantially similar to,

- identical to and constitute a counterfeiting or infringement of the Squishmallows Works and/or Squishmallows Marks;
- directly or indirectly infringing in any manner Plaintiff's Squishmallows and Squishmallows Works;
- using any reproduction, counterfeit, copy or colorable imitation of Plaintiff's Squishmallows Marks and Squishmallows Works, to identify any goods or service not authorized by Plaintiff;
- using Plaintiff's Squishmallows Marks and/or Squishmallows Works and/or any other marks that are confusingly similar to the Squishmallows Marks and/or any other artwork that is substantially similar to the Squishmallows Works, on or in connection with Defendants' manufacturing, importing, exporting, advertising, marketing, promoting, distributing, offering for sale, selling and/or otherwise dealing in Counterfeit Products;
- 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 and Plaintiff;
- 6) secreting, concealing, destroying, altering, selling off, transferring or otherwise disposing of and/or dealing with: (i) Counterfeit Products and/or (ii) any computer files, data, business records, documents or any other records or evidence relating to their User Accounts, Merchant Storefronts or Defendants' Assets and the manufacture,

- importation, exportation, advertising, marketing, promotion, distribution, display, offering for sale and/or sale of Counterfeit Products;
- effecting assignments or transfers, forming new entities or associations, or creating and/or utilizing any other platform, User Account, Merchant Storefront or any other means of importation, exportation, advertising, marketing, promotion, distribution, display, offering for sale and/or sale of Counterfeit Products for the purposes of circumventing or otherwise avoiding the prohibitions set forth in this Order; and
- knowingly instructing any other person or business entity to engage in any of the activities referred to in subparagraphs I(A)(1) through I(A)(7) above and I(B)(1) through I(B)(2) and I(C)(1) through I(C)(2) below.
- B. IT IS HEREBY ORDERED, as sufficient cause has been shown, that the Third Party Service Providers and Financial Institutions are hereby restrained and enjoined from engaging in any of the following acts or omissions for fourteen (14) days from the date of this order, and for such further period as may be provided by order of the Court:
 - secreting, concealing, transferring, disposing of, withdrawing, encumbering or paying Defendants' Assets from or to Defendants' Financial Accounts until further ordered by this Court;
 - 2) secreting, concealing, destroying, altering, selling off, transferring or otherwise disposing of and/or dealing with any computer files, data, business records, documents or any other records or evidence relating to Defendants' Assets and Defendants' Financial Accounts; and
 - 3) knowingly instructing any person or business entity to engage in any of the activities referred to in subparagraphs I(A)(I) through I(A)(I) and I(B)(I) through I(B)(I) above and I(C)(I) through I(C)(I) below.

- C. IT IS HEREBY ORDERED, as sufficient cause has been shown, that the Third Party Service Providers are hereby restrained and enjoined from engaging in any of the following acts or omissions for fourteen (14) days from the date of this order, and for such further period as may be provided by order of the Court:
 - within five (5) days after receipt of service of this Order, providing services to Defendants,
 Defendants' User Accounts and Defendants' Merchant Storefronts, including, without
 limitation, continued operation of Defendants' User Accounts and Merchant Storefronts;
 and
 - 2) knowingly instructing any other person or business entity to engage in any of the activities referred to in subparagraphs I(A)(1) through I(A)(7), I(B)(1) through I(B)(2) and I(C)(1) through I(C)(2) above.

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

- A. Defendants are hereby ORDERED to show cause before this Court on May 7, 2021 at 12:00 p.m. or at such other time that this Court deems appropriate, why a preliminary injunction, pursuant to Fed. R. Civ. P. 65(a), should not issue. The hearing shall take place via telephone conference. The parties shall use the following dial-in credentials for the telephone conference: dial-in: 888-363-4749/Access Code: 4324948.
- B. IT IS FURTHER ORDERED that opposing papers, if any, shall be filed electronically with the Court and served on Plaintiff's counsel by delivering copies thereof to the office of Epstein Drangel LLP at 60 East 42nd Street, Suite 2520, New York, NY 10165, Attn: Jason M. Drangel on or before **May 4, 2021**. Plaintiff shall file any Reply papers on or before 12 pm on **May 6, 2021**.
- C. IT IS FURTHER ORDERED that Defendants are hereby given notice that failure to appear at the show cause hearing scheduled in **Paragraph II(A)** above may result in the imposition of a

preliminary injunction against them pursuant to Fed. R. Civ. P. 65, which may take effect immediately upon the expiration of this Order, and may extend throughout the length of the litigation under the same terms and conditions set forth in this Order.

III. Asset Restraining Order

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

IV. Order Authorizing Bifurcated and Alternative Service by Electronic Means

- A. IT IS FURTHER ORDERED pursuant to Fed. R. Civ. P. 4(f)(3), as sufficient cause has been shown, that service may be made on, and shall be deemed effective as to Defendants if it is completed by the following means:
 - delivery of: (i) PDF copies of this Order together with the Summons and Complaint, or

 (ii) a link to a secure website (including NutStore, a large mail link created through

 Rmail.com and via website publication through a specific page dedicated to this

 Lawsuit accessible through ipcounselorslawsuit.com) where each Defendant will be

 able to download PDF copies of this Order together with the Summons and Complaint,

 and all papers filed in support of Plaintiff's Application seeking this Order to

 Defendants' e-mail addresses to be determined after having been identified in **Schedule**A or may otherwise be determined; or
 - 2) delivery of a message to Defendants through the same means that Plaintiff's agents have previously communicated with Defendants, namely the system for communications established by the Third Party Service Providers on their respective

platforms, notifying Defendants that an action has been filed against them in this Court and providing a link to a secure website (such as NutStore or a large mail link created through Rmail.com) where each Defendant will be able to download PDF copies of this Order together with the Summons and Complaint, and all papers filed in support of Plaintiff's Application seeking this Order.

- B. IT IS FURTHER ORDERED, as sufficient cause has been shown, that such alternative service by electronic means ordered herein shall be deemed effective as to Defendants, Third Party Service Providers and Financial Institutions through the pendency of this action.
- C. IT IS FURTHER ORDERED, as sufficient cause has been shown, that such alternative service by electronic means ordered herein shall be made within five (5) days of the Financial Institutions and Third Party Service Providers' compliance with **Paragraphs III(A)** and **V(C)** of this Order.
- D. IT IS FURTHER ORDERED, as sufficient cause has been shown, that the Clerk of the Court shall issue a single original summons in the name of "27955068 Store and all other Defendants identified in the Complaint" that will apply to all Defendants.
- E. IT IS FURTHER ORDERED, as sufficient cause has been shown, that service may be made and shall be deemed effective as to the following if it is completed by the below means:
 - 1) delivery of: (i) a PDF copy of this Order, or (ii) a link to a secure website where PayPal Inc. will be able to download a PDF copy of this Order via electronic mail to PayPal Legal Specialist at EEOMALegalSpecialist@paypal.com;
 - 2) delivery of: (i) a PDF copy of this Order, or (ii) a link to a secure website where AliPay.com Co., Ltd., Ant Financial Services will be able to download a PDF copy of this Order via electronic mail Mr. Di Zhang, Member of the Legal & Compliance Department IP, at di.zd@alipay.com;
 - 3) delivery of: (i) a PDF copy of this Order, or (ii) a link to a secure website where Alibaba

- will be able to download a PDF copy of this Order via electronic mail to Ms. Rachel Wang, Legal Counsel, Alibaba Group at rachel.wy@alibaba-inc.com and Ms. Yujuan He, Paralegal, Alibaba Group at chloe.he@alibaba-inc.com;
- 4) delivery of: (i) a PDF copy of this Order, or (ii) a link to a secure website where Payoneer Inc. will be able to download a PDF copy of this Order via electronic mail to Payoneer Inc.'s Customer Service Management at customerservicemanager@payoneer.com and Edward Tulin, counsel for Payoneer Inc., at Edward.Tulin@skadden.com; and
- 5) delivery of: (i) a PDF copy of this Order, or (ii) a link to a secure website where PingPong Global Solutions Inc. will be able to download a PDF copy of this Order via electronic mail to PingPong Global Solutions Inc.'s Legal Department at legal@pingpongx.com.

V. Order Authorizing Expedited Discovery

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

- 1) Within fourteen (14) days after receiving service of this Order, each Defendant shall serve upon Plaintiff's counsel a written report under oath providing:
 - a. their true name and physical address;
 - b. the name and location and URL of any and all websites that Defendants own and/or operate and the name, location, account numbers and URL for any and all User Accounts and Merchant Storefronts on any Third Party Service Provider platform that Defendants own and/or operate;
 - c. the complete sales records for any and all sales of Counterfeit Products, including but not limited to number of units sold, the price per unit, total gross revenues received (in U.S. dollars) and the dates thereof;
 - d. the account details for any and all of Defendants' Financial Accounts, including,
 but not limited to, the account numbers and current account balances; and

- e. the steps taken by each Defendant, or other person served to comply with SectionI, above.
- 2) Plaintiff may serve interrogatories pursuant to Rules 26 and 33 of the Federal Rules of Civil Procedure as well as Local Civil Rule 33.3 of the Local Rules for the Southern and Eastern Districts of New York and Defendants who are served with this Order shall provide written responses under oath to such interrogatories within fourteen (14) days of service to Plaintiff's counsel.
- 3) Plaintiff may serve requests for the production of documents pursuant to Fed. R. Civ. P. 26 and 34, and Defendants who are served with this Order and the requests for the production of documents shall produce all documents responsive to such requests within fourteen (14) days of service to Plaintiff's counsel.
- B. IT IS FURTHER ORDERED, as sufficient cause has been shown, that within five (5) days of receipt of service of this Order the Financial Institutions shall identify any and all of Defendants' Financial Accounts, and provide Plaintiff's counsel with a summary report containing account details for any and all such accounts, which shall include, at a minimum, identifying information for Defendants, including contact information for Defendants (including, but not limited to, mailing addresses and e-mail addresses), account numbers and account balances for any and all of Defendants' Financial Accounts and confirmation of said compliance with this Order.
- C. IT IS FURTHER ORDERED, as sufficient cause has been shown, that within five (5) days of receipt of service of this Order, the Third Party Service Providers shall identify any and all of Defendants' User Accounts and Merchant Storefronts, and provide Plaintiff's counsel with a summary report containing account details for any and all User Accounts and Merchant Storefronts, which shall include, at a minimum, identifying information for Defendants and Defendants' User Accounts and Defendants' Merchant Storefronts, contact information for

Defendants (including, but not limited to, mailing addresses and e-mail addresses) and confirmation of said compliance with this Order.

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

- 1) Within fourteen (14) days of receiving actual notice of this Order, all Financial Institutions who are served with this Order shall provide Plaintiff's counsel all documents and records in their possession, custody or control (whether located in the U.S. or abroad) relating to any and all of Defendants' Financial Accounts, including, but not limited to, documents and records relating to:
 - a. account numbers:
 - b. current account balances;
 - any and all identifying information for Defendants, Defendants' User Accounts and Defendants' Merchant Storefronts, including, but not limited to, names, addresses and contact information;
 - d. any and all account opening documents and records, including, but not limited to, account applications, signature cards, identification documents and if a business entity, any and all business documents provided for the opening of each and every of Defendants' Financial Accounts;
 - e. any and all deposits and withdrawals during the previous year from each and every one of Defendants' Financial Accounts and any and all supporting documentation, including, but not limited to, deposit slips, withdrawal slips, cancelled checks and account statements; and
 - f. any and all wire transfers into each and every one of Defendants' Financial Accounts during the previous year, including, but not limited to, documents sufficient to show the identity of the destination of the transferred funds, the identity of the beneficiary's bank and the beneficiary's account number.

- E. IT IS FURTHER ORDERED, as sufficient cause has been shown, that:
 - 1) Within fourteen (14) days of receipt of service of this Order, the Third Party Service Providers shall provide to Plaintiff's counsel all documents and records in its possession, custody or control (whether located in the U.S. or abroad) relating to Defendants' User Accounts and Defendants' Merchant Storefronts, including, but not limited to, documents and records relating to:
 - a. any and all User Accounts and Defendants' Merchant Storefronts and account details, including, without limitation, identifying information and account numbers for any and all User Accounts and Defendants' Merchant Storefronts that Defendants have ever had and/or currently maintain with the Third Party Service Providers that were not previously provided pursuant to Paragraph V(C);
 - b. the identities, location and contact information, including any and all e-mail addresses of Defendants that were not previously provided pursuant to Paragraph V(C);
 - c. the nature of Defendants' businesses and operations, methods of payment, methods for accepting payment and any and all financial information, including, but not limited to, information associated with Defendants' User Accounts and Defendants' Merchant Storefronts, a full accounting of Defendants' sales history and listing history under such accounts and Defendants' Financial Accounts with any and all Financial Institutions associated with Defendants' User Accounts and Defendants' Merchant Storefronts; and
 - d. Defendants' manufacturing, importing, exporting, advertising, marketing, promoting, distributing, displaying, offering for sale and/or selling of Counterfeit Products, or any other products bearing the Squishmallows Marks and/or Squishmallows Works and/or marks and/or artwork that are confusingly and/or

substantially similar to, identical to and constitute an infringement of the Squishmallows Marks and/or Squishmallows Works.

VI. Security Bond

A. IT IS FURTHER ORDERED that Plaintiff shall place security in the amount of Five Thousand Dollars (\$5000) with the Court which amount is determined adequate for the payment of any damages any person may be entitled to recover as a result of an improper or wrongful restraint ordered hereunder.

VII. Sealing Order

A. IT IS FURTHER ORDERED that Plaintiff's Complaint and exhibits attached thereto, and Plaintiff's *ex parte* Application and the Declarations of Jonathan Kelly and Jason M. Drangel in support thereof and exhibits attached thereto and this Order shall remain sealed until the Financial Institutions and Third Party Service Providers comply with **Paragraphs I(B)-(C)**, **III(A) and V(C)** of this Order.

SO ORDERED.

SIGNED this 20th day of April, 2021, at 12:00 p.m.

DENISE COTE

United \$tates District Judge

SCHEDULE A

No. Defendant	Infringing Listing	Merchant Storefront
1 27955068 Store	https://www.allexpress.com/item/1005002253072877	https://www.aliexpress.com/store/5022146
2 Aurora09 Store	https://www.allexpress.com/item/1005002241580060	https://www.aliexpress.com/store/4574007
3 CC GO Store	https://www.allexpress.com/ttem/32962189952	https://www.aliexpress.com/store/4574007
4 Children and Baby House Store	https://www.alexpress.com/item/200500208635065	https://www.aliexpress.com/store/910351348
5 cjb1141434122 Store	https://www.allexpress.com/item/10050021828007	https://www.aliexpress.com/store/910984078
6 Dazzling Cosmetic Store	https://www.aiiexpress.com/item/1000020248987695	https://www.aliexpress.com/store/910984078
7 Dongguan Ai Cheng Toys Co., Ltd.	https://www.aliebab.com/product-fearl/customized-Plush-Squishmallow-Toy-Soft-Kawaii 1600168085482	https://aichengtoy.en.alibaba.com/
8 Dongguan NuoYi Toys Co., Ltd.	https://www.alibaba.com/product-detail/Squishmallow-The-Child-The-Mandalorian-Baby_1600171285169	https://nuoyitoys.en.alibaba.com/
9 DREAMER TOY(drop shipping) Store	https://www.aliexpress.com/item/4000559374841	https://www.aliexpress.com/store/5433264
10 Free Market Co., Ltd	https://www.alibaba.com/product-detail/Hot-Sale-Squishmallow-10cm-Baby-Yoda_1600178071763	https://freemarket.en.alibaba.com/
11 FunFun Toy Store	https://www.aliexpress.com/item/1005002078720742	https://www.aliexpress.com/store/910318235
12 Glorilife Industries (Shenzhen) Limited	https://www.alibaba.com/product-detail/Wholesale-Dropship-Baby-Yoda-Plush-Toy_1600191751680	https://glorilife.en.alibaba.com/
13 Gogomylittlebaby Store	https://www.aliexpress.com/item/1005002172162338	https://www.aliexpress.com/store/3154019
14 goodluck baby Store	https://www.aliexpress.com/item/1005002235141819	https://www.aliexpress.com/store/3210016
15 Guangzhou Happy Island Toys Co., Ltd.	https://www.alibaba.com/product-detail/10-13-20-26cm-squishmallows-plush_1600197422183	https://happytoy.en.alibaba.com/
16 Hah Store	https://www.aliexpress.com/item/1005002241329909	https://hahstore.aliexpress.com/store/3434004
17 Heitan Store	https://www.aliexpress.com/item/1005002172450067	https://www.aliexpress.com/store/4423106
18 Hotsale Bags Store	https://www.aliexpress.com/item/1005002250119727	https://hotsalebags.aliexpress.com/store/2922080
19 Jinhua Darren Trading Co., Ltd.	https://www.alibaba.com/product-detail/Cheap-wholesale-2021-Amazon-hot-selling_1600202506747	https://jhdarren.en.alibaba.com/
20 Mimi Dai Mommy Baby Store	https://www.aliexpress.com/item/1005002254666462	https://www.aliexpress.com/store/4769027
21 Mirical Kids Toy Store	https://www.aliexpress.com/item/1005001966618819	https://www.aliexpress.com/store/910880004
22 My Stylish Pregnant Baby Toy Store	https://www.aliexpress.com/item/1005002207459667	https://www.aliexpress.com/store/2659045
23 Nantong Gelas Import & Export Co., Ltd.	https://www.alibaba.com/product-detail/Amazon-Cute-Squishmallow-long-ears-15_1600200560654	https://nt-glass.en.alibaba.com/
24 Ningbo Beejay Trading Co., Ltd.	https://www.alibaba.com/product-detail/BJQ092-hot-sale-squishmallow-10cm-baby_1600205288211	https://beejaytoy.en.alibaba.com/
25 Pujiang MSM Art And Crafts Factory	https://www.alibaba.com/product-detail/best-soft-Kelly-Toy-Squishmallows-simons_1600066149582	https://msm.en.alibaba.com/
26 Qingdao Qunze Toys Co., Ltd.	https://www.alibaba.com/product-detail/Custom-Animal-Stuffed-Toy-Confortable-Pillow 1600176009785	https://juststuffedtoy.en.alibaba.com/
27 SevenU Store	https://www.aliexpress.com/item/1005002235450425	https://www.aliexpress.com/store/4921031
28 Shenzhen Dihao Technology Co., Ltd.	https://www.alibaba.com/product-detail/DIHAO-Amazon-hot-sale-Squishmallow-baby 1600118641354	https://szdihao.en.alibaba.com/
29 Shenzhen Dinglang Technology Co., Ltd.	https://www.alibaba.com/product-detail/2021-Amazon-Hot-Sale-OEM-Custom 1600206113907	https://dinglangkeji.en.alibaba.com/
30 Shenzhen Newstar Electronic Technology Co., Ltd.	https://www.alibaba.com/product-detail/NSY-Amazon-hot-sale-Squishmallow-baby 1600203975075	https://sznewstar.en.alibaba.com/
31 Shenzhen Tuoyi Electronic Commerce Co., Ltd.	https://www.alibaba.com/product-detail/TY8005-Squishmallow-The-Child-The-Mandalorian 1600188621678	https://tytopone.en.alibaba.com/
32 Shenzhen Xinyuetang Toys Gift Co., Ltd.	https://www.alibaba.com/product-detail/plush-baby-yoda-toys-squishmallow 1600177652922	https://szxinyuetang.en.alibaba.com/
33 Shijiazhuang Qunze Trading Co., Ltd.	https://hbqurze.en.allbaba.com/product/1600113057202-806539520/Squishmallow_Plush_Toy_Baby_Yoda_Stuffed_Kawaii_Squishmallow_	https://hbqunze.en.alibaba.com/
34 Shop342746 Store	https://www.aliexpress.com/ten/100500225344677	https://www.aliexpress.com/store/342746
35 Shop5382088 Store	https://www.allexpress.com/item/1005002207692116	https://www.aliexpress.com/store/5382088
36 Shop5517084 Store	https://www.allexpress.com/item/100500229705210	https://www.aliexpress.com/store/5517084
37 Shop5881993 Store	https://www.aiiexpress.com/ttem/100002037/00350 https://www.aiiexpress.com/ttem/100002037/00350 https://www.aiiexpress.com/ttem/10000203181915145	https://www.aliexpress.com/store/5517064
38 Shop910355034 Store		
	https://www.aliexpress.com/item/1005002246365447	https://www.aliexpress.com/store/910355034
39 Shop910547161 Store	https://www.aliexpress.com/item/1005002241932709	https://www.aliexpress.com/store/910547161
40 Shop911064054 Store	https://www.aliexpress.com/item/1005002250150595	https://www.aliexpress.com/store/911064054
41 Shop911231053 Store	https://www.aliexpress.com/item/1005002214861611	https://www.aliexpress.com/store/911231053
42 Shop911443018 Store	https://www.aliexpress.com/item/1005002235953108	https://www.aliexpress.com/store/911443018
43 Shop911529023 Store	https://www.aliexpress.com/item/1005002273457015	https://www.aliexpress.com/store/911529023
44 snowshine4 Store	https://www.aliexpress.com/item/1005002126299440	https://www.aliexpress.com/store/2389042
45 Toy Shop Store	https://www.aliexpress.com/item/1005002256241833	https://www.aliexpress.com/store/910445119
46 Xiaomi-Shenzhen Store	https://www.aliexpress.com/item/1005002156567108	https://www.aliexpress.com/store/5879787
47 Xiaoxian Ruiyi Commercial Trade Co., Limited	https://www.alibaba.com/product-detail/Custom-colorful-stuffed-plush-squishmallow-unicorn_1600182723707	https://customtoychina.en.alibaba.com/
48 Yangzhou Aixini International Trade Import And Export Co., Ltd.	https://www.alibaba.com/product-detail/2021-Stuffed-plush-animal-soft-toy_62449646817	https://jilitoy.en.alibaba.com/
49 Yangzhou Creative Toys and Gifts Co., Ltd.	https://www.alibaba.com/product-detail/Hot-Sale-Cute-Kawaii-Stuffed-Plush_1600161402346	https://creativetoys.en.alibaba.com/
50 Yangzhou Dixin Toys Co., Ltd.	https://www.alibaba.com/product-detail/2021-Trend-Amazon-Hot-Stuffed-Custom_1600166863415	https://dixintoys.en.alibaba.com/
51 Yangzhou Dulala Crafts Ltd.	https://www.alibaba.com/product-detail/Squishmallow-Baby-Appeasing-Toy-13Inch-Stuffed_1600195134439	https://dulala.en.alibaba.com/
52 Yangzhou Guan Yue Houseware Co., Ltd.	https://www.alibaba.com/product-detail/factory-support-Kelly-Toys-Squishmallow-12_62277514131	https://yzguanyue.en.alibaba.com/
53 Yangzhou Home Ka Crafts Ltd.	https://www.alibaba.com/product-detail/Dropshipping-45cm-Squishmallow-Plush-Cotton-Doll_1600196248479	https://yztoy.en.alibaba.com/
54 Yangzhou Missyou Arts & Crafts Co., Ltd.	https://www.alibaba.com/product-detail/Squishmallow-8inch-3D-Baby-Dinosaur-Pillow_1600203935080	https://missyoultd.en.alibaba.com/
55 Yangzhou Xingling Chen Electronic Commerce Co., Ltd.	https://www.alibaba.com/product-detail/Wholesale-custom-squishmallow-pillow-series-plush_1600194394979	https://jilitoy04.en.alibaba.com/
56 Yangzhou Xingnanchen Electronic Commerce Co., Ltd.	https://www.alibaba.com/product-detail/Hot-Sale-Round-Cow-Plush-Doll 1600181948580	https://jilitoy05.en.alibaba.com/
	https://www.alibaba.com/product-detail/2021-Rainbow-Cute-Soft-Unicorn-Stuffed 1600158231783	https://dolphineshow.en.alibaba.com/
57 Yiwu Dolphineshow Trading Co., Ltd.	Intrps://www.aiibaba.com/product-detai/2021-Raiibow-cute-sort-onicom-sturied_1600156251765	inttps://doiphinesnow.en.anbaba.com/
57 Yiwu Dolphineshow Trading Co., Ltd. 58 Yiwu Yueying Trading Ltd.	https://youwar.einadaa.cum/prouct-decair/2022-raminow-resort-micro-risorner_100015/solar_plants-	https://yousmart.en.alibaba.com/