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Off-White LLC

UNITED STATES DISTRICT COURT SOUTHERN DISTRICT OF NEW YORK

OFF-WHITE LLC,

Plaintiff

v.

ALICARL SERISE STORE, ANGSHE STORE, BE YEAH STORE, BEAUTIFUL CUSTOMER STORE, DONGGUAN CITY SHANLI WEAVING CO., LTD., DONGGUAN GEMFITS TECHNOLOGY CO., LTD., DONGGUAN NUOMANSHI CLOTHING CO., LTD., DONGGUAN YIHONG WEBBING CO., LTD., FASHIONABLE ACCESSORIES STORE, FJXMVIP STORE, FLOVAR STORE, GEOMETRIC SPACING STORE, GUANGZHOU BIKSON ELECTRONIC TECHNOLOGY CO., LTD., **GUANGZHOU MISHENG TECHNOLOGY** CO., LTD., GUANGZHOU TOMAS CRAFTS CO., LIMITED, GUANGZHOU YJ TECHNOLOGY CO., LTD., HANGZHOU MEIKALAI TECHNOLOGY CO., LTD., HYUCENY FF BAG666 STORE, LBJSOX STORE, LLL89898989 STORE, OLIVIA'S

CIVIL ACTION No.

21-cv-3630 (U/A)

PROPOSED

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

COLORFUL STORE. OUTSTANDINGOFFICIAL STORE, SHANGZHIJIA STORE, **SHENZHEN** AISHANG SUNSHINE TRADING CO., LTD., SHENZHEN ASHER TECHNOLOGY CO., LTD., SHENZHEN AST ELECTRONIC TECHNOLOGY CO., LTD., SHENZHEN BURZION TECHNOLOGY LTD., **SHENZHEN CHENGZHOU** CO., **TECHNOLOGY** LTD., **SHENZHEN** HAICHENGFENG TECHNOLOGY CO., LTD., SHENZHEN SHANEN ELECTRONIC COMMERCE LTD.. **SHENZHEN** WEIJIAXING CO., ELECTRONICS CO., LTD., SHENZHEN YETESI TECHNOLOGY LTD.. **SHENZHEN** CO., YUEYANGMENG E-COMMERCE CO., LTD., SHOP3659058 STORE, SHOP5095137 STORE, SHOP5411028 STORE, SHOP678 STORE, SHOP910326107 STORE, SHOP910327347 STORE, SHOP910347415 STORE, SHOP910931048 STORE, SHOP911112184 STORE, SHOP911188155 STORE, SHOP911305008 STORE, SHOP911599337 STORE, SHOP911733072 STORE, WHAT A SURPRISE STORE, WOWOANIMAL STORE, **XIAMEN** LINJIASHENG INTERNATIONAL TRADE CO., XI'AN **DEALSPEEDS TECHNOLOGY** LIMITED, XU'S STORE, YIWU DONGYE E-BUSINESS LIMITED and YIWU YIYU TONGTIAN TRADE CO. AND LTD.,

Defendants

GLOSSARY

Term	Definition	
Plaintiff or Off-White	Off-White LLC	
Plaintiff or Off-White Defendants	AliCarl Serise Store, Angshe Store, Be Yeah Store, beautiful customer Store, Dongguan City Shanli Weaving Co., Ltd., Dongguan Gemfits Technology Co., Ltd., Dongguan Nuomanshi Clothing Co., Ltd., Dongguan Yihong Webbing Co., Ltd., Fashionable accessories Store, FJXMVIP Store, FLOVAR Store, Geometric spacing Store, Guangzhou Bikson Electronic Technology Co., Ltd., Guangzhou Misheng Technology Co., Ltd., Guangzhou Tomas Crafts Co., Limited, Guangzhou YJ Technology Co., Ltd., Hangzhou Meikalai Technology Co., Ltd., HYUCENY FF bag666 Store, LBJSOX Store, LLL89898989 Store, Olivia's colorful Store, Outstandingofficial Store, Shangzhijia Store, Shenzhen Aishang Sunshine Trading Co., Ltd., Shenzhen Ast Electronic Technology Co., Ltd., Shenzhen Burzion Technology Co., Ltd., Shenzhen Haichengfeng Technology Co., Ltd., Shenzhen Weijiaxing Electronic Commerce Co., Ltd., Shenzhen Weijiaxing Electronics Co., Ltd., Shenzhen Yueyangmeng E-Commerce Co., Ltd., Shop3659058 Store, Shop5095137 Store, Shop910327347 Store, Shop910327347 Store, Shop910347415 Store, Shop91188155 Store, Shop911305008 Store, Shop91188155 Store, Shop911305008 Store, Shop911599337 Store, Shop911733072 Store, WHAT A SURPRISE Store, wowoanimal Store, Xiamen Linjiasheng International Trade Co., Ltd., Xi'an Dealspeeds Technology Limited, Xu's Store, Yiwu Dongye E-Business Limited and Yiwu Yiyu Tongtian Trade Co. and Ltd.	
Alibaba	Alibaba.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 retail products originating from China directly to consumers across the world and specifically to consumers residing	
AliExpress	in the U.S., including New York 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 retail	
	products originating from China directly to consumers	

	across the world 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, New York	
	10016	
Complaint	Plaintiff's Complaint	
Application	Plaintiff's Ex Parte 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	
Allah Dar	order authorizing expedited discovery	
Abloh Dec.	Declaration of Virgil Abloh in Support of Plaintiff's	
Dwamaal Daa	Application Declaration of Issue M. Drangel in Sympost of	
Drangel Dec.	Declaration of Jason M. Drangel in Support of	
Off-White Products	Plaintiff's Application A young, successful luxury fashion label founded by	
On-white I rouncis	American creative designer Virgil Abloh, specializing	
	in men's and women's lifestyle and high-end streetwear,	
	as well as shoes, accessories, jewelry, homeware and	
	other ready-made goods	
Off-White	U.S. Trademark Registration Nos.: 5,119,602 for "OFF	
Registrations	WHITE" for a variety of goods in Class 25 with a	
110513414410115	constructive date of first use of January 25, 2012;	
	5,713,397 for "OFF-WHITE" for a variety of goods in	
	Class 25; 5,710,328 for "OFF-WHITE C/O VIRGIL	
	ABLOH" for a variety of goods in Class 9; 5,572,836	
	for "OFF-WHITE C/O VIRGIL ABLOH" for a variety	
	of goods in Class 25; 5,710,287 for "OFF-WHITE C/O	
	VIRGIL ABLOH" for a variety of goods in Class 14;	
	5,150,712 for for a variety of goods in Class 18	
	and 25; 5,710,288 for for a variety of goods in	
	Class 14; 5,307,806 for for a variety of goods in	
	.X.	
	Class 18 and 25; 5,835,552 for for a variety of	
	goods in Class 9; 5,387,983 for for a variety of	
	goods in Class 25; 5,445,222 for for a variety of	

	goods in Class 25; 5,800,414 for for a variety		
	of goods in Class 9 and 25; 5,681,805 for for		
	a variety of goods in Class 9; 5,663,133 for for a variety of goods in Class 25; 6,054,044 for		
	for a variety of goods in Class 25; 6,272,565		
	for a variety of goods in Class 25;		
	6,290,768 for for a variety of goods in		
	Class 25; 6,114,562 for for a variety of		
	goods in Class 25; 6,131,346 for off		
	a variety of goods in Class 18; 6,035,585 for a variety of goods in Class 25; and 6,137,880 for Off White		
	for a variety of goods in		
Off-White Application	Class 25 U.S. Trademark Serial Application No. 88/041 456 for		
On-white Application	U.S. Trademark Serial Application No. 88/041,456 for		
	, for a variety of goods in Class 18 and Class 25		
Off-White Marks	The Marks covered by the Off-White Registrations and Off-White Application		
Counterfeit Products	Products bearing or used in connection with the Off-		
	White Marks, and/or products in packaging and/or		
	containing labels bearing the Off-White Marks, and/or		
	bearing or used in connection with marks that are		
	confusingly similar to the Off-White Marks and/or		
	products that are identical or confusingly similar to the Off-White 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/or		
	AliExpress, as well as any and all as yet undiscovered		
	accounts with additional online marketplace platforms held by or associated with Defendants, their respective		
	note by or associated with Determants, then respective		

	00 1 1 11			
	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			
Defendants Annah	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			
	account is 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			
	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			
	1 1			
	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			

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 Virgil Abloh 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. Off-White, launched in or about 2013, is the owner of a young, successful and high-end lifestyle streetwear line of men's and women's apparel, as well as accessories, jewelry, homeware and other ready-made goods which are distributed through various channels of trade in the United States and abroad.
 - 2. The Off-White Products are marketed under the Off-White Marks.
- 3. The Off-White Products are sold at luxury retailers, such as Selfridges and Bergdorf Goodman, as well as Off-White's boutiques located in prominent fashion epicenters, including, without limitation, London, Tokyo, Hong Kong, Scoul, Beijing, Shanghai, Toronto, Shenyang, Xian, Dubai, Bangkok, Busan, Macau, Manila, Mykonos, Tianjin, Paris, Vancouver, Kuala Lumpur, Sydney, Taipei, Melbourne, Manchester, Singapore and New York City.

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.

- 4. Since the launch of Off-White approximately eight (8) years ago, the Off-White Brand and Off-White Products have been featured in numerous press publications, including, but not limited to, New York Magazine, GQ, W Magazine, Vogue and The Business of Fashion, among others. Recently, Lyst named Off-White as the "hottest fashion brand in the World".
- 5. While Plaintiff has gained significant common law trademark and other rights in its
 Off-White Products and Off-White Marks through its use, advertising and promotion, Plaintiff has
 also protected its valuable rights by filing for and obtaining federal trademark registrations.

WHITE C/O VIRGIL ABLOH" for a variety of goods in Class 14; 5,150,712 for a for a

variety of goods in Class 18 and 25; 5,710,288 for for a variety of goods in Class 14;

5,307,806 for a variety of goods in Class 18 and 25; 5,835,552 for for a variety of

goods in Class 9; 5,387,983 for for a variety of goods in Class 25; 5,445,222 for

for a variety of goods in Class 25; 5,800,414 for for a variety of goods in Class 9 and 25

5,681,805 for a variety of goods in Class 9; 5,663,133 for for a variety of



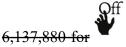




for a variety of goods in Class 25; 6,131,346 for









for a variety of goods in Class 25. Off-White also owns

U.S. Trademark Serial Application No. 88/041,456 fo

and Class 25.

- 7. 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/or AliExpress (see Schedule A for links to Defendants' Merchant Storefronts and Infringing Listings).
- 8. Alibaba and AliExpress are online marketplaces and e-commerce platforms, which allow manufacturers and other third-party merchants, like Defendants, to advertise, distribute, offer for sale, sell and ship their retail products, which, upon information and belief, primarily originate from China, directly to consumers worldwide and specifically to consumers residing in the U.S., including New York.
- 9. Defendants are not, nor have they ever been, authorized distributors or licensees of the Off-White Products. Neither Plaintiff, nor any of Plaintiff's authorized agents, have consented to Defendants' use of the Off-White Marks, nor has Plaintiff consented to Defendants' use of marks

that are confusingly similar to, identical to and constitute a counterfeiting or infringement of the Off-White Marks.

- 1. 10. Plaintiff is likely to prevail on its Lanham Act and related common law claims at trial.
- 2. 41. 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 Off-White 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 Off-White Products; and
 - e. 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 Off-White 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 Off-White 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 Off-White Marks and records relating thereto that are in

their possession or under their control and/or (iv) open new 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.

- 3. 42. 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 Off-White Marks and to its reputations if a temporary restraining order is not issued.
- 4. 13. Public interest favors issuance of the temporary restraining order in order to protect Plaintiff's interests in and to its Off-White Marks, and to protect the public from being deceived and defrauded by Defendants' passing off of their substandard Counterfeit Products as Off-White Products.
 - 14. Plaintiff has not publicized its request for a temporary restraining order in any way.
- 5. 15. Service on Defendants via electronic means is reasonably calculated to result in proper notice to Defendants.
- 6. 16. 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 Off-White 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

eomply with the Paragraphs I(B)(1) through I(B)(2) and I(C)(1) of this Order, respectively, before requiring service on Defendants.

7. 47. 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 Off-White Marks and/or marks that are confusingly similar to, identical to and constitute a counterfeiting or infringement of the Off-White Marks;
 - 2) directly or indirectly infringing in any manner Plaintiff's Off-White Marks;
 - 3) using any reproduction, counterfeit, copy or colorable imitation of Plaintiff's Off-White Marks to identify any goods or service not authorized by Plaintiff;
 - 4) using Plaintiff's Off-White Marks and/or any other marks that are confusingly similar to the Off-White Marks 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) 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)(7) and I(B)(1) through I(B)(2) above and I(C)(1) 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) above.

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

A.	A. Defendants are hereby ORDERED to show c	ause before this Cour	t in Courtroon	n <u>1305</u> c	of the
	United States District Court for the Southern	District of New York	at 500 Pearl S	treet/ 40 I	Foley
	Square, New York, New York on Ma	y 7,	2021 at1	:00 1	<u>.</u> .m.
	or at such other time that this Court deems ap	propriate, why a preli	minary injunc	tion, purs	suant
	to Fed. R. Civ. P. 65(a), should not issue, sub	oject to Addendum A	<u>:</u>		
B.	3. IT IS FURTHER ORDERED that opposing	papers, if any, shall	be filed electr	ronically	with
	the Court and served on Plaintiff's counsel by	delivering copies the	ereof to the off	ice of Ep	stein
	Drangel LLP at 60 East 42 nd Street, Suite 252	0, New York, NY 10	165, Attn: Jasc	on M. Dre	ingel
	on or before April 30 , 2021.	Plaintiff shall file ar	ny Reply paper	rs on or be	efore
	, 2021.				
C.	C. IT IS FURTHER ORDERED that Defendant	es are hereby given no	otice that failur	e to appe	ar at
	the show cause hearing scheduled in Paragra	aph II(A) above may	result in the in	mposition	of a
	preliminary injunction against them pursuan	nt to Fed. R. Civ. P.	65, which ma	ay take e	ffect
	immediately upon the expiration of this Ord	er, and may extend t	hroughout the	length o	f the
	litigation under the same terms and condition	ns set forth in this Orc	ler.		

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 by Alibaba

 and/or AliExpress pursuant to Paragraph V(C); or
 - delivery of a message to Defendants through 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 directed to all Defendants as listed in an attachment to the summons 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 Chloe He, 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 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);
- 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 Off-White Marks and/or marks that are confusingly similar to, identical to and constitute an infringement of the Off-White Marks.

VI. Security Bond

A. IT IS FURTHER ORDERED that Plaintiff shall place security in the amount of <u>Five Thousand</u>

Dollars (\$5,000.00) 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 Virgil Abloh 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. Addendum A is an integral part of this Order.

SO ORDERED.

SIGNED this <u>23</u> day of <u>April</u>, 2021, at <u>5:00</u> <u>p</u>.m.

P. Kevin Castel United States District Judge

Part I

SCHEDULE A

No. Defendant	Infringing Listing	Merchant Storefront
1 AliCarl Serise Store	https://www.aliexpress.com/item/1005002289073177	https://mmcc.aliexpress.com/store/2025014
2 Angshe Store	https://www.aliexpress.com/item/1005002271666902	https://www.aliexpress.com/store/5870933
3 Be Yeah Store	https://www.aliexpress.com/item/1005002340865182	https://www.aliexpress.com/store/911716095
4 beautiful customer Store	https://www.aliexpress.com/item/1005002264881689	https://www.aliexpress.com/store/911768268
5 Dongguan City Shanli Weaving Co., Ltd.	https://www.alibaba.com/product-detail/Custom-Double-D-Ring-Jacquard-Nylon 1600061662115	https://shanliwebbing.en.alibaba.com/
6 Dongguan Gemfits Technology Co., Ltd.	https://www.alibaba.com/product-detail/Popular-Earphone-Protective-Designer-Luxury-For_1600216107890	https://dapengxiaohui.en.alibaba.com/
7 Dongguan Nuomanshi Clothing Co., Ltd.	https://www.alibaba.com/product-detail/Autumn-2021-Thin-European-And-American 1600194301092	https://nms88.en.alibaba.com/
8 Dongguan Yihong Webbing Co., Ltd.	https://www.alibaba.com/product-detail/Hot-Sale-Manufacturers-direct-the-correct 1600101499644	https://yhwebbing.en.alibaba.com/
9 Fashionable accessories Store	https://www.aliexpress.com/item/1005002371985195	https://www.aliexpress.com/store/911706201
10 FJXMVIP Store	https://www.aliexpress.com/item/1005002449897304	https://www.aliexpress.com/store/911750100
11 FLOVAR Store	https://www.aliexpress.com/item/1005002358314159	https://www.aliexpress.com/store/911704200
12 Geometric spacing Store	https://www.aliexpress.com/item/1005002348501022	https://www.aliexpress.com/store/911707486
13 Guangzhou Bikson Electronic Technology Co., Ltd.	https://www.alibaba.com/product-detail/Factory-direct-sales-off-white-airpod 1600217964010	https://biksonshop.en.alibaba.com/
14 Guangzhou Misheng Technology Co., Ltd.	https://www.alibaba.com/product-detail/2021-Led-Luminous-Tempered-Glass-Night 1600192688457	https://gzmisheng.en.alibaba.com/
15 Guangzhou Tomas Crafts Co., Limited	https://www.alibaba.com/product-detail/2020-New-Cell-Phone-Accessories-Low 1600112133625	https://gztmz01.en.alibaba.com/
16 Guangzhou YJ Technology Co., Ltd.	https://www.alibaba.com/product-detail/New-Trending-Products-call-Flash-Creative 1600084263431	https://gzyjtech.en.alibaba.com/
17 Hangzhou Meikalai Technology Co., Ltd.	https://www.alibaba.com/product-detail/For-iPhone-12-11-Pro-Max 1600085097714	https://hzmklkj.en.alibaba.com/
18 HYUCENY FF bag666 Store	https://www.aliexpress.com/item/33003907238	https://www.aliexpress.com/store/4040071
19 LBJSOX Store	https://www.aliexpress.com/item/1005002336237516	https://www.aliexpress.com/store/911754315
20 LLL89898989 Store	https://www.aliexpress.com/item/1005002256735237	https://www.aliexpress.com/store/911601845
21 Olivia's colorful Store	https://www.aliexpress.com/item/1005002381308757	https://www.aliexpress.com/store/911416200
22 Outstandingofficial Store	https://www.aliexpress.com/item/1005002334929328	https://www.aliexpress.com/store/911295223
23 Shangzhijia Store	https://www.aliexpress.com/item/1005002297380754	https://www.aliexpress.com/store/911222106
24 Shenzhen Aishang Sunshine Trading Co., Ltd.	https://www.alibaba.com/product-detail/Factory-Wholesale-shockproof-Pc-Luxury-Diamond 1600121343551	https://oududianzi.en.alibaba.com/
25 Shenzhen Asher Technology Co., Ltd.	https://www.alibaba.com/product-detail/Creative-Pattern-Night-Light-Luminous-Mobile_1600060818100	https://szasher.en.alibaba.com/
26 Shenzhen Ast Electronic Technology Co., Ltd.	https://www.alibaba.com/product-detail/TPU-for-Airpods-cases-Nikee-offwhite 1600146335083	https://astelectronic.en.alibaba.com/
27 Shenzhen Burzion Technology Co., Ltd.	https://www.alibaba.com/product-detail/Celebrity-recommended-voice-activated-luminous-marvel 1600089724378	https://burzion.en.alibaba.com/
28 Shenzhen Chengzhou Technology Ltd.	https://www.alibaba.com/product-detail/street-brand-off-bag-white-color 1600181368463	https://cn1524374017msij.en.alibaba.com/
29 Shenzhen Haichengfeng Technology Co., Ltd.	https://www.alibaba.com/product-detail/Fashion-Sports-air-Jordan-Brand-Street 1600166254044	https://hcfelectronics.en.alibaba.com/
30 Shenzhen Shanen Electronic Commerce Co., Ltd.	https://www.alibaba.com/product-detail/Hot-Selling-Shock-Proof-Protective-clear 1600106191977	https://brashine.en.alibaba.com/
31 Shenzhen Weijiaxing Electronics Co., Ltd.	https://www.alibaba.com/product-detail/creative-design-off-silicone-phone-case 1600145298910	https://weijiaxing.en.alibaba.com/
32 Shenzhen Yetesi Technology Co., Ltd.	https://www.alibaba.com/product-detail/Phone-Case-Iphone-White-Fashion-Sports_1600147041556	https://sskk.en.alibaba.com/
33 Shenzhen Yueyangmeng E-Commerce Co., Ltd.	https://www.alibaba.com/product-detail/Popular-White-Style-2-Phone-Case 1600120260879	https://ankinpro.en.alibaba.com/
34 Shop3659058 Store	https://www.aliexpress.com/item/33014385602	https://www.aliexpress.com/store/3659058
35 Shop5095137 Store	https://www.aliexpress.com/item/1005002284017154	https://www.aliexpress.com/store/5095137
36 Shop5411028 Store	https://www.aliexpress.com/item/1005002298580258	https://www.aliexpress.com/store/5411028
37 shop678 Store	https://www.aliexpress.com/item/1005002353581680	https://shop678.aliexpress.com/store/911718113
38 Shop910326107 Store	https://www.aliexpress.com/item/1005001305915561	https://www.aliexpress.com/store/910326107
39 Shop910327347 Store	https://www.aliexpress.com/item/1005002009447037	https://www.aliexpress.com/store/910327347
40 Shop910347415 Store	https://www.aliexpress.com/item/1005002342593034	https://www.aliexpress.com/store/910347415
41 Shop910931048 Store	https://www.aliexpress.com/item/1005002351252950	https://www.aliexpress.com/store/910931048
42 Shop911112184 Store	https://www.aliexpress.com/item/1005002354193630	https://www.aliexpress.com/store/911112184
43 Shop911188155 Store	https://www.aliexpress.com/item/1005002423709589	https://www.aliexpress.com/store/911188155
44 Shop911305008 Store	https://www.aliexpress.com/item/1005002403529401	https://www.aliexpress.com/store/911305008
45 Shop911599337 Store	https://www.aliexpress.com/item/1005002481364809	https://www.aliexpress.com/store/911599337
46 Shop911733072 Store	https://www.aliexpress.com/item/1005002347662340	https://www.aliexpress.com/store/911733072
47 WHAT A SURPRISE Store	https://www.aliexpress.com/item/1005002370316383	https://www.aliexpress.com/store/911668226
48 wowoanimal Store	https://www.aliexpress.com/item/1005002382734772	https://www.aliexpress.com/store/911774578
49 Xiamen Linjiasheng International Trade Co., Ltd.	https://www.alibaba.com/product-detail/Cheap-off-Design-Men-Shirts-Cotton_1600171110158	https://xmlinjiasheng.en.alibaba.com/
50 Xi'an Dealspeeds Technology Limited	https://www.alibaba.com/product-detail/Creative-glow-Illuminated-led-flash-light 62597194050	https://dealspeeds.en.alibaba.com/
51 Xu's Store	https://www.aliexpress.com/item/1005002485801133	https://www.aliexpress.com/store/911612360
52 Yiwu Dongye E-Business Limited	https://www.alibaba.com/product-detail/Tracy-Herry-New-popular-designed-embroidered 1600149539975	https://infinity19.en.alibaba.com/

Addendum A

21 cv 3626 (PAE) has been assigned to Judge Engelmayer. 21 cv 3628 (U/A) and 21 cv 3630 (U/A) (the "Other Off-White Actions") are unassigned. The Other Off-White Actions will be heard on May 7, 2021 at 1 p.m. either before Judge Engelmayer or the Judge to whom they are assigned or the Part I Judge. Any of the foregoing Judges, of course, may reschedule the matter to a more convenient time and place.