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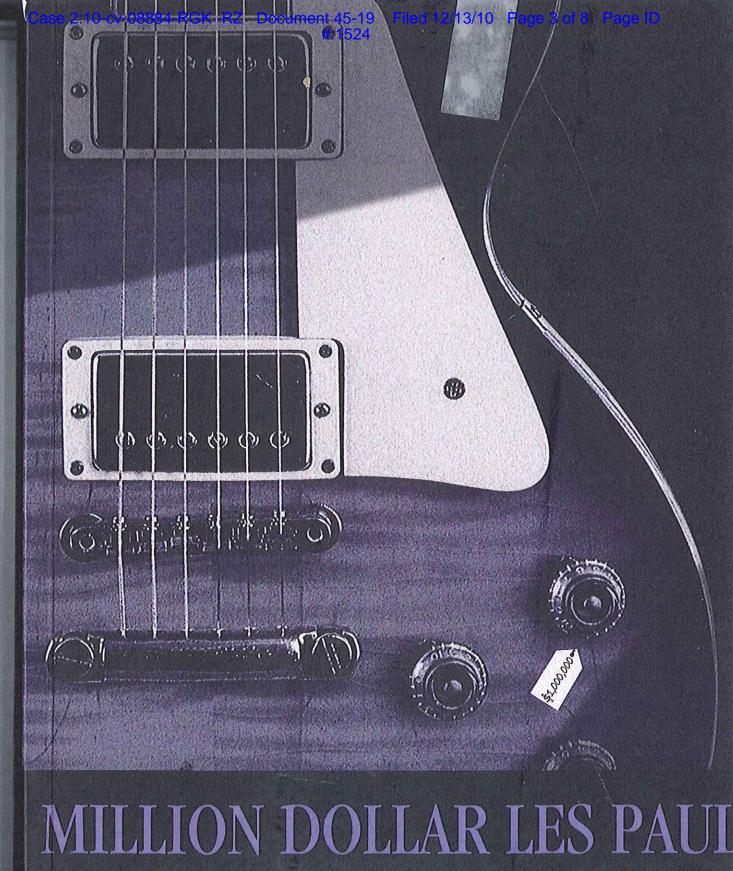
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## **EXHIBIT E**

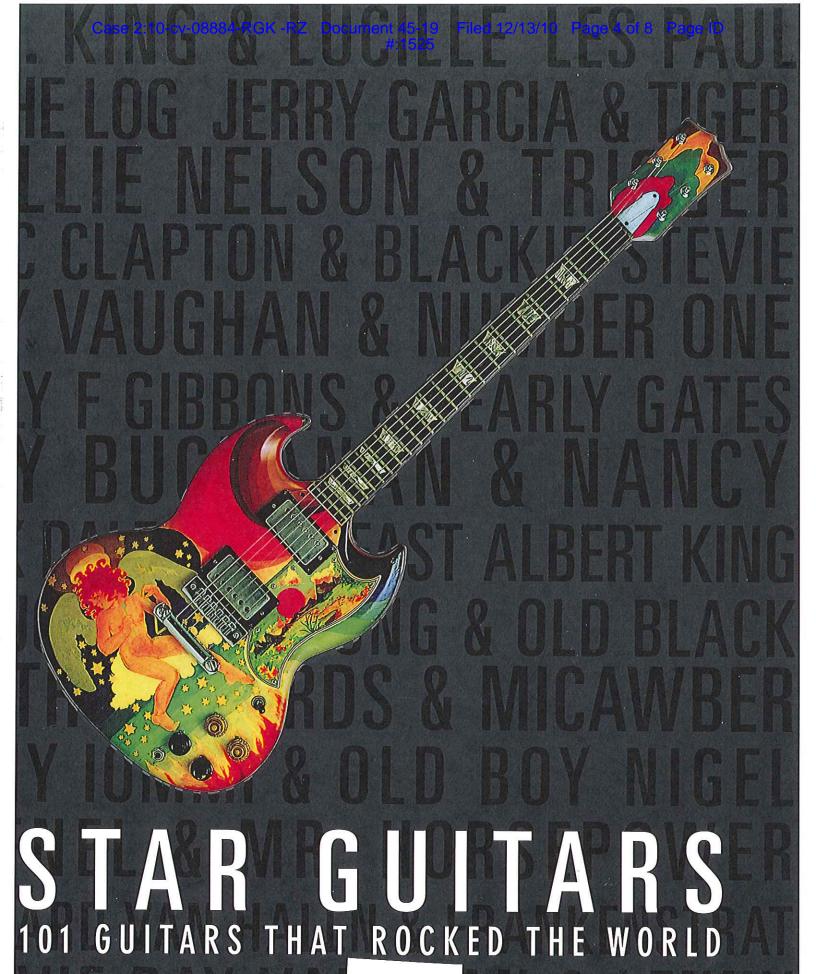




In Search Of The Most Valuable Guitar In The World

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TONY BACON

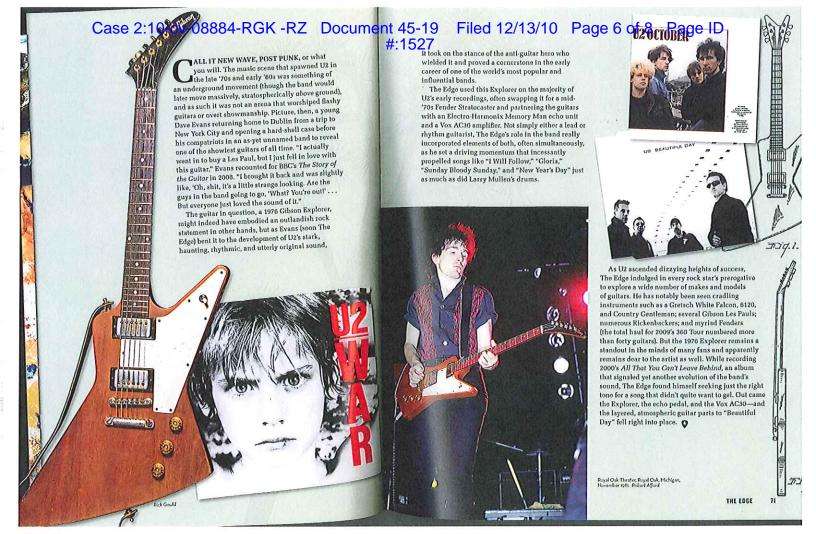


**Dave Hunter** 

208

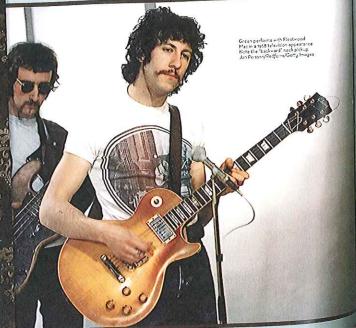
Foreword by Billy F Gibbons





#### Case 2:10-cv-08884-RGK -RZ Document 2:10-cv-08884-RC -RZ Document 2:10-c

OST INSTRUMENTS WORTHY of star guitar status are notable for the exemplary tones they put forth in the hands of the artists who made them famous. But in the minds of the fans who idolize them, some guitars have been elevated beyond mere celebrity guitar status. Peter Green's 1950 Les Paul Standard is one example that has been thus elevated, as has the tone he achieved with it in the early incarnation of Fleetwood Mac. In 1967, after leaving John Mayall & the Blues Breakers—that crucible of blues-rock guitar stardom—Green founded Fleetwood Mac alongside Mick Fleetwood, John McVie, and Jeremy Spencer (later replaced by





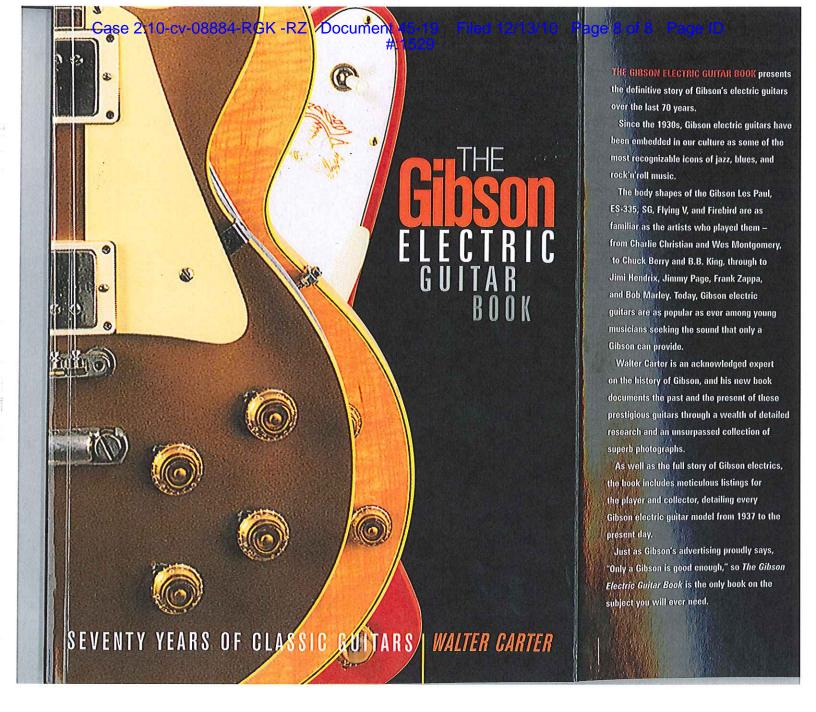
Danny Kirwan) in order to play "pure blues." In their company, Green recorded such classics of tone as "Need Your Love So Bad," "Black Magic Woman," "Albatross," "Oh Well," and several others. Amid a late-'60s scene in which other British blues artists were evolving toward high-gain blues-rock, Green's more purist stance, coupled with his more nuanced and organic tone, delicate touch, and plaintive melodic sense, helped him to stand out from the crowd. His Les Paul was a standout instrument too, and

His Les Paul was a standout instrument too, and it quickly drew the eye of many a guitar worshiper. While Green owned it, the guitar still maintained much of the richness of its sunburst finish, as would be expected in a guitar that was then only between eight and eleven years old, but this 1959 'burst is also famous for having faded later to a golden hue that beautifully showed off its gently tiger-striped maple top. Perhaps most notable from early on in Green's stewardship of the instrument, however, is the reversed neck pickup, which not only appears "backward"—with the adjustable pole pieces facing the bridge rather than the fingerboard—but also was rewound to raverse polarity by a misguided repairman. Possibly one of the more fortuitous mistakes in the annals of the electric guitar, the reversed neck pickup gave Green a distinctive out-of-phase tone when both pickups were used together, which helped to cement the mythos of this artist and has been copied by countless other players since.

Peter Green unceremoniously quit Fleetwood Mac in 1970 and faded into an obscurity that bottomed out with the former star being diagnosed with schizophrenia and eventually enduring several bouts of institutionalization. He famously sold his Les Paul to blues-rocker Gary Moore for around £110 (approximately \$200), a paltry sum for a vintage Les Paul Standard even in the mid-70s. Moore told Guitarist magazine in 1995 that Green himself insisted upon the figure because it was the price he had paid for the guitar in the first place. Moore used the Les Paul on several recordings with Thin Lizzy and later as a solo artist, but he eventually sold the guitar. Since the late '90s, Peter Green has reemerged as an artist, recording and performing with his own Peter Green Splinter Group and several collaborative projects. Of his legendary old partner, Green told Rick Batey of The Guitor Magazine in 1999, "I'm sick of Les Pauls. . . . You see them everywhere."



PETER GREEN



# Exhibit 11

STANDING ORDER ¶ 11 1 Pursuant to the Standing Order For Newly Cases Assigned To Judge R. Gary Klausner, ¶9 2 (Ex Parte Applications), Plaintiff has electronically served all the Defendants via facsimile the 3 4 Application and Notice of the Ex Parte Application For A Temporary Restraining Order And An 5 Order To Show Cause Re: Preliminary Injunction to the Defendants, including notifying Defendants 6 that an opposition shall be filed no later than 3 p.m. on the first business day following service. 7 8 MEMO OF KNOWN COUNSEL/DEFENDANT'S CONTACT INFORMATION 9 10 WOWWEE <u>USA, INC.</u> 11 Kim Landsman, Patterson Belknap, 1133 Ave. of the Americas, Counsel: 12 NY, NY 10036 Fax: 212-336-2985 13 Phone: 212-336-2980. 14 5963 La Place Court, Suite 207 Address: 15 Carlsbad, CA 92008 16 National Registered Agents, Inc. Registered Agent: 2875 Michelle Drive, Suite 100 17 Irvine, CA 92606 Phone: 800-562-6439 18 Fax: 800-562-6504 19 WAL-MART STORES, INC. 20 Rosalyn Mitchell (in house) Counsel: 21 Fax: 479-277-5991 22 23 702 SW 8th Street Address: Bentonville, AR 72716 24 The Corporation Trust Company Registered Agent: 25 Corporation Trust Center 26 -ii-EX PARTE APPLICATION OF PLAINTIFF GIBSON GUITAR CORP. FOR A TEMPORARY 27 RESTRAINING ORDER AND AN ORDER TO SHOW CAUSE RE: PRELIMINARY

INJUNCTION; MEMORANDUM OF POINTS AND AUTHORITIES IN SUPPORT THEREOF

28

1209 Orange Street 1 Wilmington, DE 19801 Phone: 302-658-7581 2 302-655-5049 Fax: 3 <u>AMAZON.COM, INC.</u> 4 Not known at this moment 5 Counsel: 6 410 Terry Avenue North Address: Seattle, WA 98109-5210 7 Corporation Service Company Registered Agent: 8 2711 Centerville Road, Suite 400 9 Wilmington, DE 19808 Phone: 800-927-9800 10 Fax: 302-636-5454 11 BIG LOTS STORES, INC. 12 Not known at this moment Counsel: 13 300 Phillipi Road Address: 14 PO Box 28512 Columbus, OH 43228-5311 15 CSC-Lawyers Incorporating Service 16 Registered Agent: 50 W. Broad Street, Suite 1800 17 Columbus, OH 43215 Phone: 800-927-9800 18 Fax: 302-636-5454 19 <u>KMART CORPORATION</u> 20 Not known at this moment Counsel: 21 3333 Beverly Road 22 Address: Hoffman Estates, IL 60179 23 Phone: 847-286-2500 Fax: 847-286-5500 24 The Corporation Company Registered Agent: 25 30600 Telegraph Road, Suite 2345 26 -iii-EX PARTE APPLICATION OF PLAINTIFF GIBSON GUITAR CORP. FOR A TEMPORARY 27 RESTRAINING ORDER AND AN ORDER TO SHOW CAUSE RE: PRELIMINARY 28 INJUNCTION; MEMORANDUM OF POINTS AND AUTHORITIES IN SUPPORT THEREOF

1		Bingham Farms, MI 48025
2		
3	TARGET CORPORATION	
4	Counsel:	Michael S. Kroll, Phone: 612-696-2249
5		Fax: 612-696-3399
6		Michael.kroll@target.com.
7	It is unknown whether he is acting as counsel for this litigation.	
8	A 44	1000 Nicollet Mall
9	Address:	Minneapolis, MN 55403
10		Phone: 612-304-6073 Fax: 612-696-5400
11	Registered Agent:	No Agent on File With Secretary of State
12		
13	TOYS"R"US DELAWARE, INC	
14	Counsel:	Not known at this moment
15	Address:	One Geoffrey Way Wayne, NJ 07470-2030
16		
17	Registered Agent:	The Prentice-Hall Corporation System, Inc. 2711 Centerville Road, Suite 400
18		Wilmington, DE 19808 Phone: 302-636-5440
19		Fax: 302-636-5454
20	WALGREEN CO.	
21	Counsel:	Not known at this moment
22	Address:	200 Wilmot Road
23	Address.	Deerfield, Il 60015
24	Registered Agent:	Illinois Corporation Service Company
25		801 Adlai Stevenson Drive Springfield, IL 62703
26		-iv-
27	EX PARTE APPL	JICATION OF PLAINTIFF GIBSON GUITAR CORP. FOR A TEMPORARY
28	RESTRAINII INJUNCTION; M	NG ORDER AND AN ORDER TO SHOW CAUSE RE: PRELIMINARY EMORANDUM OF POINTS AND AUTHORITIES IN SUPPORT THEREOF

Phone: 888-690-2882 1 302-636-5454 Fax: 2 BROOKSTONE COMPANY, INC. 3 Not known at this moment Counsel: 4 One Innovation Way 5 Address: Merrimack, NH 03054 6 Thomas P. Manson, Esq. Registered Agent: 7 1000 Eim Street, 20FI Manchester, NH 03101 8 Phone: 603-621-7100 Fax: 603-621-7111 9 10 BEST BUY CO., INC. 11 Not known at this moment Counsel: 12 7601 Penn Avenue South Address: 13 Richfield, MN 55423 14 C T Corporation System Inc. 100 South 5<sup>th</sup> Street, Suite 1075 Registered Agent: 15 Minneapolis, MN 55402 Phone: 612-333-4315 16 Fax: 612-333-2524 17 EBAY INC. 18 Not known at this moment 19 Counsel: 20 2145 Hamilton Avenue Address: San Jose, CA 95125 21 National Registered Agents, Inc. 22 Registered Agent: 160 Greentree Drive, Suite 101 23 Dover, DE 19904 Phone: 302-674-4089 24 Fax: 302-674-5266 25 TOYWIZ, INC. 26 EX PARTE APPLICATION OF PLAINTIFF GIBSON GUITAR CORP. FOR A TEMPORARY 27 RESTRAINING ORDER AND AN ORDER TO SHOW CAUSE RE: PRELIMINARY 28 INJUNCTION; MEMORANDUM OF POINTS AND AUTHORITIES IN SUPPORT THEREOF

#### EX PARTE APPLICATION

Pursuant to Fed. R. Civ.P. 65, Local Rules 7-19 and 65-1 and Judge R. Gary Klauser, plaintiff Gibson Guitar Corp. ("Gibson"), by its undersigned attorneys, hereby applies to the Court, ex parte, for a Temporary Restraining Order and an Order to Show Cause re: Preliminary injunction to enjoin the Defendants from further acts of trademark infringement in violation of 15 USC 1114 and 1125.

This application ("Application") is made on the grounds that:

- 1. Gibson is the sole owner of the distinctive Les Paul Body Shape Design®, U.S. Trademark Reg. No. 1782606 (hereinafter "Les Paul Body Shape Design® Trademark"). This Trademark was issued by the U.S. Patent and Trademark Office on July 20, 1993, and has been continuously and exclusively used in commerce by Gibson since 1952.
- 2. Gibson is the sole owner of the distinctive The Les Paul Peg-Head Design®, U.S. Trademark Reg. No. 1020485 (hereinafter "Les Paul Peg-Head® Trademark"). This Trademark was issued by the U.S. Patent and Trademark Office on September 16, 1975, and has been continuously and exclusively used in commerce by Gibson since 1922.
- 3. Gibson is the sole owner of the distinctive The Bell Shaped Truss Rod Cover Design®, U.S. Trademark Reg. No. 1022637 (hereinafter "the Bell Cover Design® Trademark"). This Trademark was issued by the U.S. Patent and Trademark Office on October 14, 1975, and has been continuously and exclusively used in commerce by Gibson since 1922.
- 4. Gibson is the sole owner of the distinctive The Flying V Body Shape Design Body Shape Design®, U.S. Trademark Reg. No. 2051790 (hereinafter "Flying V Body Shape Design® Trademark"). This Trademark was issued by the U.S. Patent and Trademark Office on April 15, 1997, and has been continuously and exclusively used in commerce by Gibson since 1958.

EX PARTE APPLICATION OF PLAINTIFF GIBSON GUITAR CORP. FOR A TEMPORARY RESTRAINING ORDER AND AN ORDER TO SHOW CAUSE RE: PRELIMINARY INJUNCTION; MEMORANDUM OF POINTS AND AUTHORITIES IN SUPPORT THEREOF

- 5. Gibson is the sole owner of the distinctive The Explorer Body Shape Design®, U.S. Trademark Reg. No. 2053805 (hereinafter "Explorer Design® Trademark"). This Trademark was issued by the U.S. Patent and Trademark Office on April 22, 1997, and has been continuously and exclusively used in commerce by Gibson since 1958.
- 6. Gibson is the sole owner of the distinctive The Kramer Peg-Head Design®, U.S. Trademark Reg. No. 1567052 (hereinafter "Kramer Peg-Head® Trademark"). This Trademark was issued by the U.S. Patent and Trademark Office on November 21, 1999, and has been continuously and exclusively used in commerce by Gibson since 1958.
- 7. Gibson is the sole owner of the distinctive The SG Body Design®, U.S. Trademark Reg. No. 2215791 (hereinafter "SG Body Design® Trademark"). This Trademark was issued by the U.S. Patent and Trademark Office on January 5, 1999, and has been continuously and exclusively used in commerce by Gibson since 1961.
- 8. Gibson is the sole owner of the distinctive word mark FLYING V®, U.S. Trademark Reg. No. 1216644 (hereinafter "FLYING V® Trademark"). This Trademark was issued by the U.S. Patent and Trademark Office on November 16, 1982, and has been continuously and exclusively used in commerce by Gibson since 1958.
- 9. Gibson is the sole owner of the distinctive word mark LES PAUL®, U.S. Trademark Reg. No. 1539282 (hereinafter "LES PAUL® Trademark"). This Trademark was issued by the U.S. Patent and Trademark Office on May 16, 1989, and has been continuously and exclusively used in commerce by Gibson since 1952.
- 10. Gibson is the sole owner of the distinctive word mark S-G®, U.S. Trademark Reg.

  No. 1045872 (hereinafter "S-G® Trademark"). This Trademark was issued by the U.S. Patent and -viii-

EX PARTE APPLICATION OF PLAINTIFF GIBSON GUITAR CORP. FOR A TEMPORARY RESTRAINING ORDER AND AN ORDER TO SHOW CAUSE RE: PRELIMINARY INJUNCTION; MEMORANDUM OF POINTS AND AUTHORITIES IN SUPPORT THEREOF

Trademark Office on August 10, 1976, and has been continuously and exclusively used in commerce by Gibson since 1975.

- 11. Gibson is the sole owner of the distinctive word mark EXPLORER®, U.S. Trademark Reg. No. 2641548 (hereinafter "EXPLORER® Trademark"). This Trademark was issued by the U.S. Patent and Trademark Office on October 29, 2002, and has been continuously and exclusively used in commerce by Gibson since 1958.
- 12. Gibson is the sole owner of the distinctive word mark GIBSON®, U.S. Trademark Reg. No. 1545311 (hereinafter "GIBSON® Trademark"). This Trademark was issued by the U.S. Patent and Trademark Office on June 27,1989, and has been continuously and exclusively used in commerce by Gibson since 1890.
- 13. Defendants offer for sale and sell products using the Les Paul Body Shape Design® Trademark, the Les Paul Peg-Head® Trademark, the Bell Cover Design® Trademark, the Flying V Body Shape Design® Trademark, the Explorer Body Shape Design® Trademark, the Kramer Peg-Head® Trademark, the SG Body Design® Trademark, the LES PAUL® Trademark, the FLYING V® Trademark, the EXPLORER® Trademark, the GIBSON® Trademark and the S-G® Trademark ("Defendants' Unauthorized Products")
- 14. Notwithstanding the lack of authorization from Gibson and the fact that said

  Defendants' Unauthorized Products otherwise are not authorized to be sold utilizing the Gibson

  Trademarks, Defendants have made repeated unauthorized use of the Trademark in connection with
  said Unauthorized Products, with the intent to mislead and confuse consumers into believing that said

  Defendants' Unauthorized Products are made directly by Gibson pursuant to Gibson's strict quality

  control standards or that said Defendants' Unauthorized Products are otherwise authorized or

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licensed by Gibson and with the intent of misappropriating, for their own benefit, the tremendous goodwill built up by Gibson in the Gibson Trademarks.

- Unauthorized Product bearing the Flying V Body Shape Design® Trademark, the LES PAUL® Trademark along with the Unauthorized Product bearing the Les Paul Body Shape Design® Trademark, the Les Paul Peg-Head® Trademark the S-G® Trademark along with the Unauthorized Product bearing the SG Body Design® Trademark, and the EXPLORER Trademark along with the Unauthorized Explorer Body Shape Design® and the GIBSON® Trademark with the Unauthorized Products on the <a href="https://www.paperjamz.com">www.paperjamz.com</a> and <a href="https://www.paperjamzstore.com">www.paperjamzstore.com</a> websites.
- Defendants with the intent of deceiving or misleading customers into mistakenly believing that said Defendants' Unauthorized Products were authorized Gibson products originating from Gibson or its related companies and otherwise misappropriating the goodwill built up by Gibson in the Gibson Trademarks and otherwise attracting and misdirecting consumers looking for genuine or authorized Gibson goods to Defendants' websites.
  - 17. The misuse of the Gibson Trademarks by Defendants was intended to cause, has caused and is likely to continue to cause consumer confusion, mistake or deception including the misleading of consumers into mistakenly believing that the Defendants' Unauthorized Products are made directly by Gibson pursuant to Gibson's strict quality control standards or Gibson has authorized or licensed the use by Defendants of the Trademark for those products.

18. The aforementioned misuse of the Trademark by Defendants is damaging to the reputation and goodwill of the Gibson and the Gibson Trademarks and any continued use will cause irreparable harm to Gibson.

Plaintiff request that the Temporary Restraining Order and Preliminary Injunction issue with minimal bond or no bond based on Plaintiff's showing of a string likelihood of success on the merits, and on the anticipated low amount of the enjoined Defendants' possible losses should it later turn out that the injunction should not have been granted (Fed. R. Civ.P. 65).

This Application is based on the Complaint filed in this action, the accompanying Notice of Ex Parte Application for a Temporary Restraining Order and an Order to Show Cause Re Preliminary Injunction and Notice of Opposition Procedure, the Memorandum of Points and Authorities, the Declarations of Henry Juszkiewicz, Andrea Bates and Bruce Mitchell, all the records and files in this action and such further oral and documentary matters as may be property placed before the court.

#### STATEMENT OF OPPOSING COUNSELS POSITION

#### WOWWEE USA, INC., a California corporation

Prior to filing the complaint against WOWWEE, Plaintiff Gibson engaged in informal settlement discussions with Kim J. Landsman of Patterson Belknap Webb & Tyler LLP, 1133

Avenue of the Americas, NY, NY 10036, Direct Tel: 212.336.2980 Direct Fax: 212.336.2985 E-mail: kjlandsman@pbwt.com.

It is unknown if he has been retained as counsel for this litigation.

### WAL-MART STORES, INC., a Delaware corporation

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EX PARTE APPLICATION OF PLAINTIFF GIBSON GUITAR CORP. FOR A TEMPORARY RESTRAINING ORDER AND AN ORDER TO SHOW CAUSE RE: PRELIMINARY INJUNCTION; MEMORANDUM OF POINTS AND AUTHORITIES IN SUPPORT THEREOF

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EX PARTE APPLICATION OF PLAINTIFF GIBSON GUITAR CORP. FOR A TEMPORARY

RESTRAINING ORDER AND AN ORDER TO SHOW CAUSE RE: PRELIMINARY INJUNCTION; MEMORANDUM OF POINTS AND AUTHORITIES IN SUPPORT THEREOF

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EBAY INC., a Delaware corporation 1 No known opposing counsel at this time. 2 3 TOYWIZ, INC., a New York corporation 4 No known opposing counsel at this time. 5 HSN, Inc. a Delaware corporation, and DOES 1 through 100 6 No known opposing counsel at this time. 7 STANDING ORDER 8 Pursuant to the Standing Order For Assigned Cases ¶ 9 (EX Parte Applications), Plaintiff has 9 served the Defendants via facsimile this Application and Notice of the Ex Parte Application For a 10 11 Temporary Restraining Order and An Order to Show Cause Re: Preliminary Injunction to the 12 Defendants, including notifying Defendants that an opposition needs to be filed no later 3:00 p.m. on 13 the first business day following such facsimile service. 14 MEMO OF KNOWN COUNSEL/DEFENDANT'S CONTACT INFORMATION 15 16 WOWWEE USA, INC. 17 Kim J Landsman Counsel: Patterson Belknap Webb & Tyler LLP, 18 1133 Avenue of the Americas, NY, NY 10036, Direct Tel: 212.336.2980 19 Direct Fax: 212.336.2985 20 E-mail: kjlandsman@pbwt.com. 21 22 23 5963 La Place Court, Suite 207 Address: Carlsbad, CA 92008 24 National Registered Agents, Inc. Registered Agent: 25 2875 Michelle Drive, Suite 100 26 -xiii-EX PARTE APPLICATION OF PLAINTIFF GIBSON GUITAR CORP. FOR A TEMPORARY 27 RESTRAINING ORDER AND AN ORDER TO SHOW CAUSE RE: PRELIMINARY INJUNCTION; MEMORANDUM OF POINTS AND AUTHORITIES IN SUPPORT THEREOF 28