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IN THE UNITED STATES DISTRICT COURT

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FOR THE DISTRICT OF ARIZONA

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10 GOLDEN SCORPIO CORP., an Arizona  
corporation,

No. CV-08-1781-PHX-GMS

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Plaintiff,

**ORDER**

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vs.

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14 STEEL HORSE SALOON I, et al.,

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Defendants.

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Pending before the Court is the Motion for Default Judgment of Plaintiff Golden Scorpio Corp. (Dkt. # 72.) In the motion, Plaintiff requests an entry of judgment against defendant Steel Horse Saloon V. (*See id.*) For the reasons set forth below, the Court denies Plaintiff’s motion and dismisses Defendant Steel Horse Saloon V from the action.

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**BACKGROUND**

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Plaintiff Golden Scorpio is an Arizona corporation that operates a restaurant and bar under the name STEEL HORSE. Since 1997, Plaintiff has used STEEL HORSE as a common law trademark in relation to its restaurant and bar services. On October 19, 2004, the United States Patent and Trademark Office registered the “STEEL HORSE with motorcycle design” service mark to Plaintiff for restaurant services.

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Defendant Steel Horse Saloon V is a business entity of an unknown nature, that allegedly operated a restaurant/bar under the trade name STEELHORSE SALOON in

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1 Marion, Ohio, during a five-year period commencing around the year 2000.<sup>1</sup> (See Dkt. # 72  
2 at 12 (“Defendant STEEL HORSE SALOON V reigned during a five-year tenure.”); Dkt.  
3 # 76 Ex. B (State of Ohio Certificate of Registration of the trade name STEELHORSE  
4 SALOON, indicating a date of first use of February 15, 2000).) The restaurant/bar was  
5 operated under the STEELHORSE SALOON trade name, which was registered to Debra  
6 Coble, a resident of Ohio. (*Id.*)

7 On September 29, 2009, Plaintiff sued Defendant Steel Horse Saloon V along with  
8 twelve other business entities spread across the United States which allegedly also used the  
9 STEEL HORSE mark, alleging federal and common law trademark infringement, unfair  
10 competition, and trademark dilution. (See Dkt. # 1.) In the Complaint, Plaintiff alleges that  
11 Defendant Steel Horse Saloon V “has its business advertised on the internet at  
12 <http://www.clubplanet.com/Venues/108438/Marion/Steel-Horse-Saloon>, under the name  
13 Steel Horse Saloon,” and that this advertising is available to Internet users in Arizona. (*Id.*  
14 ¶ 18 and Ex. 10.) The “advertisement” appearing on that website contains only the Ohio  
15 address, Ohio telephone number, and some basic information about Defendant Steel Horse  
16 Saloon V.<sup>2</sup> (See *id.* Ex. 10.)

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19 <sup>1</sup>Plaintiff presents no evidence that Defendant Steel Horse Saloon V is currently  
20 operating a restaurant/bar in Marion, Ohio. The only evidence presented on the matter is that  
21 the Ohio SteelHorse Saloon restaurant has ceased operating. (See Affidavit Joanna L.  
22 Yogerst, Dkt. # 76 at 16 (stating that Ms. Yogerst heard Greg Coble state that “he recently  
23 sold his Steel Horse Saloon under a condemnation proceeding.”).) Despite the seemingly  
24 inadmissible nature of this hearsay evidence, Plaintiff does not dispute the fact that  
25 Defendant Steel Horse Saloon V has ceased operating a restaurant/bar under the trade name  
26 SteelHorse Saloon.

25 <sup>2</sup>It is not apparent that Defendant Steel Horse Saloon V is responsible for the  
26 information provided on the <http://www.clubplanet.com> website. Appearing below  
27 Defendant Steel Horse Saloon V’s address and phone number on the website is the following  
28 language: “Is This Your Business?” (Dkt. # 1 Ex. 10.) The Court, however, need not resolve  
this question and will presume that Defendant Steel Horse Saloon V is responsible for the  
information.

1 On February 3, 2009, default was entered by the Clerk of the Court against Defendant  
2 Steel Horse Saloon V due to its failure to plead or otherwise defend. (Dkt. # 65.) On  
3 February 27, 2009, Plaintiff filed its Motion for Default Judgment seeking monetary and  
4 injunctive relief against the Defendant Steel Horse Saloon V. (Dkt. # 72.)

5 On March 26, 2009, the Court scheduled an evidentiary hearing and instructed  
6 Plaintiff “to be prepared to present the evidentiary basis supporting service on and personal  
7 jurisdiction over Defendant Steel Horse Saloon V.” (Dkt. # 75 at 3.) Although Plaintiff filed  
8 one affidavit and one exhibit on March 30, 2009 (Dkt. # 76), Plaintiff did not present any  
9 further evidence supporting service of process or personal jurisdiction at the evidentiary  
10 hearing on April 2, 2009. (See Dkt. # 77.)

## 11 DISCUSSION

### 12 I. Service of Process

13 “In deciding whether to grant default judgment, a court must first assess the adequacy  
14 of the service of process on the party against whom default is requested.” *Bank of the West*  
15 *v. RMA Lumber, Inc.*, No. C 07-16469, 2008 WL 1474650, at \*2 (N.D. Cal. June 17, 2008)  
16 (quotation omitted). “A federal court does not have jurisdiction over a defendant unless the  
17 defendant has been served properly[.]” *Direct Mail Specialists, Inc. v. Eclat Computerized*  
18 *Techs., Inc.*, 840 F.2d 685, 688 (9th Cir. 1988) (citing *Jackson v. Hayakawa*, 682 F.2d 1344,  
19 1347 (9th Cir. 1982)); *see also Mason v. Genisco Tech. Corp.*, 960 F.2d 849, 851 (9th Cir.  
20 1992) (“A person is not bound by a judgment in a litigation to which he or she has not been  
21 made a party by service of process.”); *Hilgeman v. Am. Mortgage Sec., Inc.*, 196 Ariz. 215,  
22 218, 994 P.2d 1030, 1033 (Ct. App. 2000) (“If a defendant is not properly served with  
23 process, any resulting judgment is void and must be vacated upon request.”) (citations  
24 omitted).

25 In this case, there is no dispute that on January 6, 2009, Plaintiff effectuated service  
26 of process upon Greg Coble, the husband of Debbie Coble, while the couple were  
27 temporarily in Arizona. (See Dkt. # 61.) Nevertheless, Mr. Coble, in his individual capacity,  
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1 is not a defendant in the present suit. Plaintiff argues only that Mr. Coble was an agent of  
2 Defendant Steel Horse Saloon V when he was served.<sup>3</sup> (Dkt. # 76 at 9.)

3 Federal Rule of Civil Procedure 4(h) requires that:

4 [A] domestic or foreign corporation, or a partnership or other  
5 unincorporated association that is subject to suit under a  
6 common name, must be served . . . in the manner prescribed by  
7 Rule 4(e)(1) for serving an individual; or . . . by delivering a  
8 copy of the summons and of the complaint to an officer, a  
9 managing or general agent, or any other agent authorized by  
10 appointment or by law to receive service of process . . . .

11 Rule 4(e)(1) permits service to be effectuated in compliance with state service of  
12 process law. Fed. R. Civ. P. 4(e). Plaintiff, however, does not argue that service was  
13 accomplished pursuant to Arizona law. Nor does Plaintiff argue that Mr. Coble was an agent  
14 authorized by appointment or by law to receive service of process. Service of process upon  
15 Defendant Steel Horse Saloon V is effective, then, only if Mr. Coble is an officer, a  
16 managing agent, or general agent of Defendant.

17 It appears from Ms. Yogerst's affidavit that the business entity Steel Horse Saloon V  
18 is no longer operating a restaurant/bar under the trade name SteelHorse Saloon.  
19 Consequently, it is unclear whether the business entity Steel Horse Saloon V is even in  
20 existence at the present time with officers and agents capable of being served. At the  
21 evidentiary hearing, Plaintiff failed to clarify the issue, instead representing to the Court that  
22 Plaintiff does not have much information about Steel Horse Saloon V.

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23 <sup>3</sup>To the extent that Plaintiff could rely on an alternative theory supporting effective  
24 service of process, it is waived for failure to present the argument to the Court. *Indep.*  
25 *Towers of Wash. v. Washington*, 350 F.3d 925, 929 (9th Cir. 2003) (“Our circuit has  
26 repeatedly admonished that we cannot manufacture arguments [for a party] . . . . Rather, we  
27 review only issues which are argued *specifically and distinctly* . . . .”) (internal quotations  
28 omitted and emphasis added). If an argument is not properly argued and explained, the  
argument is waived. *See, e.g., id.* at 929-30 (holding that a party's argument was waived  
because “[i]nstead of making legal arguments,” the party simply made a “bold assertion” of  
error, with “little if any analysis to assist the court in evaluating its legal challenge”); *Hibbs*  
*v. Dep't of Human Res.*, 273 F.3d 844, 873 n.34 (9th Cir. 2001) (finding that an assertion of  
error was “too undeveloped to be capable of assessment” and thus waived).

1           Regardless of whether Steel Horse Saloon V is presently in existence, however,  
2 Plaintiff fails to present evidence sufficient to establish that Mr. Coble is either an officer,  
3 general agent, or managing agent of Defendant. The only evidence submitted at all by  
4 Plaintiff is the affidavit of Joanna Yogerst and the State of Ohio Application and Certificate  
5 of trade name registration indicating that Debra Cole is the applicant and registrant of the  
6 SteelHorse Saloon trade name. (See Dkt. # 76 Ex. A, B.) The fact that Ms. Coble is the  
7 registrant of the SteelHorse Saloon trade name, however, is not probative of whether Mr.  
8 Coble is an officer, general agent, or managing agent of Defendant Steel Horse Saloon V.  
9 Additionally, Ms. Yogerst’s affidavit contains no evidence bearing on whether Mr. Coble is  
10 an officer, general agent, or managing agent of Defendant. The only evidence that seems to  
11 bear on the matter is Mr. Yogerst’s statements that she “heard Greg Coble say . . . [that the  
12 Cobles] owned a Steel Horse Saloon for about five years in Marion, Ohio.” (Dkt. # 76 Ex.  
13 A ¶ 3.) But she further specifies that Mr. Coble said that he had previously sold the entity  
14 pursuant to a condemnation proceeding. If so, it is not apparent how he could still be an  
15 officer, general agent, or managing agent as of January 6, 2009. Even if Mr. Coble’s  
16 statement were admissible, therefore, such a statement is insufficient to support the  
17 conclusion that Greg Coble is or was an officer, general agent, or managing agent of  
18 Defendant.

19           In sum, despite the briefing and evidence submitted on the matter, Plaintiff has yet to  
20 demonstrate service of process of the summons and complaint in accordance with the  
21 requirements of Federal Rule of Civil Procedure 4. Consequently, an entry of default  
22 judgment against Defendant would be improper.

23 **II. Jurisdictional Standard for Default Judgment and Personal Jurisdiction**

24           Alternatively, an entry of default judgment against Defendant would be improper  
25 because the Court lacks personal jurisdiction over the business entity Steel Horse Saloon V.  
26 In the Complaint, Plaintiff appears to allege that the Defendant’s advertising alone gives rise  
27 to minimum contacts between Defendant and the State of Arizona sufficient for this Court  
28 to exercise personal jurisdiction. However, in light of the Court’s prior ruling on that matter

1 as it pertains to similar defendants (*see* Dkt. # 69), Plaintiff now appears to assert that the  
2 Court may exercise general jurisdiction over Defendant Steel Horse Saloon V due to Greg  
3 and Debbie Coble’s contacts with Arizona.

4         When considering whether to enter a default judgment, a court has “an affirmative  
5 duty to look into its jurisdiction over both the subject matter and the parties.” *In re Tuli*, 172  
6 F.3d 707, 712 (9th Cir. 1999) (“To avoid entering a default judgment that can later be  
7 successfully attacked as void, a court should determine whether it has the power, i.e., the  
8 jurisdiction, to enter judgment in the first place.”); *see also Williams v. Life Sav. & Loan*, 802  
9 F.2d 1200, 1203 (10th Cir. 1986) (“In reviewing its personal jurisdiction . . . the court  
10 exercises its responsibility to determine that it has the power to enter the default judgment.”).  
11 “[W]hen a court is considering whether to enter a default judgment, it may dismiss an action  
12 *sua sponte* for lack of personal jurisdiction.” *In re Tuli*, 172 F.3d at 712. Where there are  
13 questions about the existence of personal jurisdiction, however, a court should allow the  
14 plaintiff the opportunity to establish that jurisdiction is proper. *Id.* at 713. Accordingly, on  
15 April 2, 2009, the Court conducted an evidentiary hearing in which Plaintiff was directed to  
16 “be prepared to present the evidentiary basis supporting . . . personal jurisdiction over  
17 Defendant Steel Horse Saloon V.” (Dkt. # 75 at 3.) Despite submitting an affidavit and an  
18 exhibit prior to the hearing, Plaintiff did not present any additional evidence at the hearing  
19 supporting jurisdiction over Defendant.

20         “The party seeking to invoke the court’s jurisdiction bears the burden of establishing  
21 that jurisdiction exists.” *Scott v. Breeland*, 792 F.2d 925, 927 (9th Cir. 1986) (citing *Data*  
22 *Disc, Inc. v. Sys. Tech. Assocs.*, 557 F.2d 1280, 1285 (9th Cir. 1977)). “Personal jurisdiction  
23 over an out-of-state defendant is appropriate if the relevant state’s long arm-statute permits  
24 the assertion of jurisdiction without violating federal due process.” *Schwarzenegger v. Fred*  
25 *Martin Motor Co.*, 374 F.3d 797, 800-01 (9th Cir. 2004). Because Arizona’s long arm statute  
26 is co-extensive with federal due process requirements, the jurisdictional analyses under  
27 Arizona law and federal due process are the same. *See id.* at 801; *Terracom v. Valley Nat’l*  
28 *Bank*, 49 F.3d 555, 559 (9th Cir. 1995); Ariz. R. Civ. P. 4.2(a). Therefore, absent traditional

1 bases for personal jurisdiction (*i.e.*, physical presence,<sup>4</sup> domicile, and consent), the Due  
2 Process Clause requires that nonresident defendants have certain “minimum contacts” with  
3 the forum state such that the exercise of personal jurisdiction does not offend traditional  
4 notions of fair play and substantial justice. *See Int’l Shoe Co. v. Washington*, 326 U.S. 310,  
5 316 (1945).

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9 <sup>4</sup>Based on the fact that Mr. Coble was served with the summons and complaint while  
10 physically present in Arizona, the Court alerted Plaintiff to the physical presence theory for  
11 establishing personal jurisdiction, which was most recently set forth by the Supreme Court  
12 in *Burnham v. Super. Court of Cal.*, 495 U.S. 604, 619 (1990). (Dkt. # 75 at 3.) The Court  
13 directed Plaintiff to file a memorandum with the Court “providing legal authority supporting  
14 . . . the conclusion that service upon a business entity’s owners in a state is sufficient to grant  
15 personal jurisdiction over the business entity itself” under the physical presence doctrine.  
(*Id.*) In its memorandum, however, Plaintiff failed to make a single argument or provide any  
legal authority supporting application of the physical presence doctrine to this case.  
Consequently, to the extent that Plaintiff could have argued for its application, those  
arguments are waived. *See supra* n.3.

16 Regardless, it appears that the physical presence theory is limited to circumstances  
17 where service of process was made upon a natural person who was physically within the  
18 forum state when served and who is himself or herself a defendant in the action. *See*  
19 *Burnham*, 495 U.S. at 619 (holding that, at least with respect to natural persons, in-state  
20 service of process always creates general jurisdiction over the person served); *Nehemiah v.*  
21 *Athletics Cong. of the U.S.A.*, 765 F.2d 42, 47 (3d Cir. 1985) (holding, pre-*Burnham*, that “it  
22 is undisputed that mere service on a corporate agent cannot establish personal jurisdiction  
23 without a minimum contact inquiry” and that “even if the [Supreme Court] were to  
24 acknowledge the . . . [transient jurisdiction] doctrine and thereby carve a *sui generis* niche  
25 over the individual who purposefully enters the jurisdiction and is served,” it would not  
26 extend to permitting personal jurisdiction over business entities whose agent is physically  
27 present in a forum when served); *C.S.B. Commodities, Inc. v. Urban Trend (HK) Ltd.*, No.  
28 08 cv 1548, 2009 WL 57455, at \*10 (N.D. Ill. Jan. 7, 2009) (collecting cases in which courts  
have “come to the conclusion that service of process on an agent of a foreign corporation is  
insufficient, by itself to confer personal jurisdiction”); 4A Charles Alan Wright & Arthur R.  
Miller, *Federal Practice and Procedure* § 1103 (3d ed. 2002) (“Service made upon a  
corporation, partnership, or other unincorporated association simply by delivering process  
to a corporate or comparable officer who happens to reside or be physically present in the  
state at the time the documents are served will not be effective to establish in personam  
jurisdiction, unless that entity also is doing business so as to be amenable to service of  
process and the assertion of jurisdiction in the forum state.”).

1 “In determining whether a defendant had minimum contacts with the forum state such  
2 that the exercise of jurisdiction over the defendant would not offend the Due Process Clause,  
3 courts focus on ‘the relationship among the defendant, the forum, and the litigation.’”  
4 *Brink v. First Credit Res.*, 57 F. Supp. 2d 848, 860 (D. Ariz. 1999) (citing *Shaffer v. Heitner*,  
5 433 U.S. 186, 204 (1977)). If a court determines that a defendant’s contacts with the forum  
6 state are sufficient to satisfy the Due Process Clause, then the court must exercise either  
7 “general” or “specific” jurisdiction over the defendant. *See Helicopteros Nacionales de*  
8 *Colombia v. Hall*, 466 U.S. 408, 414-15 nn.8-9 (1984); *Ziegler v. Indian River County*, 64  
9 F.3d 470, 473 (9th Cir. 1995). General jurisdiction refers to the authority of a court to  
10 exercise jurisdiction even where the cause of action is unrelated to the defendant’s contacts  
11 with the forum. *Helicopteros*, 466 U.S. at 408. Specific jurisdiction refers to the authority  
12 of a court to exercise jurisdiction when a suit arises out of or is related to the defendant’s  
13 contacts with the forum. *Id.* The nature of the defendant’s contacts with the forum state,  
14 therefore, will determine whether the court exercises general or specific jurisdiction over the  
15 defendant. *Id.*

#### 16 **A. General Jurisdiction**

17 Plaintiff appears to contend that the Court may exercise general jurisdiction over  
18 Defendant because “this Defendant’s proprietors were served in Phoenix, AZ [and] admitted  
19 to Plaintiff’s personnel to frequently visiting here to visit family and property.” (Dkt. # 71  
20 at 9.)

21 A court may assert general jurisdiction over a defendant if the defendant engages in  
22 “substantial” or “continuous and systematic” business activities, *Helicopteros*, 466 U.S. at  
23 416 (citing *Perkins v. Benguet Consol. Mining Co.*, 342 U.S. 437, 446-47 (1952)), that  
24 “approximate physical presence” in the forum state, *Bancroft & Masters, Inc. v. Augusta Nat.*  
25 *Inc.*, 223 F.3d 1082, 1087 (9th Cir. 2000) (explaining that the following factors are to be  
26 considered in determining whether general jurisdiction may be exercised: “whether defendant  
27 makes sales, solicits or engages in business in the state, serves the state’s markets, designates  
28 an agent for service of process, holds a license, or is incorporated there”). *See also Brand*

1 *v. Menlove Dodge*, 796 F.2d 1070, 1073 (9th Cir. 1986) (collecting cases where general  
2 jurisdiction was denied despite the defendants' significant contacts with the forum states)).  
3 Here, Plaintiff argues in support of general jurisdiction over the defaulted defendants,  
4 concluding that the facts show "continuous and systematic contacts with the forum state."  
5 (Dkt. # 72 at 9.)

6 The only jurisdictional facts Plaintiff alleges or for which it provides evidence are: (1)  
7 Defendant advertised on the Internet and its advertising was available to Internet users in  
8 Arizona; (2) Defendant's alleged proprietors, Greg and Debbie Coble, visit family and  
9 property in Arizona; and (3) the Cobles used to live in Arizona.<sup>5</sup> (*See* Dkt. ## 1, 72.) It is  
10 uncontested, however, that Defendant's place of business was in Marion, Ohio, and Plaintiff  
11 does not allege that Defendant has ever engaged in business transactions or made sales in  
12 Arizona. Plaintiff does not allege or argue that Defendant owns property in Arizona, owes  
13 taxes in Arizona, or maintains offices, employees, telephone numbers, Post Office boxes or  
14 bank accounts in Arizona. Nor does Plaintiff allege or argue that Defendant is registered or  
15 licensed to conduct business in Arizona, or that it has designated an agent for service of  
16 process in Arizona. The Court cannot exercise general jurisdiction over Defendant because  
17 its contacts neither qualify as "substantial" nor "continuous and systematic" so as to  
18 approximate its physical presence in Arizona. Therefore, while Defendant may have  
19 facilitated advertising which was available in Arizona, it was not doing business in Arizona,  
20 and so while it may have "stepped through the door, there is no indication that [they have]  
21 sat down and made [themselves] at home." *Glencore Grain Rotterdam B.V. v. Shivnath Rai*  
22 *Harnarain Co.*, 284 F.3d 1114, 1125 (9th Cir. 2002); *see also Gator.Com Corp. v. L.L. Bean*,  
23 341 F.3d 1072, 1079 (9th Cir. 1997) ("This test requires both that the party in question  
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25 <sup>5</sup>Despite the allegations that Greg and Debbie Coble are Defendant's "proprietors,"  
26 Plaintiff has failed to present admissible evidence to substantiate this contention. However,  
27 because this factual contention does not affect the Court's jurisdictional analysis, the Court  
28 declines to make any findings on the matter and will assume, for purposes of personal  
jurisdiction, that Greg and Debbie Coble had or have some sort of ownership interest in  
Defendant.

1 clearly do business over the Internet, and that the Internet business contacts with the forum  
2 state be substantial or continuous and systematic.”) (citations and quotation omitted); *GTE*  
3 *New Media Servs., Inc. v. BellSouth Corp.*, 199 F.3d 1343, 1349-50 (D.C. Cir. 2000) (stating  
4 that mere operation of an interactive website “does not by itself show any persistent course  
5 of conduct by defendants in the [forum state]”).

6 This conclusion is unaffected by the minimal Arizona contacts of the Cobles. Even  
7 if the Coble’s contacts could be imputed to Defendant Steel Horse Saloon V for purposes of  
8 jurisdiction – a proposition that Plaintiff has failed to establish – they are not sufficient to  
9 subject Defendant to general jurisdiction. Specifically, it is simply not relevant to the inquiry  
10 whether the Cobles *used to* live in Arizona. Additionally, the Coble’s personal visits to see  
11 family in Arizona and the Coble’s personal ownership of property in Arizona do not amount  
12 to the “substantial” and “continuous and systematic” contacts necessary for the Court to  
13 exercise general jurisdiction over Defendant.

14 Therefore, Plaintiff has not made a showing of jurisdictional facts sufficient for the  
15 Court to exercise general jurisdiction over Defendant Steel Horse Saloon V.

#### 16 **B. Specific Jurisdiction**

17 The allegations of the Complaint appear to premise personal jurisdiction solely on  
18 Defendant’s alleged Internet advertising, which is available to Internet users in Arizona.  
19 This basis, however, is insufficient to confer personal jurisdiction over Defendant Steel  
20 Horse Saloon V for the same reason that it is insufficient to confer jurisdiction over the other  
21 defendants previously dismissed in this matter. (*See* Dkt. # 69 (holding that passive Internet  
22 advertising, absent evidence of express aiming of the advertising at Arizona, is an insufficient  
23 basis for the Court to exercise specific jurisdiction).)

24 Plaintiff also contends that specific jurisdiction may be exercised over Defendant  
25 because the Cobles “advertis[ed] ownership of a Steel Horse Saloon” when they visited  
26 Arizona in January of 2009. Plaintiff argues that “Defendant[’s] agents’ visit advertising  
27 ownership of a STEEL HORSE SALOON fits this jurisdictional definition, just as if these  
28 agents of the Defendant were involved in [an] automobile accident . . . in Arizona during

1 their visit . . . .” (Dkt. # 76 at 7.) Nevertheless, in her affidavit, Ms. Yogerst states only that  
2 she heard Greg Coble say that “[The Cobles] owned a Steel Horse Saloon for about 5 years  
3 in Marion, Ohio.” (Dkt. # 76 Ex. A ¶ 3.) Ms. Yogerst also states that she heard Mr. Coble  
4 say that “he recently sold his Steel Horse Saloon under a condemnation proceeding.” (*Id.*  
5 Ex. A ¶4.) Plaintiff characterizes Mr. Coble’s statements, which were made in Arizona, as  
6 an independent act of advertising sufficient on its own to impose liability under the Lanham  
7 Act and sufficient on its own to support personal jurisdiction in Arizona.

8 In the Ninth Circuit, specific jurisdiction may be exercised only if: (1) the defendant  
9 *purposefully avails* himself of the privileges of conducting activities in the forum, thereby  
10 invoking the benefits and protections of its laws, or purposely directs conduct at the forum  
11 that has *effects* in the forum; (2) the claim *arises out of* the defendant’s forum-related  
12 activities; and (3) the exercise of jurisdiction comports with fair play and substantial justice;  
13 i.e., it is *reasonable*. See *Bancroft*, 223 F.3d at 1086-87 (citing *Cybersell, Inc. v. Cybersell,*  
14 *Inc.*, 130 F.3d 414, 417 (9th Cir. 1997)); *Burger King Corp. v. Rudzewicz*, 471 U.S. 462,  
15 472-76 (1985).

16 Even if Mr. Coble’s statement could be characterized as advertising (which is doubtful  
17 given that the statement seems to indicate that the Steel Horse Saloon in Marion, Ohio, is no  
18 longer in operation), and even if Mr. Coble’s statement could somehow be imputed to  
19 Defendant Steel Horse Saloon V, it is insufficient to support personal jurisdiction over  
20 Defendant. First, Mr. Coble’s statement is insufficient to constitute Defendant Steel Horse  
21 Saloon V’s purposeful availment of the privileges of conducting business in Arizona. Nor  
22 would the exercise of jurisdiction on that basis comport with notions of fair play and  
23 substantial justice. Likewise, unlike the situation in which personal jurisdiction may be  
24 exercised over a non-resident negligent driver in Arizona for claims “arising out of” an  
25 automobile accident occurring in the state, Plaintiff’s lawsuit cannot be said to “arise out of”  
26 Mr. Coble’s comment, which was made over two months after the Complaint was filed.

27 Additionally, Mr. Coble’s comment that he *used to* own a Steel Horse Saloon in Ohio  
28 seems to cut against both the notion that Mr. Coble *is* the authorized agent of such a business

1 and the notion that in January of 2009 Mr. Coble was advertising for the now-defunct  
2 establishment by mentioning his previous ownership of it. During the evidentiary hearing,  
3 Counsel asserted that in mentioning his past ownership of the business, Mr. Coble was using  
4 the STEEL HORSE mark to solicit potential customers from Ohio present in Phoenix to  
5 support Ohio-based teams in college bowl games. Nevertheless, it is difficult to understand  
6 how Plaintiff could lose the business of Ohio residents, especially to the Cobles' now defunct  
7 establishment.

8 In attempting to comprehend such arguments, the Court sympathizes with Alice, who  
9 upon reading "Jabberwocky," observed: "[I]t's rather hard to understand! . . . Somehow it  
10 seems to fill my head with ideas – only I don't exactly know what they are!" Lewis Carroll,  
11 *Through the Looking-Glass and What Alice Found There* 30-31 (1899) (internal quotations  
12 omitted). What such ideas are not, however, is any notion that Plaintiff has somehow  
13 established specific jurisdiction over Defendant Steel Horse Saloon V predicated upon Mr.  
14 Coble's comment.

15 In sum, Plaintiff has made no showing of jurisdictional facts sufficient for the Court  
16 to exercise specific jurisdiction over Defendant Steel Horse Saloon V.

### 17 CONCLUSION

18 Plaintiff has not established either that Defendant Steel Horse Saloon V was properly  
19 served or that the personal jurisdiction may be exercised over Defendant.

20 **IT IS THEREFORE ORDERED** that Plaintiff's Motion for Default Judgment (Dkt.  
21 # 72) is **DENIED**.

22 **IT IS FURTHER ORDERED** that Defendant Steel Horse Saloon V is **DISMISSED**  
23 for failure to serve and lack of personal jurisdiction.

24 **IT IS FURTHER ORDERED** that the Clerk of the Court is directed to mail a copy  
25 of this Order to Greg and Debbie Coble at 893 Cheney Ave., Marion, OH 43302.

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