SEVENTH CAUSE OF ACTION

Preliminary & Permanent Injunctive Relief

- 122. MISHAK incorporates herein by reference each and every allegation contained in paragraphs 1 through 121 with the same force and effect as if here fully set forth.
- 123. Many of the Plaintiff's customers regularly purchase products from MISHAK's website, and are repeat customers. It is probable that such customers and others will continue to seek to visit MISHAK's website and purchase Plaintiff's goods and services in the future.
- 124. Upon information and belief, Defendants were aware of the existence of Plaintiff's reasonable expectation of future transactions with Plaintiff's returning customers, as well as consumers who may be attracted to Plaintiff's goods and services as a result of Plaintiff's goodwill and extensive advertising and promotion.
- 125. Absent Defendants' intentional and improper interference through their deceptive and manipulated search engine "results," it is reasonably certain that Plaintiff would realize additional sales from existing customers and/or new customers.
- 126. Defendants have intentionally or negligently and improperly interfered with Plaintiff's future and prospective sales through the Defendants' conduct; namely, their deceptive and manipulated search engine "results" that divert consumers from Plaintiff's websites.
- 127. The aforesaid acts of Defendants have caused and, unless said acts are restrained by this Court, via a Preliminary Injunction and Permanent Injunction will continue to cause MISHAK to suffer irreparable injury.
- 128. MISHAK has no adequate remedy at law. Damages at law are inadequate. Plaintiff seeks equitable relief from this Court.

Prayer for Relief

WHEREFORE, as to all counts of this Complaint, Defendants will continue its unlawful activities unless enjoined and Plaintiff's remedy at law is inadequate; and

WHEREFORE, as to all counts of this Complaint, Plaintiff requests:

- (A) A preliminary and a permanent injunction prohibiting Defendants and their officers, partners, agents, subcontractors, servants, employees, subsidiaries, and related companies or entities, and all others acting in concert or participating with them from:
 - Directly or indirectly selling or offering for sale advertising keywords that
 are identical or substantially similar to the MISHAK Marks, which are
 likely to cause consumer confusion, mistake, or deception with respect to
 the MISHAK Marks;
 - 2. Continuing to post listing for MISHAK's competitors when Internet users run a search on Defendants' search engines using keywords that are identical or substantially similar to the MISHAK Marks;
 - 3. Requiring Defendants to immediately contact all current advertisers who have purchased keywords identical or substantially similar to the MISHAK Marks and/or terms confusingly similar thereto, to inform them that the advertisers' links will no longer appear when an Internet user runs a search for a term that is identical or substantially similar to the MISHAK Marks;
 - Making any use of the MISHAK Marks and/or terms confusingly similar thereto;

- 5. Making any designations of origin, descriptions, representations or suggestions that MISHAK is the source, sponsor or in any way affiliated with its competitors, their products or their websites; and
- 6. Engaging in any other act constituting unfair competition or deceptive practices with MISHAK or constituting an infringement of MISHAK's rights in and to the MISHAK Marks.
- (B) As to all Causes of Action contained in 1-6 inclusive; That Defendants be required to reimburse MISHAK for all actual damages and lost sales suffered by MISHAK by reason of Defendants' illegal conduct, as well as any profits of Defendants that are attributable to Defendants unfair competition, dilution and infringement not taken into account in computing the actual damages, and that punitive damages be awarded as authorized under the law;
- (C) The Defendants be required to pay all of MISHAK's attorneys' fees, expenses and costs associated with this action pursuant to the *Lanham Act*, 15 U.S.C. 1117; and
- (D) That this Court grants such other and further relief as this Court may deem just and equitable.

DEMAND FOR JURY TRIAL

Plaintiff hereby demands a jury trial on all claims and on all issues triable by a jury.

Dated: December 11, 2007

Respectively submitted,

Roger Agajanian, Attorney for Plaintiff

701 dru

Mark Mishak



This Certificate issued under the seal of the Copyright Office in accordance with title 17, United States Code, attests that registration has been made for the work identified below. The information on this certificate has been made a part of the Copyright Office records.

POF & RONGINGHES C. LINEVARY WORK UNITED STATES COPYRIGHT OFFICE -876-831

EFFECTIVE DATE OF REGISTRATION

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Advanced Search Settings

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... Need a TV with 2 DVI inputs ... equipment. I am currently researching a TV, and due to ... rear projection HDTV ready TV. I am a current DirecTV ...

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AVS Forum - Does MCE need a TV tuner card to run?

AVS Forum (http://www.avsforum.com/avs-vb/index.php) -Home Theater Computers (http://www.avsforum.com/avsvb/forumdisplay.php?f=26) Chippy99. 07-01-05 07:31 AM. Does MCE need a TV tuner card to run?

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AVS Forums Archives - Need new TV suggestions

... Pages:1. Need new TV suggestions ... I am looking to get a new TV and from the research I ... about the reliability of TV manufacturers. Here is what I ...

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AVS Forums Archives - HELP -- Need new TV ... Pages:1. HELP -- Need new TV ... home theater. I am now starting to evaluate equipment: The big question, what is the BEST 16:9 format TV available, in ...

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AVS Forums Archives - Need a TV Tuner Card for HTPC with Composite & S-Video In

... Need a TV Tuner Card for HTPC with Composite & S-Video ... configuration reasons why I need both composite and S-Video ... there a good quality TV Tuner (don't need FM radio or ...

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UNITED STATES DISTRICT COURT CENTRAL DISTRICT OF CALIFORNIA

NOTICE OF ASSIGNMENT TO UNITED STATES MAGISTRATE JUDGE FOR DISCOVERY

This case has been assigned to District Judge Christina A. Snyder and the assigned discovery Magistrate Judge is John Charles Jr. Rayburn.

The case number on all documents filed with the Court should read as follows:

CV07- 8258 CAS (JCRx)

Pursuant to General Order 05-07 of the United States District Court for the Central District of California, the Magistrate Judge has been designated to hear discovery related motions.

A	ll discovery related motions	shou	ald be noticed on the calendar	of th	e Magistrate Judge
	=======================================	men server over	NOTICE TO COUNSEL		
	py of this notice must be served w a copy of this notice must be sen		e summons and complaint on all det n all plaintiffs).	fendar	nts (if a removal action is
Subs	sequent documents must be filed a	at the	following location:		
[X]	Western Division 312 N. Spring St., Rm. G-8 Los Angeles, CA 90012		Southern Division 411 West Fourth St., Rm. 1-053 Santa Ana, CA 92701-4516		Eastern Division 3470 Twelfth St., Rm. 134 Riverside, CA 92501
Failu	re to file at the proper location will resu	lt in yo	our documents being returned to you.		

Filed 12/20/2007

Page 10 of 12

Roger James Agajanian Esq. #55393
The Waterfront Building
2901 West Pacific Coast Highway Suite 200
Newport Beach, California 92663
Tel: 949-258-4347 Fax: 949-258-4389
Attorney for Plaintiff-Mark Mishak dba INEEDATV

UNITED STATES DISTRICT COURT CENTRAL DISTRICT OF CALIFORNIA						
MARK MISHAK dba INEEDATV.COM	CASE NUMBER					
PLAINTIFF(S) v.	CV07-8258 CAS (JCRx)					
GOOGLE INC., AMERICA ONLINE INC., NET SCAPE INC., MICROSOFT NETWORK INC., ASK JEEVES INC., EXCITE INC. WEBCRAWLER et.al.	SUMMONS					
TO: DEFENDANT(S): GOOGLE INC. et.al. A lawsuit has been filed against you.						
Within <u>20</u> days after service of this summon must serve on the plaintiff an answer to the attached <u>10</u> counterclaim □ cross-claim or a motion under Rule 1 or motion must be served on the plaintiff's attorney, <u>Ro</u>	2 of the Federal Rules of Civil Procedure. The answer oger James Agajanian Esq. , whose address is seach, CA. 92663 . If you fail to do so,					
your answer or motion with the court.	1 ou also must me					
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	(Seal of the Court) 1144 s agency, or is an officer or employee of the United States. Allowed					
60 days by Rule 12(a)(3)].						
CV-01A (12/07) SUMN	MONS					
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UNITED STATES DISTRICT COURT, CENTRAL DISTRICT OF CALIFORNIA CIVIL COVER SHEET

1 (a) PLAINTIFFS (Check box if you are representing yourself □) MARK MISHAK, dba INEEDATV.COM				DEFENDANTS GOOGLE INC., AMERICAN ONLINE INC., NETSCAPE INC., MICROSOFT NETWORK INC., ASK JEEVES INC., EXCITE INC., WEBCRAWLER INC., YAHOO INC., CONVERSA INC., et. al.							
(b) County of Residence of First Listed Plaintiff (Except in U.S. Plaintiff Cases): SAN BERNARDINO, CALIFORNIA					County of Residence of First Listed Defendant (In U.S. Plaintiff Cases Only): SAN BERNARDINO (doing business in the Central Dist. of California)						
(c) Attorneys (Firm Name, Address and Telephone Number. If you are representing yourself, provide same.) Roger James Agajanian Esq. # 55393 2901 West Pacific Coast Highway Suite 200 Newport Beach, California 92663 Tel: 949-258-4347 Fax: 949-258-4389 E: rogeragajanian@gmail.com					(If Known)	**************************************					
II. BASIS OF JURISDICTION (Place an X in one box only.) III. CITIZEN: (Place an X)				NSHIP OF PRINCIPAL PARTIES - For Diversity Cases Only X in one box for plaintiff and one for defendant.)							
☐ 1 U.S. Government Plaintiff ☐ 3 Federal Question (U.S. Government Not a Party)			Citizen of This	State PTF DEF Incorporated or Principal Place of Business in this State			PTF □ 4	DEF V 4			
☐ 2 U.S. Government Defenda	Citizen of Anoth	of Business in Another State				□ 5					
			Citizen or Subje	ct of a For	eign Country	□ 3	□3	Foreign Nation		□6	□ 6
IV. ORIGIN (Place an X in one box only.) Original Proceeding 2 Removed from State Court Appellate Court Appellate Court Appellate Court Reopened 5 Transferred from another district (specify): 6 Multi-District 1 Judge from District District											
V. REQUESTED IN COMPI CLASS ACTION under F.R.O	LAINT: JURY DEMAND: 5	Yes [-		***************************************			
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VI. CAUSE OF ACTION (Cite the U.S. Civil Statute under which you are filing and write a brief statement of cause. Do not cite jurisdictional statutes unless diversity.) Lanham Act-Trademark Infringement; False Representation. Dilution, Injunctive Relief VII. NATURE OF SUIT (Place an X in one box only.)											
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VIII(a). IDENTICAL CASES:	Has this action been previously fi	iled and	dismissed, remar	ided or cla	sed? W No	 □ Yes					
f yes, list case number(s): CV07-8258 CAS (JCRX)											
FOR OFFICE USE ONLY: Case Number: CV 07-8258 CAS (JCRX)											

CV-71 (07/05)

UNITED STATES DISTRICT COURT, CENTRAL DISTRICT OF CALIFORNIA CIVIL COVER SHEET

AFTER COMPLETING THE FRONT SIDE OF FORM CV-71, COMPLETE THE INFORMATION REQUESTED BELOW.

VIII(b). RELATED CASES	S: Have any cases been pre-	viously filed that are related to the present case? No Yes						
If yes, list case number(s):								
Civil cases are deemed related if a previously filed case and the present case: (Check all boxes that apply) A. Arise from the same or closely related transactions, happenings, or events; or B. Call for determination of the same or substantially related or similar questions of law and fact; or C. For other reasons would entail substantial duplication of labor if heard by different judges; or D. Involve the same patent, trademark or copyright, and one of the factors identified above in a, b or c also is present.								
IX. VENUE: List the Califord ☐ Check here if the U.S. gove San Bernardino County	ernment, its agencies or emp	than California, in which EACH named plaintiff resides (Use an additional sheet if necessary) ployees is a named plaintiff.						
☐ Check here if the U.S. gov	vernment, its agencies or en	ia, in which EACH named defendant resides. (Use an additional sheet if necessary). nployees is a named defendant. eles County California; Delaware, New York; Illinois; Oregon; Massachusetts, Arizona						
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or other papers as require	ies: The CV-71 (JS-44) Ci	vil Cover Street and the information contained herein replace nor supplement the filing and service of pleadings oved by the Judicial Conference of the United States in September 1974, is required pursuant to Local Rule 3-1 is not rpose of statistics, venue and initiating the civil docket sheet. (For more detailed instructions, see separate instructions						
Key to Statistical codes relation		Substantive Statement of Cause of Action						
Nature of Suit	Code Abbreviation	Substantive Statement of Cause of Action						
861	НІА	All claims for health insurance benefits (Medicare) under Title 18, Part A, of the Social Security Act, as amended. Also, include claims by hospitals, skilled nursing facilities, etc., for certification as providers of services under the program. (42 U.S.C. 1935FF(b))						
862	BL All claims for "Black Lung" benefits under Title 4, Part B, of the Federal Coal Mine Health and Safety Act of 1969. (30 U.S.C. 923)							
863	DIWC All claims filed by insured workers for disability insurance benefits under Title 2 of the Social Security Act, as amended; plus all claims filed for child's insurance benefits based on disability. (42 U.S.C. 405(g))							
863	DIWW	All claims filed for widows or widowers insurance benefits based on disability under Title 2 of the Social Security Act, as amended. (42 U.S.C. 405(g))						
864	SSID	All claims for supplemental security income payments based upon disability filed under Title 16 of the Social Security Act, as amended.						
865	RSI All claims for retirement (old age) and survivors benefits under Title 2 of the Social Security Act, as amer U.S.C. (g))							