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Attorneys for Plaintiff
GIVENCHY, S.A.

UNITED STATES DISTRICT COURT
CENTRAL DISTRICT OF CALIFORNIA
WESTERN DIVISION

GIVENCHY S.A., a *société anonyme*
duly organized and existing under the
laws of France,

Plaintiff,

v.

BCBG MAX AZRIA GROUP, INC., a
California corporation,

Defendant.

Case No.: CV 10-08394 GHK (SHx)

**PROOF OF SERVICE OF
SUMMONS AND COMPLAINT AND
INITIATING DOCUMENTS ON
DEFENDANT BCBG MAX AZRIA
GROUP, INC.**

Anthony M. Keats SBN: Bar No. 123672
Keats, McFarland & Wilson
9720 Wilshire Blvd Penthouse Ste.
Beverly Hills, CA 90212
(310) 248-3830

UNITED STATES DISTRICT COURT
CENTRAL DISTRICT OF CALIFORNIA

Plaintiff(s) Givenchy S.A., etc.	Defendant(s) BCBG Max Azria Group, Inc., etc.	CASE NUMBER: CV108394-GHK (SHx)
		PROOF OF SERVICE SUMMONS AND COMPLAINT (Use separate proof of service for each person/party served)

- At the time of service I was at least 18 years of age and not a party to this action and I served copies of the (specify documents):
 - summons complaint alias summons first amended complaint second amended complaint third amended complaint
 - other (specify): **Notice of Assignment to United States Magistrate Judge for Discovery; Certification and Notice of Interested Parties; Notice to Counsel Re: Copyright, Patent and Trademark Reporting Requirements; [FORM] Report on the Filing or Determination of an Action Regarding a Patent or Trademark (form AO 120); Clerk's Office Services for Attorneys and the General Public pamphlet; Notice to Counsel; US District Court, Central District of California, Civility and Professionalism Guidelines**
- Person served:
 - Defendant (name): **BCBG Max Azria Group, Inc., a California corporation**
 - Other (specify name and title or relationship to the party/business named):
Maragaret Wilson (C.T. Corp.) - Person authorized to accept service of process
 - Address where the papers were served: **818 W. 7th Street
Los Angeles, CA 90017**
- Manner of Service in compliance with (the appropriate box must be checked):
 - Federal Rules of Civil Procedure
 - California Code of Civil Procedure
- I served the person named in Item 2:
 - By **Personal Service**. By personally delivering copies. If the person is a minor, by leaving copies with a parent, guardian, conservator or similar fiduciary and to the minor if at least twelve (12) years of age.
 - Papers were served on (date): 11/09/2010 at (time): 10:50 am**
 - By **Substituted Service**. By leaving copies with:
 - (home)** at the dwelling house, usual place of abode, or usual place of business of the person served in the presence of a competent member of the household, at least 18 years of age, who was informed of the general nature of the papers.
 - (business)** or a person apparently in charge of the office, or place of business, at least 18 years of age, who was informed of the general nature of the papers.
 - Papers were served on (date): at (time):**
 - by mailing (by first-class mail, postage prepaid)** copies to the person served in Item 2(b) at the place where the copies were left in Item 2(c).
 - papers were mailed on (date): 11/12/2010**
 - due diligence**. I made at least three (3) attempts to personally serve the defendant.

- c. **Mail and acknowledgment of service.** By mailing (*by first-class mail or airmail, postage prepaid*) copies to the person served, with two (2) copies of the form of Waiver of Service of Summons and Complaint and a return envelope, postage prepaid addressed to the sender. **(Attach completed Waiver of Service of summons and Complaint).**
- d. **Service on domestic corporation, unincorporated association (including partnership), or public entity. (F.R.Civ.P. 4(h)) (C.C.P. 416.10)** By delivering, during usual business hours, a copy of the summons and complaint to an officer, a managing or general agent, or to any other agent authorized by appointment or by law to receive service of process and, if the agent is one authorized by statute and the statute so requires, by also mailing, by first-class mail, postage prepaid, a copy to the defendant.
- e. **Substituted service on domestic corporation, unincorporated association (including partnership), or public entity. (C.C.P. 415.20 only)** By leaving during usual business hours, a copy of the summons and complaint in the office of the person served with the person who apparently was in charge and thereafter by mailing (*by first-class mail, postage prepaid*) copies of the persons at the place where the copies were left in full compliance with C.C.P. 415.20 Substitute service upon the California Secretary of State requires a court order. **(Attach a copy of the order to this Proof of Service.)**
- f. **Service on a foreign corporation.** In any manner prescribed for individuals by FRCP 4(f)
- g. **Certified or registered mail service.** By mailing to an address outside California (*by first-class mail, postage prepaid, requiring a return receipt*) copies to the person served. **(Attach signed return receipt or other evidence of actual receipt by the person served).**
- h. **Other** (specify code section and type of service):

5. Service upon the **United States, and Its Agencies, Corporations or Officers.**

- a. by delivering a copy of the summons and complaint to the clerical employee designated by the U.S. Attorney authorized to accept service, pursuant to the procedures for the Office of the U.S. Attorney for acceptance of service, or by sending a copy of the summons and complaint by registered or certified mail addressed to the civil process clerk at the U.S. Attorneys Office.

Name of person served:

Title of person served:

Date and time of service: (date): at (time):

- b. By sending a copy of the summons and complaint by registered or certified mail to the Attorney General of the United States at Washington, D.C. **(Attach signed return receipt or other evidence of actual receipt by the person served).**
- c. By sending a copy of the summons and complaint by registered or certified mail to the officer, agency or corporation **(Attach signed return receipt or other evidence of actual receipt by the person served).**

6. At the time of service I was at least 18 years of age and not a party to this action.

7. Person serving (*name, address and telephone number*):


Isaiah Bell
All-N-One Legal Support, Inc.
1545 Wilshire Blvd., Suite 715
Los Angeles, CA 90017
(213) 202-3990

- a. Fee for service: \$ **129.00**
- b. Not a registered California process server
- c. Exempt from registration under B&P 22350(b)
- d. Registered California process server
Registration #: **6533**

8. I am a California sheriff, marshal, or constable and I certify that the foregoing is true and correct.

I declare under penalty of perjury that the foregoing is true and correct.

Date: **November 12, 2010** Isaiah Bell
Type or Print Server's Name


(Signature)

ATTORNEY OR PARTY WITHOUT ATTORNEY (Name, State Bar number, and address)		FOR COURT USE ONLY
Anthony M. Keats Keats, McFarland & Wilson 9720 Wilshire Blvd Penthouse Ste. Beverly Hills, CA 90212 TELEPHONE NO.: (310) 248-3830 E-MAIL ADDRESS (Optional): ATTORNEY FOR (Name): Plaintiff		SBN: Bar No. 123672 FAX NO.: (310) 860-0363
UNITED STATES DISTRICT COURT		
STREET ADDRESS: 312 N. SPRING ST. #G-8		
MAILING ADDRESS:		
CITY AND ZIP CODE: LOS ANGELES, CA 90012		
BRANCH NAME: WESTERN DIVISION		
PLAINTIFF/PETITIONER: Givenchy S.A., etc.		
DEFENDANT/RESPONDENT: BCBG Max Azria Group, Inc., etc.		
PROOF OF SERVICE BY MAIL		CASE NUMBER: CV108394-GHK (SHx)

I am a citizen of the United States and employed in the County of Los Angeles, State of California. I am over the age of 18 and not a party to the within action. My business address is 1545 Wilshire Blvd., Suite 715, Los Angeles, CA 90017.

On November 12, 2010, after personal service, I mailed copies of the:

summons; complaint; Notice of Assignment to United States Magistrate Judge for Discovery; Certification and Notice of Interested Parties; Notice to Counsel Re: Copyright, Patent and Trademark Reporting Requirements; [FORM] Report on the Filing or Determination of an Action Regarding a Patent or Trademark (form AO 120); Clerk's Office Services for Attorneys and the General Public pamphlet; Notice to Counsel; US District Court, Central District of California, Civility and Professionalism Guidelines

to the defendant in said action by placing a true copy thereof enclosed in a sealed envelope, with First Class postage thereon fully prepaid, in the United States Mail at Los Angeles, California, addressed as follows:

BCBG Max Azria Group, Inc., a California corporation

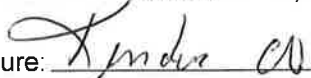
Authorized Agent: Maragaret Wilson (C.T. Corp.) - Person authorized to accept service of process
818 W. 7th Street
Los Angeles, CA 90017

I am readily familiar with the firm's practice for collection and processing of documents for mailing. Under that practice, it would be deposited within the United States Postal Service, on that same day, with postage thereon fully prepaid at Los Angeles, California in the ordinary course of business. I am aware that on motion of the party served, service is presumed invalid if postal cancellation date or postage meter date is more than one (1) day after date of deposit for mailing in affidavit.

Fee for Service: 129.00

County: Los Angeles
Registration No.:
All-N-One Legal Support, Inc.
1545 Wilshire Blvd., Suite 715
Los Angeles, CA 90017
(213) 202-3990

I declare under penalty of perjury under the laws of the State of California that the foregoing information contained in the return of service and statement of service fees is true and correct and that this declaration was executed on November 16, 2010.

Signature: 
Kendall Carter

PROOF OF SERVICE BY MAIL

Order#: 0128554/GProof5us