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**UNITED STATES DISTRICT COURT  
CENTRAL DISTRICT OF CALIFORNIA**

MUST WIN, INC., a California corporation; and URBAN EXPRESSIONS, INC., a California corporation,

Plaintiff,

v.

LA DOUBLE 7, a California corporation; SHANG JING DING, an individual; DOES 1 through 5

Defendants.

Case No. 13-cv-01581-JLS-JPR

**FINAL JUDGMENT AND  
PERMANENT INJUNCTION**

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**FINAL JUDGMENT AND PERMANENT INJUNCTION**

1           WHEREAS, Plaintiffs Must Win, Inc. and Urban Expressions, Inc.  
2 (collectively, “Plaintiffs” or “Urban Expressions”) are the exclusive and sole  
3 owner of the rights in various URBAN EXPRESSIONS marks in connection with  
4 making, marketing and selling high-quality, vegan and animal-free bags, including  
5 United States Trademark Registration Nos. 3,878,378 and 4,211,669 (collectively,  
6 the “URBAN EXPRESSIONS Mark”);

7           WHEREAS, Defendants LA Double 7, Inc. (“LA Double 7”) and Shang  
8 Jing Ding (“Ding”) (jointly, severally and collectively “Defendants”) obtained  
9 Urban Expressions’ branded bags from a Chinese distributor and falsely  
10 represented, advertised, and/or offered to sell Urban Expressions bags under their  
11 own LA Double 7 name and mark (collectively, the “Infringing Products”);

12           WHEREAS, a dispute has arisen between Urban Expressions and  
13 Defendants in that Urban Expressions has alleged that Defendants’ falsely  
14 representing, advertising, and/or offering to sell Urban Expressions bags under the  
15 LA Double 7 name and mark violates Urban Expressions’ rights in the URBAN  
16 EXPRESSIONS Mark and constitutes, among other things, false designation of  
17 origin and unfair competition;

18           WHEREAS, on or about March 5, 2013, Urban Expressions commenced the  
19 above-captioned action (“Action”) against Defendants, alleging, among other  
20 things, claims of trademark infringement, false designation of origin and unfair  
21 competition;

22           WHEREAS, Urban Expressions and Defendants have reached a full and  
23 final settlement of the Action, which settlement was memorialized in a certain  
24 document dated September 11, 2013 (the “Agreement”); and

25           WHEREAS, the Agreement provides, in pertinent part, that Defendants  
26 consent to the entry of a permanent injunction enjoining Defendants from  
27 removing, obliterating and/or covering or assisting others to remove, obliterate or  
28 cover the URBAN EXPRESSIONS Mark from Urban Expression products and

1 using or assisting others to use any other mark, logo, name or designation on  
2 Urban Expression products.

3 NOW, THEREFORE, it is,

4 ORDERED, ADJUDGED and DECREE that:

5 1. This Court has jurisdiction over the subject matter of this Action and  
6 over the parties hereto.

7 2. Urban Expressions is the owner of the URBAN EXPRESSIONS  
8 Marks, which are valid, enforceable, well-known and highly recognized.

9 3. Defendants engaged in reverse passing off by offering to sell Urban  
10 Expression products under another mark, logo, name or designation, such as the  
11 LA Double 7 name and mark.

12 4. Each Defendant and its officers, members, principals, agents,  
13 servants, employees and all persons and entities in active concert or participation  
14 with any of them, be and hereby are permanently restrained and enjoined from  
15 engaging in violating Urban Expressions' rights with respect to the URBAN  
16 EXPRESSIONS Marks, either directly or indirectly, in any manner, including:

17 (a) distributing, circulating, advertising, marketing, promoting,  
18 importing, exporting, displaying, shipping, offering for sale or selling Urban  
19 Expression products under a mark, logo, name or designation that is not URBAN  
20 EXPRESSIONS, including, without limitation, the LA Double 7 name and mark;

21 (b) committing any other acts calculated to cause purchasers to  
22 believe that Urban Expressions' genuine products are Defendants' products or  
23 associated with either Defendant in any way; and

24 (c) assisting, aiding or attempting to assist or aid any other person  
25 or entity in performing any of the prohibited activities referred to in Paragraphs  
26 5(a) and 5(b) above.

27 5. Defendants are jointly and severally liable to Urban Expressions for  
28 monetary compensation in the amount specified in the Agreement.

1           6. Each party shall bear its own costs, expenses, and attorneys' fees  
2 associated with this Action.

3           7. The execution of this Final Judgment shall serve to bind and obligate  
4 the parties hereto.

5           8. The jurisdiction of this Court is retained for the purpose of making  
6 any further orders necessary or proper for the construction or modification of this  
7 Final Judgment, the enforcement thereof and the punishment of any violations  
8 thereof. Except as otherwise provided herein, this Action is fully resolved in favor  
9 of Urban Expressions with prejudice as to Defendants.

10          9. After the Court has entered this Judgment, Urban Expressions shall  
11 promptly provide a copy of it to Defendants, and Urban Expressions shall file with  
12 the Court a proof of service thereof within ten (10) days thereafter.

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15 Dated: October 22, 2013



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Josephine L. Staton  
United States District Judge