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7
 8 UNITED STATES DISTRICT COURT
 9 CENTRAL DISTRICT OF CALIFORNIA

11 GURU DENIM, INC., a California
 12 Corporation dba TRUE RELIGION
 BRAND JEANS,

13 Plaintiff,

14 vs.

15 LLOYD GOCK, an individual; ROSS
 16 STORES, INC., a Delaware
 Corporation; FORTUNE TRADING,
 17 INC., a California Corporation; and
 DOES 1-10, inclusive,

18 Defendants.

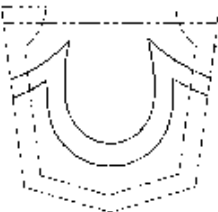
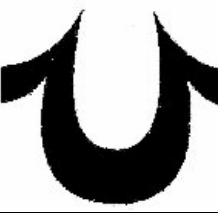
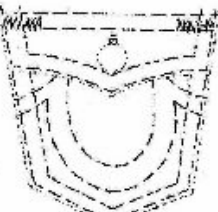
) CASE NO. 2:13-CV-07844-ODW(SH)
)
) **ORDER RE CONSENT JUDGMENT**
) **INCLUDING PERMANENT**
) **INJUNCTION AND VOLUNTARY**
) **DISMISSAL OF ACTION WITH**
) **PREJUDICE**

19 WHEREAS **Plaintiff Guru Denim, Inc.** having filed a Complaint in this action
 20 charging **Defendants Lloyd Gock and Fortune Trading, Inc.** (collectively
 21 “Defendants”) have entered into a Settlement Agreement and Mutual Release as to the
 22 claims in the above referenced matter. Defendants, having stipulated to the below
 23 terms, IT IS HEREBY ORDERED that:

- 24 1. This Court has jurisdiction over the parties to this Final Consent Decree
 25 and has jurisdiction over the subject matter hereof pursuant to 15 U.S.C. § 1121.
 26 2. Plaintiff is the owner of the trademark registrations for word marks
 27 “TRUE RELIGION” (registrations include but are not limited to U.S. Reg. Nos.
 28 3,628,973 and 3,162,614) and “TRUE RELIGION BRAND JEANS” (registrations

1 include but are not limited to U.S. Reg. Nos. 2,761,793 and 3,120,797), as well as
2 various composite trademarks comprising said word marks and assorted design
3 components (collectively “True Religion Marks”).

4 3. True Religion’s “U” marks, which are well-known and highly recognized.
5 True Religion has used the “U” marks in association with the sale of goods, including
6 jeans, jackets, and shorts, since as early as 2002. One of the “U” marks was registered
7 at the U.S Patent and Trademark office in 2006. Since then, True Religion has used
8 various composites and variations of the “U” marks on its goods, most of which have
9 been registered with the United States Patent and Trademark Office. Registrations for
10 the “U” marks include, *but are not limited to* the following (collectively “True
11 Religion’s “U” Marks”).

Trademark	U.S. Reg. No.	Date of Registration
	3,147,244	09/26/2006
	3,482,001	08/05/2008
	3,561,466	01/13/2009

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24 4. Plaintiff has alleged that Defendants’ purchase, importation, distribution,
25 advertisement, offering for sale, and sale of products bearing the pocket design shown
26 below (“Disputed Products”) infringe upon True Religion’s “U” Marks and constitute
27 trademark infringement, trademark dilution, and unfair competition under the Lanham
28 Trademark Act, and under the common law.



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6 5. Defendants and their agents, servants, employees and all persons in active
7 concert and participation with them who receive actual notice of this Final Consent
8 Decree are hereby permanently restrained and enjoined from infringing upon
9 Plaintiff's trademarks either directly or contributorily in any manner, including:

10 (a) Manufacturing, purchasing, producing, distributing, circulating,
11 selling, offering for sale, importing, exporting, advertising, promoting, displaying,
12 shipping or marketing the Disputed Products;

13 (b) Knowingly assisting, aiding or attempting to assist or aid any other
14 person or entity in performing any of the prohibited activities referenced in Paragraph
15 5(a) above;

16 (c) Knowingly affecting any transactions, assignments or transfers, or
17 forming new entities or associations to circumvent the prohibitions referred to in
18 Paragraph 5(a) above;

19 6. Plaintiff and Defendants shall bear their own costs and attorneys' fees
20 associated with this action.

21 7. The execution of this Consent Judgment shall serve to bind and obligate
22 the parties hereto. However, dismissal with prejudice of this action shall not have
23 preclusive effect on those who are not a party to this action, all claims against whom
24 Plaintiff expressly reserves.

25 **[CONTINUED ON NEXT PAGE]**

1 8. The jurisdiction of this Court is retained for the purpose of making any
2 further orders necessary or proper for the construction or modification of this Final
3 Judgment, the enforcement thereof and the punishment of any violations thereof.
4 Except as otherwise provided herein, this action is fully resolved with prejudice.

5 **IT IS SO ORDERED.**



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7 DATED: September 15, 2014

Hon. Otis D. Wright II
United States District Judge

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