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

STAR FABRICS, INC., a California corporation,

Plaintiff,

vs.

AMAZON.COM, INC., a Washington corporation; FLOWER CHILD FOREVER, INC., a California corporation; SOLEIL BLUE, LLC, a Florida limited liability company; TOSCANO, INC., a business entity of form unknown; ULUWATU BALI ISLAND, INC., a Florida corporation; and DOES 1 through 10,

Defendants.

Case No. 2:14-CV-09190

**PROTECTIVE ORDER**

CALL &  
JENSEN  
EST. 1981

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4 On stipulation of the Parties, the Court enters a Protective Order in this matter as  
5 follows:  
6

7 1. PURPOSES AND LIMITATIONS

8 Disclosure and discovery activity in this action are likely to involve production of  
9 confidential, proprietary, or private information for which special protection from  
10 public disclosure and from use for any purpose other than prosecuting this matter would  
11 be warranted. Accordingly, the parties have stipulated to and petitioned this Court to  
12 enter the following Stipulated Protective Order. The parties acknowledge that this  
13 Order does not confer blanket protections on all disclosures or responses to discovery  
14 and that the protection it affords extends only to the limited information or items that  
15 are entitled under the applicable legal principles to treatment as confidential. The  
16 parties have agreed that the terms of this Protective Order shall also apply to any future  
17 voluntary disclosures of confidential, proprietary, or private information. The parties  
18 reserve their rights to object to or withhold any information, including confidential,  
19 proprietary, or private information, on any other applicable grounds permitted by law,  
20 including third-party rights and relevancy.  
21

22 2. DEFINITIONS

23 2.1 Party: any party to this action, including all of its officers, directors,  
24 employees, consultants, retained experts, and outside counsel (and their support staff).

25 2.2 Disclosure or Discovery Material: all items or information,  
26 regardless of the medium or manner generated, stored, or maintained (including, among  
27 other things, testimony, transcripts, or tangible things), that are produced or generated in  
28 disclosures or responses to discovery in this matter.

1           2.3 “Confidential” Information or Items: All information in whatever  
2 form, such as oral, written, documentary, tangible, intangible, electronic, or digitized  
3 now or hereafter in existence that:

4                   a) derives independent economic value, actual or potential, from not  
5 being generally known to, and not being readily ascertainable by proper means, by other  
6 persons who can obtain economic value from its disclosure or use;

7                   b) is the subject of efforts that are reasonable under the  
8 circumstances to maintain its secrecy; and

9                   c) is otherwise regarded by a party as being confidential, private, or  
10 proprietary in nature.

11           2.4 “Attorneys’ Eyes Only”: Discovery Material or such portion of such  
12 material that the disclosing party has a reasonable belief that the information disclosed,  
13 if known to one or more parties in the case would have a reasonable chance of putting  
14 the disclosing party to a competitive disadvantage or otherwise result in the disclosure  
15 of sensitive proprietary information that could cause future harm. Notwithstanding the  
16 terms of this agreement, Plaintiff’s attorney is entitled to disclose to Plaintiff the total  
17 revenue and gross profit data disclosed in this action, as well as the names of any parties  
18 responsible for distributing the infringing product at issue, or any components of said  
19 product.

20           2.5 Receiving Party: a Party that receives Disclosure or Discovery  
21 Material from a Producing Party.

22           2.6 Producing Party: a Party or non-party that produces Disclosure or  
23 Discovery Material in this action.

24           2.7 Designating Party: a Party or non-party that designates information  
25 or items that it produces in disclosures or in responses to discovery as  
26 “CONFIDENTIAL” or “ATTORNEYS’ EYES ONLY.”

27           2.8 Protected Material: any Disclosure or Discovery Material that is  
28 designated as “CONFIDENTIAL” or “ATTORNEYS’ EYES ONLY.”

1  
2 2.9 Expert: a person with specialized knowledge or experience in a  
3 matter pertinent to the litigation who has been retained by a Party or its counsel to serve  
4 as an expert witness or as a consultant in this action. This definition includes a  
5 professional jury or trial consultant retained in connection with this litigation. The  
6 expert witness or consultant may not be a past or a current employee of the Party  
7 (including any affiliates or related entities) adverse to the Party engaging the expert  
8 witness or consultant, or someone who at the time of retention is anticipated to become  
9 an employee of the Party (including any affiliates or related entities) adverse to the  
10 Party engaging the expert witness or consultant.

11 2.10 Professional Vendors: persons or entities that provide litigation  
12 support services (*e.g.*, photocopying; videotaping; translating; preparing exhibits or  
13 demonstrations; organizing, storing, or retrieving data in any form or medium; etc.) and  
14 their employees and subcontractors.

15  
16 3. SCOPE

17 The protections conferred by this Stipulation and Order cover not only Protected  
18 Material (as defined above), but also any information copied or extracted therefrom, as  
19 well as all copies, excerpts, summaries, or compilations thereof, plus testimony,  
20 conversations, or presentations by parties or counsel to or in litigation or in other  
21 settings that might reveal Protected Material.

22  
23 4. DURATION

24 Even after the termination of this action, the confidentiality obligations imposed  
25 by this Order shall remain in effect until a Designating Party agrees otherwise in writing  
26 or a court order otherwise directs.

27  
28 5. DESIGNATING PROTECTED MATERIAL

1                   5.1 Exercise of Restraint and Care in Designating Material for  
2 Protection. Each Party or non-party that designates information or items for protection  
3 under this Order must take care to limit any such designation to specific material that  
4 qualifies under the appropriate standards. A Designating Party must take care to  
5 designate for protection only those parts of material, documents, items, or oral or  
6 written communications that qualify – so that other portions of the material, documents,  
7 items, or communications for which protection is not warranted are not swept  
8 unjustifiably within the ambit of this Order.  
9

10                   5.2 Manner and Timing of Designations. Except as otherwise provided  
11 in this Order (*see, e.g.*, second paragraph of section 5.2(a), below), or as otherwise  
12 stipulated or ordered, material that qualifies for protection under this Order must be  
13 clearly so designated before the material is disclosed or produced.  
14

15                   Designation in conformity with this Order requires:

16                   (a) for information in documentary form (apart from transcripts  
17 of depositions or other pretrial or trial proceedings), that the Producing Party affix the  
18 legend “CONFIDENTIAL” or “ATTORNEYS’ EYES ONLY” at the top or bottom of  
19 each page that contains protected material.

20                   A Party or non-party that makes originals or copies of documents or  
21 materials available for inspection need not designate them for protection until after the  
22 inspecting Party has indicated which material it intends to copy. During the inspection  
23 and before the designation, all of the material made available for inspection shall be  
24 deemed “ATTORNEYS’ EYES ONLY.” After the inspecting Party has identified the  
25 documents it wants copied and produced, the Producing Party must designate, either in  
26 writing or on the record (at a deposition), which documents, or portions thereof, qualify  
27 for protection under this Order. Then the Receiving Party must affix the  
28 “CONFIDENTIAL” or “ATTORNEYS’ EYES ONLY” legend at the top of each  
copied page that contains Protected Material. If only a portion or portions of the

1 material on a page qualifies for protection, the Producing Party also must clearly  
2 identify the protected portion(s) (e.g., by making appropriate markings in the margins)  
3 and must specify, for each portion, the level of protection being asserted (either  
4 “CONFIDENTIAL” or “ATTORNEYS’ EYES ONLY”).

5 (b) for testimony given in deposition or in other pretrial or trial  
6 proceedings, that the Party or non-party offering or sponsoring the testimony identify on  
7 the record, before the close of the deposition, hearing, or other proceeding, all protected  
8 testimony, and further specify any portions of the testimony that qualify as  
9 “CONFIDENTIAL” or “ATTORNEYS’ EYES ONLY.” When it is impractical to  
10 identify separately each portion of testimony that is entitled to protection, and when it  
11 appears that substantial portions of the testimony may qualify for protection, the Party  
12 or non-party that sponsors, offers, or gives the testimony may invoke on the record  
13 (before the deposition or proceeding is concluded) a right to have up to 20 days to  
14 identify the specific portions of the testimony as to which protection is sought and to  
15 specify the level of protection being asserted (“CONFIDENTIAL” or “ATTORNEYS’  
16 EYES ONLY”). Only those portions of the testimony that are appropriately designated  
17 for protection within the 20 days shall be covered by the provisions of this Stipulated  
18 Protective Order.

19 Transcript pages containing Protected Material must be separately  
20 bound by the court reporter, who must affix to the top of each such page the legend  
21 “CONFIDENTIAL” or “ATTORNEYS’ EYES ONLY,” as instructed by the Party or  
22 non-party offering or sponsoring the witness or presenting the testimony.

23 (c) for information produced in some form other than  
24 documentary, and for any other tangible items, that the Producing Party affix in a  
25 prominent place on the exterior of the container or containers in which the information  
26 or item is stored the legend “CONFIDENTIAL” or “ATTORNEYS’ EYES ONLY.” If  
27 only portions of the information or item warrant protection, the Producing Party, to the  
28

1 extent practicable, shall identify the protected portions, specifying whether they qualify  
2 as “CONFIDENTIAL” or as “ATTORNEYS’ EYES ONLY.”

3           5.3 Inadvertent Failures to Designate. If timely corrected, an  
4 inadvertent failure to designate qualified information or items as “CONFIDENTIAL” or  
5 “ATTORNEYS’ EYES ONLY” does not, standing alone, waive the Designating  
6 Party’s right to secure protection under this Order for such material. If material is  
7 appropriately designated as “CONFIDENTIAL” or “ATTORNEYS’ EYES ONLY”  
8 after the material was initially produced, the Receiving Party, on timely notification of  
9 the designation, must make reasonable efforts to assure that the material is treated in  
10 accordance with the provisions of this Order.  
11

12           6. CHALLENGING CONFIDENTIALITY DESIGNATIONS

13           6.1 Timing of Challenges. Unless a prompt challenge to a Designating  
14 Party’s confidentiality designation is necessary to avoid foreseeable substantial  
15 unfairness, unnecessary economic burdens, or a later significant disruption or delay of  
16 the litigation, a Party does not waive its right to challenge a confidentiality designation  
17 by electing not to mount a challenge promptly after the original designation is disclosed.  
18

19           6.2 Meet and Confer. A Party that elects to initiate a challenge to a  
20 Designating Party’s confidentiality designation must do so in good faith and must begin  
21 the process by conferring with counsel for the Designating Party in writing. In  
22 conferring, the challenging Party must explain the basis for its belief that the  
23 confidentiality designation was not proper and must give the Designating Party an  
24 opportunity to review the designated material, to reconsider the circumstances, and, if  
25 no change in designation is offered, to explain the basis for the chosen designation. A  
26 challenging Party may proceed to the next stage of the challenge process only if it has  
27 engaged in this meet-and-confer process first.

28           6.3 Court Intervention. A Party that elects to press a challenge to a  
confidentiality designation after considering the justification offered by the Designating

1 Party may file and serve a motion that identifies the challenged material and sets forth  
2 in detail the basis for the challenge. Each such motion must be accompanied by a  
3 competent declaration that affirms that the movant has complied with the meet-and-  
4 confer requirements imposed in the preceding paragraph and that sets forth with  
5 specificity the justification for the confidentiality designation that was given by the  
6 Designating Party in the meet-and-confer dialogue. The parties agree that a  
7 confidentiality designation shall not create a presumption in favor of such  
8 confidentiality designation, and that the Court shall decide the issue as such.  
9

10 Until the Court rules on the challenge, all parties shall continue to afford  
11 the material in question the level of protection to which it is entitled under the  
12 Producing Party's designation.

13  
14 7. ACCESS TO AND USE OF PROTECTED MATERIAL

15 7.1 Basic Principles. A Receiving Party may use Protected Material that  
16 is disclosed or produced by another Party or by a non-party in connection with this case  
17 only for prosecuting, defending, or attempting to settle this litigation. Such Protected  
18 Material may be disclosed only to the categories of persons and under the conditions  
19 described in this Order. When the litigation has been terminated, a Receiving Party  
20 must comply with the provisions of section 11, below (FINAL DISPOSITION).

21 Protected Material must be stored and maintained by a Receiving Party at a  
22 location and in a secure manner that ensures that access is limited to the persons  
23 authorized under this Order.

24 7.2 Disclosure of "CONFIDENTIAL" Information or Items. Unless  
25 otherwise ordered by the Court or permitted in writing by the Designating Party, a  
26 Receiving Party may disclose any information or item designated "CONFIDENTIAL"  
27 only to:  
28



1 (a) the Receiving Party’s outside counsel, as well as employees of  
2 said outside counsel to whom it is reasonably necessary to disclose the information for  
3 this litigation;

4 (b) Board members, officers and directors of the Receiving Party;

5 (c) Other employees of the Receiving Party to whom disclosure is  
6 reasonably necessary for this litigation and who are bound by internal confidentiality  
7 obligations as part of their employment or who have signed the “Acknowledgment and  
8 Agreement to Be Bound” (Exhibit A);

9 (d) Experts (as defined in this Order) of the Receiving Party to  
10 whom disclosure is reasonably necessary for this litigation and who have signed the  
11 “Acknowledgment and Agreement to Be Bound” (Exhibit A);

12 (e) the Court personnel assigned to this litigation;

13 (f) court reporters, their staffs, and professional vendors to whom  
14 disclosure is reasonably necessary for this litigation and who have signed the  
15 “Acknowledgment and Agreement to Be Bound” (Exhibit A);

16 (g) during their depositions, witnesses in the action to whom  
17 disclosure is reasonably necessary and who have signed the “Acknowledgment and  
18 Agreement to Be Bound” (Exhibit A). Pages of transcribed deposition testimony or  
19 exhibits to depositions that reveal Protected Material must be separately bound by the  
20 court reporter and may not be disclosed to anyone except as permitted under this  
21 Stipulated Protective Order; and

22 (h) the author of the document or the original source of the  
23 information.

24 7.3 Disclosure of “ATTORNEYS’ EYES ONLY” Information or Items.

25 Unless otherwise ordered by the Court or permitted in writing by the Designating Party,  
26 a Receiving Party may disclose any information or item designated “ATTORNEYS’  
27 EYES ONLY” only to:  
28

1 (a) the Receiving Party’s outside counsel, as well as employees of  
2 said outside counsel to whom it is reasonably necessary to disclose the information for  
3 this litigation;

4 (b) Experts (as defined in this Order) of the Receiving Party to  
5 whom disclosure is reasonably necessary for this litigation and who have signed the  
6 “Acknowledgment and Agreement to Be Bound” (Exhibit A);

7 (c) the Court personnel assigned to this litigation;

8 (d) court reporters, their staffs, and professional vendors to whom  
9 disclosure is reasonably necessary for this litigation and who have signed the  
10 “Acknowledgment and Agreement to Be Bound” (Exhibit A); and

11 (e) the author of the document or the original source of the  
12 information.

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14 8. PROTECTED MATERIAL SUBPOENAED OR ORDERED  
15 PRODUCED IN OTHER LITIGATION

16 If a Receiving Party is served with a subpoena or an order issued in other  
17 litigation that would compel disclosure of any Discovery Material, the Receiving Party  
18 must so notify the Designating Party, in writing immediately and in no event more than  
19 five business days after receiving the subpoena or order. Such notification must include  
20 a copy of the subpoena or court order. The Receiving Party also must immediately  
21 inform in writing the Party who caused the subpoena or order to issue in the other  
22 litigation that some or all of the material covered by the subpoena or order is the subject  
23 of this Protective Order. In addition, the Receiving Party must deliver a copy of this  
24 Stipulated Protective Order promptly to the Party in the other action that caused the  
25 subpoena or order to issue.

26 The purpose of imposing these duties is to alert the interested parties to the  
27 existence of this Protective Order and to afford the Designating Party in this case an  
28

1 opportunity to try to protect its confidentiality interests in the court from which the  
2 subpoena or order issued.

3  
4 9. UNAUTHORIZED DISCLOSURE OF PROTECTED MATERIAL

5 If a Receiving Party learns that, by inadvertence or otherwise, it has disclosed  
6 Protected Material to any person or in any circumstance not authorized under this  
7 Stipulated Protective Order, the Receiving Party must immediately (a) notify in writing  
8 the Designating Party of the unauthorized disclosures, (b) use its best efforts to retrieve  
9 all copies of the Protected Material, (c) inform the person or persons to whom  
10 unauthorized disclosures were made of all the terms of this Order, and (d) request such  
11 person or persons to execute the “Acknowledgment and Agreement to Be Bound” that  
12 is attached hereto as Exhibit A.

13  
14 10. FILING PROTECTED MATERIAL

15 Without written permission from the Designating Party, or a court order secured  
16 after appropriate notice to all interested persons and after following the procedures  
17 provided for in Local Rule 79-5.1, a Party may not file in the public record in this action  
18 any Protected Material.

19  
20 11. FINAL DISPOSITION

21 Unless otherwise ordered or agreed to in writing by the Producing Party, within  
22 60 days after the final termination of this action, each Receiving Party must return all  
23 Protected Material to the Producing Party or destroy the Protected Material. As used in  
24 this subdivision, “all Protected Material” includes all copies, abstracts, compilations,  
25 summaries or any other form of reproducing or capturing any of the Protected Material.  
26 Notwithstanding this provision, counsel are entitled to retain an archival copy of all  
27 pleadings, motion papers, transcripts, legal memoranda, correspondence or attorney  
28 work product, even if such materials contain Protected Material. Any such archival

1 copies that contain or constitute Protected Material remain subject to this Protective  
2 Order as set forth in Section 4 (DURATION), above.  
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4  
5 12. MISCELLANEOUS

6 12.1 Right to Further Relief. Nothing in this Order abridges the right of  
7 any person to seek its modification in the future.

8 12.2 Right to Assert Other Objections. By stipulating to the entry of this  
9 Protective Order no Party waives any right it otherwise would have to object to  
10 disclosing or producing any information or item on any ground not addressed in this  
11 Stipulated Protective Order. Similarly, no Party waives any right to object on any  
12 ground to use in evidence of any of the material covered by this Protective Order.

13 12.3 Inadvertent Production of Privileged Documents. If a Party, through  
14 inadvertence, produces any document or information that it believes is immune from  
15 discovery pursuant to an attorney-client privilege, the work product privilege, or any  
16 other privilege, such production shall not be deemed a waiver of any privilege, and the  
17 Producing Party may give written notice to the Receiving Party that the document or  
18 information produced is deemed privileged and that return of the document or  
19 information is requested. Upon receipt of such notice, the Receiving Party shall  
20 immediately gather the original and all copies of the document or information of which  
21 the Receiving Party is aware, in addition to any abstracts, summaries, or descriptions  
22 thereof, and shall immediately return the original and all such copies to the Producing  
23 Party. Nothing stated herein shall preclude a Party from challenging an assertion by the  
24 other Party of privilege or confidentiality.

25 12.4 No Waiver of Claims. Nothing in this Order shall be construed to  
26 bar any legal, equitable, or administrative claims by any party against any other party to  
27 this action or any non-party, including without limitation any claims, counter-claims,  
28 cross-claims, impleader, joinder, and claims for indemnity and/or contribution. The  
protections afforded by this Order shall not prevent any party to this action from

1 asserting any legal, equitable, or administrative claim discovered via access or exposure  
2 to material and/or information protected by this Order as confidential.  
3

4 PURSUANT TO STIPULATION, IT IS SO ORDERED.  
5

6  
7 Dated: May 20, 2015



8 By: \_\_\_\_\_  
9 HON. MANUEL L. REAL  
10 U.S. DISTRICT JUDGE  
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EXHIBIT A  
ACKNOWLEDGMENT AND AGREEMENT TO BE BOUND

I, \_\_\_\_\_ [print full name],  
of \_\_\_\_\_ [print full address],  
declare under penalty of perjury that I have read in its entirety and understand the  
Stipulated Protective Order that was issued by the United States District Court for the  
Central District of California in the case of *Star Fabrics, Inc. v. Amazon.com, Inc.*, Case  
No. 14-cv-09190-R-AGR. I agree to comply with and to be bound by all of the terms of  
this Stipulated Protective Order and I understand and acknowledge that failure to so  
comply could expose me to sanctions and punishment in the nature of contempt. I  
solemnly promise that I will not disclose in any manner any information or item that is  
subject to this Stipulated Protective Order to any person or entity except in strict  
compliance with the provisions of this Order.

I further agree to submit to the jurisdiction of the United States District Court for  
the Central District of California for the purpose of enforcing the terms of this  
Stipulated Protective Order, even if such enforcement proceedings occur after  
termination of this action.

I hereby appoint \_\_\_\_\_ [print full name]  
of \_\_\_\_\_ [print full address and  
telephone number] as my California agent for service of process in connection with this  
action or any proceedings related to enforcement of this Stipulated Protective Order.

Date: \_\_\_\_\_  
City and State where sworn and signed: \_\_\_\_\_  
Printed name: \_\_\_\_\_

Signature: \_\_\_\_\_

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