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Attorneys for Defendants  
AJ Brands, Ltd., HDT Holdings Corporation,  
Sears, Roebuck and Co., Kmart Corporation,  
The Wet Seal, Inc. and  
World of Jeans & Tops, Inc. dba Tilly's

UNITED STATES DISTRICT COURT  
CENTRAL DISTRICT OF CALIFORNIA

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

Plaintiff,

vs.

AJ BRANDS, LTD, a New York  
Corporation formerly known as ZANA-  
DI, INC.; HDT HOLDINGS  
CORPORATION, a New York  
Corporation; SEARS, ROEBUCK AND  
CO., a New York Corporation; K MART  
CORPORATION, a Michigan  
Corporation; THE WET SEAL, INC., a  
Delaware Corporation; WORLD OF  
JEANS & TOPS, INC., a California  
Corporation dba TILLY'S; and DOES 1-  
10, inclusive,

Defendants.

) CASE NO. SA CV 10-1072 JVS (RNBx)  
) **[PROPOSED] PROTECTIVE ORDER**

**[DISCOVERY MATTER]**

1 **DEFINITIONS**

2 1. As used in this Protective Order,

3 a. “Designating Party” means any Person who designates Material as  
4 Confidential Material.

5 b. “Discovering Counsel” means counsel of record for a Discovering  
6 Party.

7 c. “Discovering Party” means the Party to whom Material is being  
8 Provided by a Producing Party.

9 d. “Confidential Material” refers to those materials designated as  
10 “CONFIDENTIAL” or “ATTORNEYS’ EYES ONLY” as defined in Paragraph 2  
11 below.

12 e. “Material” means any document, testimony or information in any  
13 form or medium whatsoever, including, without limitation, any written or printed  
14 matter, Provided in this action by a Party before or after the date of this Protective  
15 Order.

16 f. “Party” means the Parties to this action, their attorneys of record  
17 and their agents.

18 g. “Person” means any individual, corporation, partnership,  
19 unincorporated association, governmental agency, or other business or governmental  
20 entity whether a Party or not.

21 h. “Producing Party” means any Person who Provides Material during  
22 the course of this action.

23 i. “Provide” means to produce any Material, whether voluntarily or  
24 involuntarily, whether pursuant to request or process.

25 **CONFIDENTIAL DESIGNATION**

26 2. A Producing Party may designate as “CONFIDENTIAL” any material  
27 provided to a Party which contains or discloses any of the following:  
28

1 a. Non-public insider information, personnel files, financial  
2 information, trade secrets, confidential commercial information, proprietary  
3 information, or other confidential or sensitive information which the Producing Party  
4 determines in good faith should be kept confidential; and

5 b. Information that the Party is under a duty to preserve as  
6 confidential under an agreement with or other obligation to another Person.

7 c. The Producing Party may designate as “ATTORNEYS’ EYES  
8 ONLY,” documents Parties contend contain or disclose materials which they in good  
9 faith believe to be of an extremely high degree of current commercial sensitivity and/or  
10 would provide a competitive advantage to its competitors if disclosed.

11 3. A Producing Party shall stamp as CONFIDENTIAL or ATTORNEYS’  
12 EYES ONLY Materials which the Producing Party in good faith believes are entitled  
13 to protection pursuant to the standards set forth in Paragraph 2 of this Order. A  
14 Producing Party may designate Confidential Material for Protection under this order by  
15 either of the following methods:

16 a. By physically marking it with the following inscription prior to  
17 Providing it to a Party:

18 CONFIDENTIAL SUBJECT TO PROTECTIVE ORDER

19 or

20 ATTORNEYS’ EYES ONLY SUBJECT TO PROTECTIVE ORDER

21 b. By identifying with specificity in writing to the Discovering Party  
22 any previously Provided Material which was not designated as Confidential Material  
23 prior to its having been Provided. For purposes of this method of designation, it will be  
24 a sufficiently specific identification to refer to the bates numbers or deposition page  
25 numbers of previously Provided Material. Where a Producing Party designates  
26 previously Provided Material as Confidential Material pursuant to this subparagraph,  
27 the Producing Party will follow the procedures set forth in the previous subparagraph  
28 for designating Confidential Material, and Provide to the Discovering Party additional

1 copies of the previously Provided Material marked with the inscription described in the  
2 previous subparagraph. Upon receipt of the additional copies which comply with the  
3 procedures set forth in the previous subparagraph, the Discovering Party will  
4 immediately return to the Producing Party the previously Provided Material, or  
5 alternatively, will destroy all the previously Provided Material, at the option of the  
6 Producing Party. For previously Provided Material which was not designated as  
7 Confidential Material at the time of its being Provided, this Protective Order shall  
8 apply to such materials beginning on the date that the Producing Party makes such  
9 designation.

10 All costs associated with the designations of materials as “Confidential” or  
11 “Attorneys’ Eyes Only” involving, for example, the cost of binding confidential  
12 portions of deposition transcripts, shall be initially borne by the Party making the  
13 designation with no prejudice regarding the Designating Party’s ability to recover its  
14 costs upon completion of the litigation.

15 The designation of documents as “Confidential” or “Attorneys’ Eyes Only” does  
16 not entitle the parties to have those documents filed under seal. An application,  
17 including a stipulated application to filed documents under seal must comply with  
18 Local Rule 79-5.

19 **RESTRICTION ON USE OF CONFIDENTIAL MATERIAL**

20 4. Confidential Material designated as CONFIDENTIAL shall not be  
21 disclosed, nor shall its contents be disclosed, to any person other than those described  
22 in Paragraph 7 of this Protective Order and other than in accordance with the terms,  
23 conditions and restrictions of this Protective Order. Confidential Material designated as  
24 ATTORNEYS’ EYES ONLY shall not be disclosed, nor shall its contents be disclosed  
25 to any person other than those described in Paragraph 8 of this Protective Order.

26 5. Confidential Material Provided by a Producing Party to a Discovering  
27 Party shall not be used by the Discovering Party or anyone other than the Producing  
28 Party, specifically including the persons identified in Paragraphs 7 or 8 as appropriate,

1 for any purpose, including, without limitation any personal, business, governmental,  
2 commercial, publicity, public-relations, or litigation (administrative or judicial)  
3 purpose, other than the prosecution or defense of this action.

4 6. All Confidential Material shall be kept secure by Discovering Counsel  
5 and access to Confidential Material shall be limited to persons authorized pursuant to  
6 Paragraphs 7 or 8 of this Protective Order.

7 7. For purposes of the preparation of this action, and subject to the terms,  
8 conditions, and restrictions of this Protective Order, Discovering Counsel may disclose  
9 Material designated as CONFIDENTIAL and the contents of Material designated as  
10 CONFIDENTIAL only to the following persons:

11 a. Counsel of record working on this action on behalf of any party and  
12 counsel's employees who are directly participating in this action, including counsel's  
13 partners, associates, paralegals, assistants, secretaries, and clerical staff.

14 b. In-house counsel and such in-house counsel's employees who are  
15 directly participating in this action, including counsel's paralegals, assistants,  
16 secretaries, and clerical staff.

17 c. Court and deposition reporters and their staff.

18 d. The Court and any Person employed by the Court whose duties  
19 require access to Material designated as CONFIDENTIAL.

20 e. Witnesses at depositions or pre-trial proceedings, in accordance  
21 with procedures set forth in Paragraphs 11-13.

22 f. Non-party experts and consultants assisting counsel with respect to  
23 this action and their secretarial, technical and clerical employees who are actively  
24 assisting in the preparation of this action, in accordance with the procedures set forth in  
25 Paragraphs 11-13.

26 g. Officers, directors and employees of the Parties hereto who have a  
27 need to review Material designated as CONFIDENTIAL to assist in connection with  
28 this litigation, subject to the limitations set forth herein;

1           h.     Photocopy service personnel who photocopied or assisted in the  
2 photocopying or delivering of documents in this litigation;

3           i.     Any Person identified on the face of any such Material designated  
4 as CONFIDENTIAL as an author or recipient thereof;

5           j.     Any Person who is determined to have been an author and/or  
6 previous recipient of the Material designated as CONFIDENTIAL, but is not identified  
7 on the face thereof, provided there is prior testimony of actual authorship or receipt of  
8 the Material designated as CONFIDENTIAL by such Person; and

9           k.     Any Person who the Parties agree in writing may receive Material  
10 designated as CONFIDENTIAL.

11 The Parties shall make a good faith effort to limit dissemination of Material designated  
12 as CONFIDENTIAL within these categories to Persons who have a reasonable need  
13 for access thereto.

14           8.     For purposes of the preparation of this action, and subject to the terms,  
15 conditions, and restrictions of this Protective Order, the Discovering Counsel may  
16 disclose confidential financial Material designated as ATTORNEYS' EYES ONLY,  
17 and the contents of Material so designated, only to the following persons:

18           a.     Counsel of record for the Parties to this action and counsel's  
19 employees who are directly participating in this action, including counsel's partners,  
20 associates, paralegals, assistants, secretarial, and clerical staff.

21           b.     Court and deposition reporters and their staff.

22           c.     The Court and any person employed by the Court whose duties  
23 require access to Material designated as ATTORNEYS' EYES ONLY.

24           d.     Witnesses at depositions or pre-trial proceedings, in accordance  
25 with procedures set forth in paragraphs 11-13.

26           e.     Experts and consultants assisting counsel with respect to this action  
27 and their secretarial, technical and clerical employees who are actively assisting in the  
28

1 preparation of this action, in accordance with the procedures set forth in paragraphs  
2 11-13.

3 f. Any Person identified on the face of any such Material designated  
4 as ATTORNEYS' EYES ONLY as an author or recipient thereof; and

5 g. Any Person who is determined to have been an author and/or  
6 previous recipient of the Material designated as ATTORNEYS' EYES ONLY, but is  
7 not identified on the face thereof, provided there is prior testimony of actual authorship  
8 or receipt of the Material designated as ATTORNEYS' EYES ONLY by such Person;  
9 and

10 h. Any Person who the Parties agree in writing may receive Material  
11 designated as ATTORNEYS' EYES ONLY.

12 **UNDERTAKING TO BE BOUND BY PROTECTIVE ORDER**

13 9. Before Discovering Counsel may disclose Confidential Material to any  
14 Person described in subparagraphs 7(f), 7(g), or 8(f) above, the Person to whom  
15 disclosure is to be made shall receive a copy of this Protective Order, shall read  
16 Paragraphs 1, 4, 5, 6, 7, 8, 9 and 10 (including the subparagraphs where applicable) of  
17 the Protective Order, shall evidence his or her agreement to be bound by the terms,  
18 conditions, and restrictions of the Protective Order by signing an undertaking in the  
19 form attached hereto as **Exhibit A** (the "Undertaking"), and shall retain the copy of  
20 this Protective Order, with a copy of his or her signed Undertaking attached.

21 Discovering Counsel shall keep a copy of the signed Undertaking for each person  
22 described in subparagraphs 7(f), 7(g), or 8(f) to whom Discovering Counsel discloses  
23 Confidential Material.

24 10. The individuals designated in subparagraph 8(a) above, are specifically  
25 prohibited from publishing, releasing, or otherwise disclosing Material designated as  
26 ATTORNEYS' EYES ONLY, or the contents thereof, to any directors, officers, or  
27 employees of the company for which the individual is employed, or to any other  
28 persons not authorized under this Protective Order to receive such information. The

1 designated individuals in subparagraph 8(a) shall retain all ATTORNEYS' EYES  
2 ONLY material in a secure manner under separate and confidential file, so as to avoid  
3 inadvertent access by, or disclosure to, unauthorized persons.

#### 4 **DEPOSITIONS**

5 11. Those portions of depositions taken by any Party at which any Material  
6 designated as CONFIDENTIAL is used or inquired into, may not be conducted in the  
7 presence of any Person(s) other than (a) the deposition witness, (b) his or her counsel,  
8 and (c) Persons authorized under Paragraph 7 of this Protective Order to view such  
9 Confidential Material. During those portions of depositions in which Material  
10 designated ATTORNEYS' EYES ONLY is used or inquired into, only those persons  
11 authorized under Paragraph 8 to view such Materials may be present.

12 12. Counsel for any deponent may designate testimony or exhibits as  
13 Confidential Material by indicating on the record at the deposition that the testimony  
14 of the deponent or any exhibits to his or her testimony are to be treated as Confidential  
15 Material. Counsel for any Party may designate exhibits in which that Party has a  
16 cognizable interest as Confidential Material by indicating on the record at the  
17 deposition that such exhibit(s) are to be treated as Confidential Material. Failure of  
18 counsel to designate testimony or exhibits as confidential at deposition, however, shall  
19 not constitute a waiver of the protected status of the testimony or exhibits. Within  
20 thirty calendar days of receipt of the transcript of the deposition, or thirty days of the  
21 date on which this Protective Order becomes effective, whichever occurs last, counsel  
22 shall be entitled to designate specific testimony or exhibits as Confidential Material. If  
23 counsel for the deponent or Party fails to designate the transcript or exhibits as  
24 Confidential within the above-described thirty day period, any other Party shall be  
25 entitled to treat the transcript or exhibits as non-confidential material. For purposes of  
26 this Paragraph 12, this Protective Order shall be deemed "effective" on the date on  
27 which it has been executed by all counsel for the Parties.



1           13.    When Material disclosed during a deposition is designated Confidential  
2 Material at the time testimony is given, the reporter shall separately transcribe those  
3 portions of the testimony so designated, shall mark the face of the transcript in  
4 accordance with Paragraph 3 above, and shall maintain that portion of the transcript or  
5 exhibits in separate files marked to designate the confidentiality of their contents. The  
6 reporter shall not file or lodge with the Court any Confidential Material without  
7 obtaining written consent from the Party who designated the Material as Confidential  
8 Material. For convenience, if a deposition transcript or exhibit contains repeated  
9 references to Confidential Material which cannot conveniently be segregated from  
10 non-confidential material, any Party may request that the entire transcript or exhibit be  
11 maintained by the reporter as Confidential Material.

12 **USE OF CONFIDENTIAL MATERIAL IN PLEADINGS AND OTHER COURT**

13 **PAPERS**

14           14.    In accordance with Local Rule 79-5.1, if any papers to be filed with the  
15 Court contain information and/or documents that have been designated as  
16 “Confidential” or “Attorneys’ Eyes Only,” the proposed filing shall be accompanied  
17 by an application to file the papers or the portion thereof containing the designated  
18 information or documents (if such portion is segregable) under seal; and the  
19 application shall be directed to the judge to whom the papers are directed. For  
20 motions, the parties shall publicly file a redacted version of the motion and supporting  
21 papers.

22 **OBJECTIONS TO DESIGNATION**

23           15.    Any Party may at any time notify the Designating Party in writing of its  
24 contention that specified Material designated as Confidential Material is not properly  
25 so designated because such Material does not warrant protection under applicable law.  
26 The Designating Party shall within five court days, meet and confer in good faith with  
27 the Party challenging the designation in an attempt to resolve such dispute. The  
28 Designating Party shall have ten (10) calendar days from the initial meet and confer to

1 file a motion to uphold the designation of the material in question. Any such motion  
2 shall be set for hearing on the first available calendar date. If no motion is filed within  
3 10 days, or any mutually agreed to extension of time, all Parties may treat the Material  
4 as non-confidential. To maintain the designation as Confidential Material and to  
5 prevail on such a motion, the Designating Party must show by a preponderance of the  
6 evidence that there is good cause for the designation as Confidential Material. Pending  
7 resolution of any motion filed pursuant to this Paragraph, all Persons bound by this  
8 Protective Order shall continue to treat the Material which is the subject of the motion  
9 as Confidential Material.

10 16. Any discovery disputes concerning the designation of materials or  
11 disclosure of documents or information under this Protective Order shall be brought in  
12 compliance with Local Rule 37 and a proposed stipulated protective order should so  
13 provide.

#### 14 **RETURN OF MATERIAL**

15 17. Within ninety (90) calendar days after the final settlement or termination  
16 of this action, Discovering Counsel shall return or destroy (at the option and expense  
17 of Discovering Counsel) all Materials provided by a Producing Party and all copies  
18 thereof except to the extent that any of the foregoing includes or reflects Discovering  
19 Counsel's work product, and except to the extent that such Material has been filed with  
20 a court in which proceedings related to this action are being conducted. In addition,  
21 with respect to any such retained work product and unless otherwise agreed to, at the  
22 conclusion of this action, counsel for each Party shall store in a secure area all work  
23 product which embodies Confidential Material together with all of the signed  
24 undertakings they are required to preserve pursuant to Paragraph 9 above, and shall not  
25 make use of such Material except in connection with any action arising directly out of  
26 these actions, or pursuant to a court order for good cause shown. The obligation of this  
27 Protective Order shall survive the termination of this action. To the extent that  
28 Confidential Materials are or become known to the public through no fault of the

1 Discovering Party, such Confidential Materials shall no longer be subject to the terms  
2 of this Protective Order. Upon request, counsel for each Party shall verify in writing  
3 that they have complied with the provisions of this paragraph.

4 **SCOPE OF THIS ORDER**

5 18. Except for the provisions regarding post-trial or post-settlement return and  
6 destruction of Material, or segregation of work product which embodies Confidential  
7 Material, this order is strictly a pretrial order; it does not govern the trial in this action.

8 19. Not later than seven days before trial in the action, Counsel agree to meet  
9 and confer concerning the use at trial of Confidential Material.

10 20. Nothing in this Protective Order shall be deemed to limit, prejudice, or  
11 waive any right of any Party or Person (a) to resist or compel discovery with respect to,  
12 or to seek to obtain additional or different protection for, Material claimed to be  
13 protected work product or privileged under California or federal law, Material as to  
14 which the Producing Party claims a legal obligation not to disclose, or Material not  
15 required to be provided pursuant to California law; (b) to seek to modify or obtain  
16 relief from any aspect of this Protective Order; (c) to object to the use, relevance, or  
17 admissibility at trial or otherwise of any Material, whether or not designated in whole  
18 or in part as Confidential Material governed by this Protective Order; or (d) otherwise  
19 to require that discovery be conducted according to governing laws and rules.

20 21. Designation of Material as Confidential Material on the face of such  
21 Material shall have no effect on the authenticity or admissibility of such Material at  
22 trial.

23 22. This Protective Order shall not preclude any Person from waiving the  
24 applicability of this Protective Order with respect to any Confidential Material  
25 Provided by that Person or using any Confidential Material Provided by that Person or  
26 using any Confidential Material owned by that Person in any manner that Person  
27 deems appropriate.

1           23. This Protective Order shall not affect any contractual, statutory or other  
2 legal obligation or the rights of any Party or Person with respect to Confidential  
3 Material designated by that Party.

4           24. The restrictions set out in the Protective Order shall not apply to any  
5 Material which:

- 6           a. At the time it is Provided is available to the public;
- 7           b. After it is Provided, becomes available to the public through no act,  
8 or failure to act, of the Discovering Party; or
- 9           c. The Discovering Party can show
  - 10           i. Was already known to the Discovering Party independently  
11 of receipt of the Confidential Material in this or prior litigation; or
  - 12           ii. Was received by the Discovering Party, after the time it was  
13 designated as Confidential Material hereunder, from a third party having the right to  
14 make such disclosure.

15           25. If at any time any Material protected by this Protective Order is  
16 subpoenaed from the Discovering Party by any Court, administrative or legislative  
17 body, or is requested by any other Person or entity purporting to have authority to  
18 require the production of such material, the Party to whom the subpoena or other  
19 request is directed shall immediately give written notice thereof to the Producing Party  
20 with respect to Confidential Material sought and shall afford the Producing Party  
21 reasonable opportunity to pursue formal objections to such disclosures. However,  
22 nothing in this Protective Order is intended or should be construed as authorizing a  
23 party to disobey a lawful subpoena in another action.

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**SUBMISSION TO COURT**

26. The Parties agree to submit this Protective Order to the Court for adoption as an order of the Court. The Parties reserve the right to seek, upon good cause, modification of this Protective Order by the Court.

**IT IS SO ORDERED.**

Date: December 21, 2011

  
\_\_\_\_\_  
Honorable Robert N. Block  
United States Magistrate Judge

1 **EXHIBIT A**

2  
3 **UNDERTAKING TO BE BOUND BY THE PRETRIAL PROTECTIVE ORDER**  
4 **REGARDING CONFIDENTIALITY OF DOCUMENTS**

5 I, \_\_\_\_\_ [print or type full name], of \_\_\_\_\_  
6 [print or type full address], declare under penalty of perjury that I have read in its  
7 entirety and understand the Protective Order that was issued by the United States  
8 District Court for the Central District of California in the case of *Guru Denim, Inc. v.*  
9 *AJ Brands, Ltd.*, No. SA CV 10-1072 JVS (RNBx). I agree to comply with and to be  
10 bound by all the terms of this Protective Order and I understand and acknowledge that  
11 failure to so comply could expose me to sanctions and punishment in the nature of  
12 contempt. I solemnly promise that I will not disclose in any manner any information  
13 or item that is subject to this Protective Order to any person or entity except in strict  
14 compliance with the provisions of this Order.

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

19  
20 Date: \_\_\_\_\_, 2011

21  
22 City and State where sworn and signed: \_\_\_\_\_

23  
24 Signed: \_\_\_\_\_  
25 [Print Name] [Signature]