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UNITED STATES DISTRICT COURT  
NORTHERN DISTRICT OF CALIFORNIA

**STARCOM MEDIAVEST GROUP,  
INC.,**

**Plaintiff,**

**v.**

**MEDIAVESTW.COM and JOHN  
DOES 1-5,**

**Defendants.**

CASE NO. 10-CV-04025-LHK

**ORDER ON PRELIMINARY INJUNCTION**

**Hearing Date:** September 21, 2010  
**Time:** 3:00 p.m.  
**Courtroom:** 4 (5<sup>th</sup> Floor)  
**Judge:** Hon. Lucy H. Koh  
**Action Filed:** September 8, 2010

This case is brought pursuant to the *in rem* provisions of the Anticybersquatting Consumer Protection Act (“ACPA”), 15 U.S.C. § 1125(d). Plaintiff Starcom MediaVest Group, Inc. (“SMG”) seeks a Preliminary Injunction against the Registrant of the domain name MEDIAVESTW.COM, all parties in concert with the Registrant, and any other parties claiming ownership in the domain name MEDIAVESTW.COM. The Court previously found that SMG demonstrated a likelihood of success on the merits of its ACPA claim, and that it was likely to suffer irreparable harm absent preliminary relief. Therefore, the Court issued an *ex parte* Order Granting Temporary Restraining Order and Order to Show Cause Re: Preliminary Injunction on September 13, 2010 (“TRO,” Docket No. 17).

1 The Court hereby incorporates by reference its findings as set forth in the TRO. The Court  
2 now also finds that SMG has been diligent in its attempts to serve the TRO and supporting papers on  
3 the Registrant and various domain name authorities, but has been frustrated in its attempts to reach  
4 the Registrant due to the Registrant's apparent provision of "material and misleading false contact  
5 information," which is evidence of "bad faith" for purposes of the ACPA. 15 U.S.C. § 1125(d). The  
6 Registrant did not file an opposition to the TRO, nor did the Registrant appear at the Order to Show  
7 Cause Re: Preliminary Injunction hearing on September 21, 2010. As such, the Court finds that  
8 good cause exists for entry of a preliminary injunction, pending resolution of this case on the merits.

9 Therefore, **IT IS HEREBY ORDERED THAT:**

10 PENDING entry of final judgment in this case, the Registrant of the domain name  
11 MEDIAVESTW.COM, and any and all parties acting in concert with the Registrant, and any other  
12 parties claiming ownership or other protectable interest in the domain name MEDIAVESTW.COM  
13 (collectively "Defendants"), and each of their respective officers, agents, servants, employees and  
14 attorneys, and all those in active concert or participation with them ARE HEREBY RESTRAINED  
15 AND ENJOINED from operating or assisting in the use of, or facilitating in any manner the use of,  
16 the domain name MEDIAVESTW.COM, for any purpose whatsoever, including without limitation  
17 in connection with the sending or receiving of e-mail, domain name redirection services or the  
18 hosting of a website.

19 PENDING a resolution of the case on the merits, the Court hereby orders VeriSign, Inc., as  
20 the operator of the dot-com (.com) top-level Internet domain, to institute a "registry hold" on the  
21 MEDIAVESTW.COM domain, whereby the MEDIAVESTW.COM domain will be taken out of the  
22 dot-com zone and any attempt by individuals to use or access the domain, or services made available  
23 via the domain, will be impossible.

24 Because SMG has made such a strong showing of likelihood of success on the merits and  
25 because the Registrant's activities have evinced fraudulent intent and bad faith, the Court shall not  
26 require a bond at this time.

27 This Order shall remain in effect until either (a) a final judgment is entered in this action; or  
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1 (b) the Court issues an order modifying, amending or vacating this order. In the interim, SMG must  
2 make its best efforts to serve this Order and supporting papers on the Registrant of  
3 MEDIAVESTW.COM no later than September 22, 2010. In addition, SMG must publish notice of  
4 this Action for two weeks in the following newspapers: San Jose Mercury News, San Francisco  
5 Chronicle, Chicago Tribune, The Patriot News (in Harrisburg, PA), and the Melbourne Herald Sun  
6 (in Melbourne, Australia).

7 **IT IS SO ORDERED.**

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9 Dated: September 21, 2010

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11 By: Lucy H. Koh  
12 The Hon. Lucy H. Koh  
13 United States District Judge  
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