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**UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF CALIFORNIA**

QUALITYBUILT.COM, INC.,  
  
Plaintiff,  
  
vs.  
  
COAST TO COAST ENGINEERING  
SERVICES, INC. d/b/a CRITERIUM  
ENGINEERS; and DOES 1 through 20,  
inclusive,  
  
Defendant.

CASE NO. 07cv627 WGH(AJB)  
**ORDER**  
(Doc. # 11)

The matter before the Court is the “Temporary Restraining Order and Order to Show Cause Why a Preliminary Injunction Should Not Issue,” issued by the Superior Court of the State of California, County of San Diego on April 5, 2007, and, after removal, modified by this Court on April 11, 2007. Plaintiff QualityBuilt.com, Inc. (“QualityBuilt”) argues that the Court should extend the temporary restraining order (“TRO”) or issue a preliminary injunction, while Defendant Coast to Coast Engineering Services, Inc., d/b/a Criterium Engineers (“Criterium”) opposes the ordering of any injunctive relief.

**I. Background**

On April 3, 2007, QualityBuilt filed a Complaint and “Request for Ex Parte Application for a Temporary Restraining Order and an Order to Show Cause Why a Preliminary Injunction Should Not Issue” (“Application for TRO”) against Criterium in state court. In the Complaint

1 and Application for TRO, QualityBuilt alleges that it provided Criterium with its proprietary  
2 information, including its customer list, in conjunction with a “Master Services and Licensing  
3 Agreement” (the “Contract”). (Compl. ¶¶ 15, 18-19; *see also* Luhr Decl. ¶ 14.) By the end  
4 of 2006, a dispute had arisen over approximately \$1.9 million in payments Criterium claimed  
5 it was owed by QualityBuilt for engineering services performed on construction projects  
6 pursuant to the Contract. (Apr. 14, 2007 Tinsman Decl. ¶ 11.) QualityBuilt claims that  
7 Criterium has “submitted billings not accurately depicting the nature and extent of its  
8 services,” and “[i]n order to determine the extent of Criterium’s non-performance, QualityBuilt  
9 has undertaken an audit of all projects where Criterium provided services.” (Apr. 3, 2007  
10 Michaelis Decl. ¶ 10.) According to QualityBuilt, “[o]nce QualityBuilt has completed the  
11 audit, QualityBuilt will be in a position to determine what is actually owed between the  
12 parties.”<sup>1</sup> (Apr. 3, 2007 Michaelis Decl. ¶ 12.)

13 In early 2007, Criterium sent letters to QualityBuilt clients stating that, as QualityBuilt’s  
14 subcontractor, a portion of the client’s outstanding invoices to QualityBuilt is due to Criterium.  
15 (Suppl. Mem. Supp. Extending TRO, Ex. G; Apr. 14, 2007 Tinsman Decl. ¶¶ 13-15, Ex. 2.)  
16 For example, one such letter states, in part:

17 Unfortunately, to date, we have not received payment of these funds from  
18 [QualityBuilt]. As a subcontractor, there are certain legal protections provided  
19 to us in these types of instances where a contractor does not pay its  
20 subcontractor, one of which is to file mechanic liens and/or a civil complaint  
21 against the client.

22 Because [Criterium] values the relationship we have had with you in the past  
23 and hope to maintain a positive relationship with you in the future, we are very  
24 eager to avoid any necessary legal entanglements, such as lien filings. We are  
25 therefore respectfully requesting that you pay the [Criterium] share of each  
26 [QualityBuilt] invoice directly to [Criterium] and then pay the balance of the  
27 invoice to [QualityBuilt] for their share. The attached schedule shows both the  
28 total amount of the [QualityBuilt] invoice and the [Criterium] share, which we  
ask to be paid to us.

Upon clearing of funds, we will in turn provide you with a Release absolving  
you of any further obligation to [Criterium] and we will notify [QualityBuilt] of  
said payment to us.

Given the strict timelines in pursuing mechanic lien claims, time is of the  
essence.

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<sup>1</sup> In a letter dated March 30, 2007, QualityBuilt’s counsel indicated that “QualityBuilt  
expects to be able to determine the amounts owed in the next few weeks.” (Apr. 3, 2007  
Michaelis Decl., Ex. 8.)

1 (Suppl. Mem. Supp. Extending TRO, Ex. G.) After sending these letters, “Criterium followed  
 2 up with a number of third parties by telephone and e-mail.” (Apr. 14, 2007 Tinsman Decl. ¶  
 3 14.) According to Criterium, “[t]he sole purpose of these collection efforts was to reconcile  
 4 our accounts and ensure that Criterium received payment for services rendered.” (Apr. 14,  
 5 2007 Tinsman Decl. ¶ 15.)

6 In its Complaint, QualityBuilt alleges that these collection letters are part of “a  
 7 campaign to contact QualityBuilt’s clients to solicit business” and “disparage QualityBuilt’s  
 8 reputation and integrity.” (Compl. ¶ 23.) QualityBuilt brings claims for misappropriation of  
 9 trade secrets and unfair competition, seeking economic damages, punitive damages and  
 10 injunctive relief. (Compl. ¶¶ 17-35.)

11 On April 5, 2007, the state court issued the “Temporary Restraining Order and Order  
 12 to Show Cause Why a Preliminary Injunction Should Not Issue” (“TRO”). The TRO provides:

13 Based upon the Complaint, the Memorandum in Support of the ex parte  
 14 application for a Temporary Restraining Order and an Order to Show Cause why  
 a preliminary injunction should not issue, and the declarations filed in this  
 matter, and good cause appearing therefore,

15 Defendants are hereby ordered to show cause at 9:00 a.m. on April 16,  
 16 2007 . . . why you, your agents, servants, assigns and all those acting in concert  
 with you, should not be further restrained and enjoined pending further order in  
 this action from disclosing or otherwise utilizing QualityBuilt.com’s . . .  
 17 proprietary, trade secret, and confidential information.

18 Pending the . . . hearing . . . , Coast to Coast Engineering Services, Inc.,  
 d/b/a Criterium Engineers . . . and its agents, servants, assigns and all those  
 acting in concert with it are restrained and enjoined from contacting the clients  
 19 on list attached hereto under seal for the purpose of collecting money and are  
 further restrained from contacting clients on the above referenced list that are  
 20 “keyed” as “A” or “D” as described in the attached letter from attorney Timothy  
 J. Bryant.

21 . . . .  
 22 The restraining order granted herein shall expire on 4-16, 2007, unless  
 extended by stipulation or order of the Court. No bond is required for the  
 issuance of the Temporary Restraining Order.

23 (Notice of Removal, Ex. A.) The list attached to the TRO contains a list of approximately  
 24 2,200 names, approximately 160 of which are “keyed” as “A” or “D”. Category “A” is  
 25 comprised of “Clients that [Criterium Engineers] worked with during the term of the  
 26 [Contract],” and category “D” is comprised of “Clients that [Criterium] has contacted  
 27 regarding the collection of monies owed to [Criterium].” (Notice of Removal, Ex. A.)

28 On April 6, 2007, Criterium removed the action to this Court, alleging diversity

1 jurisdiction.<sup>2</sup> Also on April 6, 2007, QualityBuilt filed for arbitration with the American  
2 Arbitration Association, claiming that the dollar amount of QualityBuilt's claim against  
3 Criterium is between \$1,000,000 and \$5,000,000.<sup>3</sup> (Fleming Decl. ¶ 2, Ex. I.)

4 On April 9, 2007, Criterium filed an Application for Modification of the TRO, moving  
5 the Court for an order modifying the TRO to allow Criterium to continue performing work for  
6 non-party Kitchell Contractors ("Kitchell"), who is also a client of QualityBuilt. According  
7 to Criterium:

8 Currently Criterium Engineers has twelve commercial projects underway with  
9 Kitchell Contractors in Arizona. . . . Each of these is a commercial construction  
10 (as opposed to residential) project. . . . Criterium Engineers was not doing work  
11 on any of these commercial projects pursuant to the Contract with QualityBuilt;  
12 rather Criterium Engineers was only doing residential inspections for a few  
13 Kitchell projects pursuant to the Contract with QualityBuilt.

14 (Application for Modification at 7 (citing Apr. 6, 2007 Tinsman Decl. ¶ 17).)<sup>4</sup> Criterium  
15 further asserted:

16 The effect of the TRO has meant that the engineering and field technician staff  
17 performing the consulting services and inspections for Kitchell Contractors have  
18 had to walk off of on-going projects without explanation. Since Criterium  
19 Engineers is under contract to perform these services, the Professional  
20 Engineering licenses of its CEO, Alan Mooney, and other engineering principals  
21 in the company are at risk for violating state law as it relates to the performing  
22 of engineering services since Criterium Engineers is being restrained from  
23 fulfilling its contractual obligations to Kitchell Contractors.

24 (Application for Modification at 8 (citing Apr. 6, 2007 Tinsman Decl. ¶¶ 1, 20-21).)

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25 <sup>2</sup> Diversity jurisdiction was properly alleged, and has not been disputed.

26 <sup>3</sup> The Contract contains an arbitration clause which provides:  
27 The parties agree that the venue for any dispute arising between the Parties  
28 regarding this Agreement or work performed under this Agreement shall be  
binding arbitration conducted by the American Arbitration Association (AAA)  
in San Diego, California. . . . The sole exception to this is that QB may apply  
to a court of competent jurisdiction for injunctive relief and damages in the  
event Criterium . . . misappropriate[s] trade secrets or infringe[s] upon other  
intellectual property of QB.

(Suppl. Mem. Supp. TRO, Ex. B § 13.2.)

<sup>4</sup> According to Criterium's Director, "[w]hile providing residential services for a  
Kitchell Contractors' project, Criterium Engineers was asked if it could provide engineering  
services for some Kitchell commercial projects. . . . Criterium Engineers is not using any of  
the methods, software or hardware of QualityBuilt in performing the work for Kitchell  
Contractors. . . . The QualityBuilt system does not apply to these projects." (Apr. 6, 2007  
Tinsman Decl. ¶¶ 14, 16.)

1 On April 11, 2007, the Court modified the TRO to allow Criterium to work for Kitchell.

2 The Court stated:

3 QualityBuilt has failed to show, or even to argue, that QualityBuilt would suffer  
4 irreparable injury if the TRO was modified to allow Criterium to continue  
5 providing services to Kitchell Contractors. Even if QualityBuilt is correct that  
6 Criterium's work for Kitchell constitutes a breach of the Contract, QualityBuilt  
7 has not shown that its injury could not be remedied by a damage award.  
8 Conversely, Criterium has shown that Kitchell and Kitchell's subcontractors--  
9 nonparties to this action--would be harmed by continuing to enjoin Criterium  
10 from providing services to Kitchell. Therefore, the TRO will be modified to  
11 allow Criterium to provide services to Kitchell.

12 (Apr. 11, 2007 Order at 5.) In the same Order, the Court scheduled the show cause hearing on  
13 whether a preliminary injunction should issue for April 17, 2007; the Court also extended the  
14 TRO to the date of the show cause hearing. After receiving additional briefing and evidence  
15 from the parties, the Court conducted the hearing on April 17, 2007.

## 16 **II. Discussion**

17 “[A] preliminary injunction is an extraordinary and drastic remedy, one that should not  
18 be granted unless the movant, *by a clear showing*, carries the burden of persuasion.” *Mazurek*  
19 *v. Armstrong*, 520 U.S. 968, 972 (1997) (emphasis in original) (quotation omitted). The Ninth  
20 Circuit has described two sets of criteria for preliminary injunctive relief. *See Save Our*  
21 *Sonoran, Inc. v. Flowers*, 408 F.3d 1113, 1120 (9th Cir. 2005).

22 “Under the ‘traditional’ criteria, a plaintiff must show ‘(1) a strong likelihood of success  
23 on the merits, (2) the possibility of irreparable injury to plaintiff if preliminary relief is not  
24 granted, (3) a balance of hardships favoring the plaintiff, and (4) advancement of the public  
25 interest (in certain cases).’ . . . Alternatively, a court may grant the injunction if the plaintiff  
26 ‘demonstrates *either* a combination of probable success on the merits and the possibility of  
27 irreparable injury *or* that serious questions are raised and the balance of hardships tips sharply  
28 in his favor.’” *Id.* (quoting *Johnson v. Cal. State Bd. of Accountancy*, 72 F.3d 1427, 1430 (9th  
Cir. 1995)). “These two formulations represent two points on a sliding scale in which the  
required degree of irreparable harm increases as the probability of success decreases. They  
are not separate tests but rather outer reaches of a single continuum.” *Baby Tam & Co. v. City*  
*of Las Vegas*, 154 F.3d 1097, 1100 (9th Cir. 1998) (internal quotation marks and citations

1 omitted).

2 “Under any formulation of the test, the moving party must demonstrate a significant  
3 threat of irreparable injury.” *Arcamuzi v. Continental Air Lines, Inc.*, 819 F.2d 935, 937 (9th  
4 Cir. 1987) (citation omitted). If the moving party fails to meet this “minimum showing,” the  
5 Court “need not decide whether [the movant] is likely to succeed on the merits.” *Oakland  
6 Tribune, Inc. v. Chronicle Pub. Co., Inc.*, 762 F.2d 1374, 1377 (9th Cir. 1985).

7 QualityBuilt argues that Criterium’s collection efforts (comprising the above-quoted  
8 letters, and “follow up” e-mails and phone calls) threaten to irreparably harm QualityBuilt.  
9 In its brief, QualityBuilt argues:

10 QualityBuilt has advised Criterium of the evidence gathered of Criterium’s  
11 incomplete and substandard inspections. Despite this evidence, Criterium has  
12 represented, and continues to tell QualityBuilt and QualityBuilt’s clients and  
13 specifically its contacts that it has wrongfully been refused payment from  
14 QualityBuilt. Criterium sent, prior to the TRO, letters or e-mails to many of  
15 QualityBuilt’s major clients soliciting business, and seeking direct payment of  
16 moneys it claims it is owed, implying that QualityBuilt was not honoring its  
17 contractual and financial obligations to Criterium. Criterium also threatened to  
18 file mechanics liens.

19 Further shaking the confidence of clients in QualityBuilt’s reliability is the fact  
20 that some of the invoices Criterium is submitting to QualityBuilt’s clients  
21 include charges for amounts QualityBuilt has already paid Criterium, or  
22 erroneous charges unrelated to the project associated with the invoice.

23 (Suppl. Mem. Supp. Extending TRO at 7 (citing Apr. 3, 2007 Michaelis Decl. ¶ 18; Jaggard  
24 Decl. ¶ 3; Murphy Decl. ¶ 2).) QualityBuilt further argues:

25 Criterium’s contact with QualityBuilt’s clients irreparably harms QualityBuilt  
26 in three significant ways: 1) it shakes client confidence in QualityBuilt’s  
27 performance, integrity and responsibility, qualities critical in this industry and  
28 the bedrock of QualityBuilt’s client relationships; 2) damages QualityBuilt’s  
goodwill within the industry; and 3) it allows Criterium to unfairly profit from  
one of QualityBuilt’s most valuable and protected assets, its client list and  
contacts while diminishing QualityBuilt’s ability to protect those relationships  
in the future.

(Suppl. Mem. Supp. Extending TRO at 1.)

29 In support of its argument, QualityBuilt submits a Declaration from QualityBuilt’s  
30 President stating: “It is my belief that if Criterium is not prevented from continuing its course  
31 of conduct, and is permitted to contact and harass QualityBuilt’s clients, QualityBuilt will  
32 suffer irreparable harm in the form of damaged client relationships and diminished credibility  
33 in the industry, which cannot be compensated for with monetary damages.” (Apr. 3, 2007



1 Michaelis Decl. ¶ 22.) QualityBuilt submits an e-mail sent March 29, 2007 to QualityBuilt's  
2 President from a client, which states:

3 Hello Beth, Hope all is well and you enjoy your time off. I received this letter  
4 from Criterium Engineering and I am very concerned to say the least. Criterium  
5 is asking me for a response to their demand letter and the last thing I need is a  
lien to deal with on something I should not be involved in. I need to hear back  
from someone at QB as soon as possible so I can avoid the lien frustration.

6 (Apr. 3, 2007 Michaelis Decl. ¶ 17, Ex. 3; *see also* Apr. 3, 2007 Michaelis Decl., Ex. G ¶ 3.)

7 QualityBuilt also submits a letter from another client dated March 28, 2007 which states:

8 [Client] is in receipt of a notice of nonpayment letter from Criterium Engineers  
9 dated March 26, 2007. The notice of nonpayment letter is due to an outstanding  
10 balance owed to Criterium for work directly related to this project. Pursuant to  
11 your subcontract, you are hereby on notice to defend, indemnify, and hold  
12 [client] harmless from claims and actions related to this issue. Additionally, you  
are to remedy this claim expeditiously. In the event that said claim has not been  
remedied within ten (10) days, [client] reserves the right to pay the obligation.  
In the event that [client] should remedy the outstanding payment, a deductive  
change order for the amount paid will be issued to adjust QualityBuilt's contract  
amount accordingly.

13 (Suppl. Mem. Supp. Extend TRO, Ex. H.)

14 While "economic injury alone does not support a finding of irreparable harm, because  
15 such injury can be remedied by a damage award," *Rent-A-Center, Inc. v. Canyon Television*  
16 *& Appliance Rental, Inc.*, 944 F.2d 597, 603 (9th Cir. 1991), the Ninth Circuit has "recognized  
17 that intangible injuries, such as damage to ongoing recruitment efforts and goodwill, qualify  
18 as irreparable harm." *Id.* (citing *Regents of Univ. of Cal. v. Am. Broad. Co.*, 747 F.2d 511,  
19 519-20 (9th Cir. 1984)). Business goodwill includes a company's reputation. *See WMX Techs.*  
20 *v. Miller*, 80 F.3d 1315, 1325 (9th Cir. 1996). However, the moving party must submit  
21 evidence sufficient to demonstrate a "significant threat" of an intangible injury. *Arcamuzi*, 819  
22 F.2d at 937. In *Oakland Tribune, Inc. v. Chronicle Publishing Co.*, 762 F.2d 1374 (9th Cir.  
23 1985), a newspaper alleged that a competitor's use of exclusivity contracts caused it to suffer  
24 "the loss of reputation, competitiveness, and goodwill." *Id.* at 1377. The Ninth Circuit  
25 affirmed the district court's denial of a preliminary injunction on the grounds that plaintiff  
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1 failed to show irreparable injury.<sup>5</sup> The court stated:

2 Assuming that in some cases lost reputation is irreparable, we must determine  
3 whether the trial court's finding is clearly erroneous that no irreparable loss was  
4 caused by the exclusivity provisions. Plaintiff has not shown that the decline in  
5 its sales is caused by the exclusive feature contracts. In its brief to this court,  
6 plaintiff pointed to only two affidavits to demonstrate injury. In the first, Robert  
7 Maynard, the principal shareholder of plaintiff's parent corporation, stated that  
8 defendants' use of exclusivity provisions caused plaintiff's market share to  
9 decrease. In the second, journalism professor Norman Isaacs, previously the  
10 editor of an Indiana newspaper, attested that as a general matter, when a  
11 newspaper is deprived of popular features, it is placed at a competitive  
12 disadvantage; Isaacs also attested that some features under contract to  
13 defendants are quite popular. . . . Professor Isaacs did not address the particular  
14 situation in issue, and Mr. Maynard provided only conclusory statements and  
15 was an interested party.

16 *Id.* at 1377 (citations omitted).

17 Similarly, QualityBuilt has supplied only conclusory statements of an interested party  
18 (QualityBuilt's President) and a few communications from QualityBuilt clients indicating they  
19 were upset about the possibility of mechanic's liens being filed against their property. The  
20 evidence, however, does not show that any client was threatening to terminate its relationship  
21 with QualityBuilt or that Criterium's collection efforts would otherwise have any significant  
22 or lasting impact on the relationship between the client and QualityBuilt. This evidence is  
23 insufficient to establish irreparable injury. *See Am. Passage Media Corp. v. Cass Commc'ns,*  
24 *Inc.*, 750 F.2d 1470, 1473 (9th Cir. 1985) ("Four advertisers say that they prefer dealing with  
25 one company, find it costly and inefficient to deal with college newspapers directly, and that  
26 the exclusives will affect their decision to continue to do business with [plaintiff] AP. These  
27 affidavits are from current clients of AP. None of the advertisers says that it will discontinue  
28 business with AP as a result of the contracts. Even if the evidence showed that four advertisers  
were unwilling to do business with AP because [defendant] Cass had exclusives with desirable  
schools, this would be insufficient evidence of irreparable harm.").

Moreover, even if QualityBuilt's evidence was sufficient to show that Criterium's  
collection letters, e-mails and phone calls presented a significant threat of irreparable injury

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<sup>5</sup> Because the plaintiff in *Oakland Tribune* failed to show irreparable injury, the Ninth Circuit did not consider plaintiff's likelihood of success on the merits. *See Oakland Tribune*, 762 F.2d at 1378.



1 to QualityBuilt's reputation and goodwill in the industry, such evidence would not be  
2 sufficient to warrant injunctive relief in this case. QualityBuilt concedes that this Court cannot  
3 issue an injunction enjoining Criterium from filing mechanic's liens pursuant to state law.  
4 (Apr. 17, 2007 Hearing Trans. at 5, 46.) Whatever irreparable damage to QualityBuilt's  
5 reputation and goodwill that might be caused by Criterium's collection letters, e-mails and  
6 phone calls, would similarly be caused if Criterium instead filed mechanic's liens. If  
7 QualityBuilt's clients were to infer (rightfully or wrongfully) from Criterium's direct  
8 communications that QualityBuilt has not met its payment obligations, the same inference  
9 likely would be drawn from Criterium's filing of mechanic's liens on the property. Therefore,  
10 QualityBuilt has failed to show that the primary harms allegedly inflicted by Criterium's  
11 collection letters, e-mails and phone calls likely would be prevented by the requested  
12 injunctive relief. "A preliminary injunction is not a preliminary adjudication on the merits, but  
13 a device for preserving the status quo and *preventing the irreparable loss of rights before*  
14 *judgment.*" *Textile Unlimited, Inc. v. A. BMH & Co., Inc.*, 240 F.3d 781, 786 (9th Cir. 2001)  
15 (emphasis added) (citing *Sierra On-Line, Inc. v. Phoenix Software, Inc.*, 739 F.2d 1415, 1422  
16 (9th Cir. 1984)). Where the movant fails to show that the preliminary injunction would  
17 prevent the alleged injury, the injunction should not be issued.

18 There is one injury allegedly caused by Criterium's collection letters which would not  
19 similarly be caused by the filing of mechanic's liens. Criterium's collection letters state in  
20 part:

21 Because [Criterium] values the relationship we have had with you in the past  
22 and *hope to maintain a positive relationship with you in the future*, we are very  
23 eager to avoid any necessary legal entanglements, such as lien filings. We are  
24 therefore respectfully requesting that you pay the [Criterium] share of each  
25 [QualityBuilt] invoice directly to [Criterium] and then pay the balance of the  
26 invoice to [QualityBuilt] for their share.

27 (Suppl. Mem. Supp. Extending TRO, Ex. G (emphasis added).) QualityBuilt argues that the  
28 italicized language "is a transparent attempt to solicit business." (Suppl. Mem. Supp.  
Extending TRO at 9.) However, QualityBuilt has failed to support its argument with evidence  
that any recipient of the letters construed them as solicitations, or that the alleged solicitations  
caused QualityBuilt injury. QualityBuilt has presented no evidence that it has lost any client

1 to Criterium due to these letters or Criterium's other collection efforts.<sup>6</sup> Conversely, Criterium  
2 has presented the following affidavit testimony from its Director:

3 After mailing the collection letters, Criterium followed up with a number of the  
4 third parties by telephone and e-mail. Criterium prepared talking points to  
5 ensure that QualityBuilt was not disparaged during these follow-up  
6 conversations. . . . Paramount in advice and my own calls were the issues to  
7 avoid: 1) Do not solicit business; 2) Do not criticize [QualityBuilt]; 3) Do not  
8 offer details of our problems. . . . A few customers that Criterium was serving  
9 in connection with QualityBuilt requested that Criterium continue to perform  
10 inspection services to the exclusion of QualityBuilt. Criterium declined those  
11 requests in every instance. Criterium was careful to avoid any potential  
12 interference with [QualityBuilt] customers, even though Criterium believes the  
13 [Contract] does not prohibit them from accepting or seeking that work. . . . At  
14 the time of the termination of the [Contract], Criterium Engineers was the sole  
15 provider of inspection services for nearly 600 different projects, in 25 states,  
16 arising from the [Contract]. Today, none of these projects are being served in  
17 any manner . . . by Criterium.

18 (Apr. 14, 2007 Tinsman Decl. ¶¶ 14, 16-17.) In sum, QualityBuilt has failed to produce  
19 sufficient evidence to support its argument that Criterium is soliciting QualityBuilt's clients;  
20 and thus this argument cannot support QualityBuilt's claim of irreparable injury. *See Big*  
21 *Country Foods, Inc. v. Bd. of Educ. of Anchorage Sch. Dist.*, 868 F.2d 1085, 1088 (9th Cir.  
22 1989) ("Big Country argues . . . that the irreparable injury it will suffer if injunctive relief is  
23 not granted is the 'loss of a contract.' This loss is irreparable, Big Country asserts, because  
24 even if it is successful on the merits, Alaskan law provides no monetary damages for this kind  
25 of challenge. . . . [W]e assume . . . that Big Country is referring to pecuniary injury--lost  
26 profits. If so, we need not decide if Big Country has an adequate remedy at law for this injury.  
27 The record is barren of evidence of lost profits.") (affirming the denial of a preliminary  
28 injunction solely on the basis that plaintiff failed to show an irreparable injury).

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29 <sup>6</sup> Even if QualityBuilt had shown that it lost clients due to Criterium's alleged  
30 solicitations, this likely would be insufficient to show irreparable injury. *See Am. Passage*  
31 *Media Corp. v. Cass Commc'ns, Inc.*, 750 F.2d 1470, 1473 (9th Cir. 1985) ("Without a  
32 sufficient showing that these contracts threatened AP's existence, any loss in revenue . . . is  
33 compensable in damages."); *DiMare Fresh, Inc. v. Sun Pac. Mktg. Coop.*, 2006 U.S. Dist.  
34 LEXIS 70795, at \*7 (E.D. Cal., Sept. 19, 2006) ("Although a loss of customers and a resulting  
35 loss in revenue surely make it more difficult to compete, they do not amount to irreparable  
36 harm because such injuries are measurable and thus have an adequate remedy at law.")  
37 (quoting *Bell Atl. Bus. Sys. v. Storage Tech. Corp.*, 1994 U.S. Dist. LEXIS 4471, at \*9 (N.D.  
38 Cal., Apr. 5, 1994)); *Dreyer's Grand Ice Cream, Inc. v. Ben & Jerry's Homemade, Inc.*, 1998  
U.S. Dist. LEXIS 23465, at \*8 (N.D. Cal., Nov. 30, 1998) ("[L]ost customers generally do not  
amount to an irreparable harm without some threat to the existence of the enterprise.") (citing  
*Am. Passage Media Corp.*, 750 F.2d at 1473).

1           Because QualityBuilt has failed to meet its burden of demonstrating a significant threat  
2 of irreparable injury, the Court “need not decide whether [plaintiff] is likely to succeed on the  
3 merits.” *Oakland Tribune, Inc. v. Chronicle Publ’g Co.*, 762 F.2d 1374, 1376 (9th Cir. 1985)  
4 (“Under any formulation of the test, plaintiff must demonstrate that there exists a significant  
5 threat of irreparable injury. Because the Tribune has not made that minimum showing we need  
6 not decide whether it is likely to succeed on the merits.”) (citations omitted); *see also Big*  
7 *Country Foods*, 868 F.2d at 1088 (same); *Arcamuzi v. Continental Air Lines, Inc.*, 819 F.2d  
8 935, 937 (9th Cir. 1987) (same).

9 **III. Conclusion**

10           For the reasons discussed above, the Court finds that QualityBuilt has failed to meet its  
11 burden of showing that preliminary injunctive relief is warranted. Therefore, the “Temporary  
12 Restraining Order and Order to Show Cause Why a Preliminary Injunction Should Not Issue”  
13 is hereby dissolved. (Doc. # 11.)

14 DATED: April 18, 2007

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16 **WILLIAM Q. HAYES**  
17 United States District Judge  
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