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UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF CALIFORNIA

DANCESPORT VIDEOS, LLC, an Arizona
limited liability company; and DIGITAL
VIDEO CREATIONS, INC., a California
corporation,

Plaintiffs,

v.

EDIZA ONLINE, INC., a California
corporation; FRANK BIANCO, an
individual; FRANK BIANCO, INC., a
Florida corporation; AS SEEN ON TV
INFOMERCIALS, INC., a Florida
Corporation, and SHAREWELL GROUP,
INC., a California corporation; and DOES 1
through 50, inclusive,

Defendants.

Case No.: 09cv1873-LAB (RBB)

**ORDER FOR SEIZURE OF GOODS
BEARING COUNTERFEIT
TRADEMARKS AND CONTAINING
INFRINGEMENT COPYRIGHTE
MATERIAL AND RECORDS
RELATING THERETO;**

**ORDER FOR INSPECTION AND
INVENTORY OF GOODS BEARING
INFRINGEMENT TRADEMARKS AND
RECORDS RELATING THERETO;**

**TEMPORARY RESTRAINING ORDER;
AND**

**ORDER RE: HEARING ON
PRELIMINARY INJUNCTION.**

[PURSUANT TO 15 U.S.C. §1116 AND FRCP 64 AND 65]

1 Having considered Plaintiffs’ Emergency *Ex Parte* Application and Motion for an
2 Order (1) for seizure of goods bearing counterfeit trademarks and containing infringing
3 copyrighted material and records relating thereto; (2) for inspection and inventory of goods
4 bearing infringing trademarks and containing infringing material and records relating thereto;
5 (3) temporarily restraining Defendants; (4) to show cause re preliminary injunction; and (5)
6 for expedited discovery, and the papers in support thereof, the Court hereby grants said
7 Application and Motion. The Court finds that:

8 A. Plaintiffs DanceSport Videos LLC and Digital Video Creations, Inc.
9 (collectively, DanceSport) have shown that they are likely to succeed on the merits of their
10 infringement and counterfeiting claims based on Defendants’ wrongful use of DanceSport’s
11 federally registered “CORE RHYTHMS” marks and federally registered copyrighted material
12 in connection with counterfeit exercise DVDs;

13 B. Plaintiffs are being irreparably harmed by Defendants’ advertising, marketing,
14 distributing, offering for sale, and sale of certain infringing products. Defendants’ acts will
15 confuse and deceive the public and the trade as to the origin of the Defendants’ counterfeit
16 goods and will cause immediate and irreparable injury, loss and damage to DanceSport, its
17 trademarks, copyrights and trade dress, and the valuable goodwill and reputation associated
18 therewith and that such injury, loss and damage is more likely to be sustained by DanceSport
19 if the Defendants are given notice of this litigation prior to the issuance of the Order of
20 Seizure and the Temporary Restraining Order hereinafter specified and thereby given time to
21 dispose of or move the counterfeit goods and other possible relevant evidence; and

22 C. The balance of hardships tips in favor of Plaintiffs and that the public interest
23 weighs in favor of granting a temporary restraining order and issuing an OSC re: preliminary
24 injunction; and

25 D. Plaintiffs have made a showing that *ex parte* relief is warranted given, *inter*
26 *alia*, that Defendants are using counterfeits of marks registered on the Principal Register of
27 the United States Patent and Trademark Office in connection with the distribution, offering
28 for sale and selling of goods (*i.e.*, exercise DVDs); that Defendants are representing their

1 products as being genuine and from the manufacturer when they are neither; that Defendants
2 have infringed and are infringing Plaintiff's copyrights, trade dress and trademarks; that the
3 counterfeit goods are virtually indistinguishable from the genuine goods authorized by
4 DanceSport; and that Defendants threaten to continue such acts unless immediately restrained
5 by Order of this Court; and

6 E. An order other than an *ex parte* seizure order is not adequate to enjoin the
7 counterfeiting and infringing of Plaintiffs' trade dress and trademarks, and to otherwise
8 achieve the purposes of the Lanham Act, 15 U.S.C. § 1114. Plaintiffs have not publicized the
9 requested seizure, and the counterfeit goods are located at the places at which the seizures are
10 to take place. One of the attorneys for DanceSport has given reasonable notice to the United
11 States Attorney for the Southern District of California that DanceSport would be seeking
12 herein an order for seizure of counterfeit goods and documents relating thereto. The only
13 effective method of preventing the counterfeit goods from being removed, hidden, moved,
14 destroyed or made otherwise inaccessible and of preserving other possible relevant evidence
15 is to issue an order requiring the seizure of such evidence without notice to Defendants;
16 therefore the interests of justice require a waiver of notice pursuant to Federal Rule of Civil
17 Procedure 65(B)(1)(B) and the Lanham Act, 15 U.S.C. § 1116.

18 **NOW, THEREFORE, IT IS ORDERED AS FOLLOWS:**

19 **I. SEIZURE ORDER**

20 (a) **IT IS HEREBY ORDERED** that the United States Marshal for the Southern
21 District of California, Deputy United States Marshal(s) ("United States Marshals"), other law
22 enforcement officers, or sworn-in peace officers shall, prior to **Monday, August 31, 2009**,
23 conduct a reasonable search for and with the use of any reasonably necessary force, seize and
24 impound any and all goods, including packaged and unpackaged DVDs, bearing any
25 imitations of the federally registered CORE RHYTHMS trademarks of DanceSport, or its
26 federally registered copyrights in its CORE RHYTHMS products, or the trade dress of CORE
27 RHYTHMS products (exemplars of which are attached hereto as Exhibit 1) including any
28 cartons or containers in which the said counterfeit goods may be packaged, specifically

1 including any goods identified as counterfeit by attorneys for DanceSport at any and all of the
2 following locations:

- 3 1. 10373 Roselle Street, San Diego, CA, 92121, including but not limited to
4 Units 130 and 140.
- 5 2. 3030 Plaza Bonita Rd #1184, National City, CA 91950.
- 6 3. Any other place within the State of California that the United
7 States Marshals, other law enforcement officers, other sworn-in
8 peace officers or representatives of DanceSport reasonably
9 believe, based on information obtained or provided by the
10 Defendants or from records seized from Defendants, is the
11 location of counterfeit goods, cartons or containers therefor, or
12 records relating thereto, and

13 (b) **IT IS FURTHER ORDERED**, that the United States Marshals, persons acting
14 under their supervision, other law enforcement officers or other sworn-in peace officers shall
15 prior to **Monday, August 31, 2009** reasonably search for, seize and impound all books,
16 records, and other documents and molds and other things relating in any manner to the
17 importation, manufacture, distribution, sale, purchase, payment, movement, storage or
18 transfer of said counterfeit or infringing goods described above, which shall be identified by
19 attorneys for or other representatives of DanceSport at the locations authorized above,
20 including but not limited to any document that references DanceSport or CORE RHYTHMS.
21 A forensic specialist in computer hardware retained by DanceSport shall be permitted for this
22 purpose and may copy files, programs, hard drives and anything else therein onto disk(s) or
23 other transportable media which will then be delivered to the custodian specified in Paragraph
24 (e) below. The computer specialist may conduct an audit of these computers to detect
25 evidence of counterfeit or infringing goods, and the results of this audit may be saved on a
26 disk(s) or other transportable media; and

27 (c) **IT IS FURTHER ORDERED**, that the Defendants and their agents and
28 employees, shall affirmatively aid the U.S. Marshals, law enforcement officers, and Plaintiffs'

1 agents and attorneys in carrying out this Order including the opening of locked cases, file
2 cabinets, boxes and the like, such as a safe; and

3 **(d) IT IS FURTHER ORDERED**, that in the event that infringing and counterfeit
4 products and/or related documents are found to be in any locked or otherwise secured cartons
5 or containers or any locked or otherwise secured pouches, bags, suitcases, safes, boxes,
6 automobiles, vans, trucks, file cabinets and/or backpacks and the Defendants fail to cooperate
7 in causing same to be opened, that the U.S. Marshal and/or other persons authorized to seize
8 counterfeit products and/or documents relating thereto, as defined above may use reasonable
9 force to break any locks or other barriers blocking access to such products and/or documents;
10 and

11 **(e) IT IS FURTHER ORDERED**, that all counterfeit/infringing goods, cartons,
12 containers, means of making counterfeit/infringing goods, documents, records and other
13 things seized pursuant to this Order shall be taken into the care and custody of counsel for
14 DanceSport: Nancy C. Morgan, Gregory J. Sater and the law firm of Rutter Hobbs &
15 Davidoff Incorporated, or persons designated by them, who are hereby designated the
16 substitute custodians, or an appropriate warehouse, and that a complete and accurate
17 inventory of all goods seized shall be made and shall be provided to Defendants with a copy
18 of the inventory and with a receipt for the materials seized; and

19 **(f) IT IS FURTHER ORDERED**, that the United States Marshals, other law
20 enforcement officers or other custodian as authorized hereunder, shall provide copies of all
21 books, records and other documents seized, to counsel for DanceSport and counsel for all
22 parties (at each such counsel's expense); and shall be given access to and reasonable
23 opportunity to inspect, copy and photograph any other things seized (at each such counsel's
24 expense); provided, however, that counsel may not disclose any confidential, private,
25 proprietary, or privileged commercial information contained therein not relating to the
26 importation, manufacture, distribution, sale, purchase, movement, storage or transfer of
27 counterfeit/infringing goods to anyone (other than counsel for the parties and employees of
28 such attorneys) until the date set herein (without regard to later granted continuances; and

1 **(g) IT IS FURTHER ORDERED**, that DanceSport’s attorneys and other
2 representatives of DanceSport, including, but not limited to, experts and photographers, may
3 be present at the seizure; that DanceSport may have such photographs and/or videotapes made
4 in conjunction with the seizure as DanceSport’s counsel deems appropriate to preserve
5 evidence of the seizure; and that the United States Marshals, other law enforcement officers,
6 or other sworn-in peace officers may request appropriate identification from any persons
7 present. The United States Marshals, other law enforcement officers, or sworn-in peace
8 officers, may make simultaneous or repeated seizures as may be necessary and appropriate;
9 and

10 **(h) IT IS FURTHER ORDERED**, that the United States Marshals, persons acting
11 under their supervision, other law enforcement officers or other sworn-in peace officers shall,
12 at any time within **three days from the date of this Order is issued**, reasonably search for,
13 seize and copy (either on-site or off-site) all books, records, and other documents and other
14 things relating in any manner to the importation, manufacture, distribution, purchase,
15 payment, movement, storage or transfer of said counterfeit/infringing good, which shall be
16 identified by attorneys for or other representatives of DanceSport at the locations authorized
17 above; and

18 **(i) IT IS FURTHER ORDERED**, that if the Defendants fail or refuse to identify
19 all goods bearing the counterfeit/infringing trademarks, copyrights and trade dress, and
20 records relating thereto or if the goods and records cannot otherwise be located, or if
21 DanceSport’s attorneys and representatives have a good faith belief that such is the case,
22 United States Marshals, persons acting under their supervision or other law enforcement
23 officers, or other sworn-in peace officers in conjunction with DanceSport’s attorneys and
24 representatives shall search through all goods and records of the Defendants existing at the
25 locations described above to locate those records relating to the counterfeit/infringing goods.
26 Such records may be removed from the premises for a reasonable time to accomplish the
27 search and copying of records relating to the Orders above. United States Marshals, persons
28 acting under their supervision, other law enforcement officers, or sworn-in peace officers are

1 further directed to use all reasonably necessary force to accomplish the foregoing; and

2 **(j) IT IS FURTHER ORDERED**, that if, after the above-mentioned seizures are
3 made, Defendants obtain or retain the possession, custody or control of any goods bearing
4 counterfeit or infringing trademarks, copyrights or trade dress, means of making same or
5 records relating thereto, whether by purchase, importation or otherwise, Defendants will
6 immediately deliver the same into the custody of the United States Marshals, other law
7 enforcement officers or to counsel of record for DanceSport; and

8 **(k) IT IS FURTHER ORDERED**, that the United States Marshals, persons acting
9 under their supervision, other law enforcement officers, or any person authorized under the
10 Federal Rules of Civil Procedure, shall serve a copy of this Order, the Summons, the
11 Complaint, the Application for Ex Parte Order of Seizure of Counterfeit Goods and
12 supporting papers upon the Defendant or by hand delivery at the time of the seizure,
13 inspection and inventory; and

14 **(l) IT IS FURTHER ORDERED**, that DanceSport its servants, agents,
15 employees, officers and attorneys, or any of them, shall not publicize or attempt to publicize
16 the Order herein or the seizure thereunder prior to the time said seizure occurs and until after
17 the date originally set for the hearing on the Preliminary Injunction.

18 **II. TEMPORARY RESTRAINING ORDER**

19 **(a) IT IS ORDERED** that Defendants and each of their shareholders, members,
20 owners, parents, subsidiaries, affiliates, distributors, licensees, successors, heirs, assigns,
21 officers, directors, employees, agents, attorneys, and all persons and entities who now or
22 hereafter are in privity with or act in concert with any of them, are hereby temporarily
23 restrained from all of the following acts:

- 24 (1) marketing, advertising, offering to sell, or selling any product, package,
25 fitness program, video, DVD, or any other item of any kind that is or
26 ever was named or labeled with the words “CORE RHYTHMS” or any
27 colorable imitation thereof;
- 28 (2) marketing, advertising, offering to sell, or selling any product in

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connection with the words “CORE RHYTHMS” or any colorable imitation thereof;

(3) using the words “CORE RHYTHMS” or any colorable imitation thereof on any website or in any other marketing, advertising, or sales materials of any kind;

(4) manufacturing, importing, assembling, labeling, or distributing in any way any product, package, fitness program, video, DVD, or any other item of any kind that was copied, in whole or in part, from any “CORE RHYTHMS” product;

(5) manufacturing, importing, labeling, or distributing in any way product, package, fitness program, video, DVD, or any other item of any kind that is or ever was named or labeled with the words “CORE RHYTHMS” or any colorable imitation thereof;

(6) transferring, transporting, shipping, sending, moving, disposing of, discarding, destroying, exporting, or otherwise parting with custody, control, or possession of any product, package, fitness program, video, DVD, or any other item of any kind that is or ever was named or labeled with the words “CORE RHYTHMS” or any colorable imitation thereof (other than as otherwise expressly ordered in writing by this Court);

(7) modifying, re-labeling, re-packaging, re-naming, concealing, or otherwise changing the content, appearance, trade dress, name, packaging, or any other element, aspect, characteristic, or feature of any product, package, fitness program, video, DVD, or other item that is or ever was named or labeled with the words “CORE RHYTHMS” or any colorable imitation thereof (other than as otherwise expressly ordered in writing by this Court);

(8) transferring, transporting, shipping, sending, moving, disposing of, discarding, destroying, exporting, or otherwise parting with custody,

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control, or possession of (or modifying, editing, concealing, or otherwise changing the content of) any document, data, or record (including, but not limited to, any computer file, e-mail, spreadsheet, and any other record existing in electronic form) relating in any way to the manufacture, purchase, importation, labeling, assembling, distributing, marketing, advertising, offering to sell, selling, or shipping of any product, package, fitness program, video, DVD, or any other item of any kind that is or ever was named or labeled with the words “CORE RHYTHMS” or any colorable imitation thereof (including, but not limited to, any record relating to any purchase or any sale of any item bearing those words or any colorable imitation thereof); or

(9) infringing any of the trademarks or copyrights listed below:

(a) CORE RHYTHMS® (U.S. Trademark Reg. No. 3189058);

(b) CORE RHYTHMS DANCE EXERCISE PROGRAM® (U.S. Trademark Reg. No. 3272320);

(c) Copyright Serial No. 1-58135431, for title CORE RHYTHMS FULL WORKOUT DVD COVER, Reg. No. VA 1-636-818, with Issue/Reg Date of 4/26/08

(d) Copyright Serial No. 1-58135470 for title CORE RHYTHMS QUICK WORKOUT DVD COVER, Reg. No. VA 1-632-982, with Issue/Reg Date of 4/26/08.

(e) Copyright for title CORE RHYTHMS KICK START DVD COVER, Reg. No. VA 1-632-983, with Issue/Reg Date of 4/26/08.

(f) Copyright for title LATIN DANCE MADE EASY DVD COVER, Reg. No. VA 1-632-984, with Issue/Reg Date of 4/26/08.

(g) Copyright for title 7-DAY DIET GUIDE, Reg. No. VA 1-632-981, with Issue/Reg Date of 4/26/08.

(h) Copyright for title CORE RHYTHMS STARTER PACKAGE (RETAIL PKG), Reg. No. VA 1-632-129, with Issue/Reg Date of 4/26/08.

- 1 (i) Copyright for title CORE RHYTHMS FULL WORKOUT DVD, Reg.
2 No. PA 1-597-830, with Issue/Reg Date of 4/26/08.
- 3 (j) Copyright for title CORE RHYTHMS QUICK WORKOUT DVD,
4 Reg. No. PA 1-597-829, with Issue/Reg Date of 4/26/08.
- 5 (k) Copyright for title CORE RHYTHMS KICK START DVD, Reg.
6 No. PA 1-597-831, with Issue/Reg Date of 4/26/08.
- 7 (l) Copyright for title CORE RHYTHMS KICK START DVD, Reg. No.
8 PA 1-597-826, with Issue/Reg Date of 4/26/08.
- 9 (m) Copyright for title CORE RHYTHMS 2-MINUTE COMMERCIAL,
10 Reg. No. PA 1-602-500, with Issue/Reg Date of 7/18/08.
- 11 (n) Copyright for title CORE RHYTHMS LONG FORM
12 COMMERCIAL (VERSION 1), Reg. No. PA 1-602-498, with Issue/Reg Date of 7/18/08.
- 13 (o) Copyright for title CORE RHYTHMS LONG FORM
14 COMMERCIAL (VERSION 2), Reg. No. PA 1-602-502, with Issue/Reg Date of 7/18/08.
- 15 (p) Copyright for title CORE RHYTHMS SALSA BLAST DVD
16 COVER, Reg. No. VA 1-636-477, with Issue/Reg Date of 5/16/08.
- 17 (q) Copyright for title CORE RHYTHMS SWING SENSATION DVD
18 COVER, Reg. No. VA 1-636-468, with Issue/Reg Date of 5/16/08.
- 19 (r) Copyright for title CORE RHYTHMS LATIN SYNERGY DVD
20 COVER, Reg. No. VA 1-686-472, with Issue/Reg Date of 5/16/08.
- 21 (s) Copyright for title CORE RHYTHMS LATIN SYNERGY DVD,
22 Reg. No. PA 1-602-494, with Issue/Reg Date of 5/16/08.
- 23 (t) Copyright for title CORE RHYTHMS SALSA BLAST DVD, Reg.
24 No. PA 1-602-472, with Issue/Reg Date of 7/18/08.
- 25 (u) Copyright for title CORE RHYTHMS SAMBA FUSION DVD, Reg.
26 No. PA 1-602-437, with Issue/Reg Date of 7/18/08.
- 27 (v) Copyright for title CORE RHYTHMS SAMBA FUSION DVD
28 COVER, Reg. No. VA 1-671-725, with Issue/Reg Date of 5/16/2008.

1 (w) Copyright for title CORE RHYTHMS SWING SENSATION DVD,
2 Reg. No. PA 1-602-452, with Issue/Reg Date of 7/18/2008.

3 (x) Copyright for title CORE RHYTHMS CLUB MIX COLLECTION.

4 (b) **IT IS FURTHER ORDERED** that Defendants and each of their shareholders,
5 members, owners, parents, subsidiaries, affiliates, distributors, licensees, successors, heirs,
6 assigns, officers, directors, employees, agents, attorneys, and all persons and entities who now
7 or hereafter are in privity with or act in concert with any of them, **immediately shall remove**
8 any and all references to “CORE RHYTHMS” and any videos from any CORE RHYTHMS
9 DVDs from any and all websites over which they have any ownership or control including,
10 but not limited to, the websites at the domain name <www.asseenontv-
11 infomercials.com>,<http://ediza.securesites.net>, <www.asontv.com> and
12 <www.asseenontvonline.net>;

13 (c) **IT IS FURTHER ORDERED** that within three (3) days of receiving actual
14 notice of this Order Defendants and each of their shareholders, members, owners, parents,
15 subsidiaries, affiliates, distributors, licensees, successors, heirs, assigns, officers, directors,
16 employees, agents, attorneys, and all persons and entities who now or hereafter are in privity
17 with or act in concert with any of them, shall deliver to counsel of record for Plaintiffs, for
18 impounding by said counsel and for inspection, **every product, package, fitness program,**
19 **video, DVD, and other item** of any kind that is or that ever was named or labeled with the
20 words “CORE RHYTHMS” or any colorable imitation thereof.

21 (d) **IT IS FURTHER ORDERED** that within three (3) days of receiving actual
22 notice of this Order, Defendants and each of their shareholders, members, owners, parents,
23 subsidiaries, affiliates, distributors, licensees, successors, heirs, assigns, officers, directors,
24 employees, agents, attorneys, and all persons and entities who now or hereafter are in privity
25 with or act in concert with any of them, shall deliver to counsel of record for Plaintiffs for
26 impounding and inspection **every document, data, and record** (including, but not limited to,
27 every computer file, e-mail, spreadsheet, and other record existing in electronic form) relating
28 in any way to the manufacture, purchase, importation, labeling, assembling, distributing,

1 marketing, advertising, offering to sell, selling, or shipping of any product, package, fitness
2 program, video, DVD, or any other item of any kind that is or ever was named or labeled with
3 the words "CORE RHYTHMS" (including, but not limited to, every record relating to each
4 purchase or sale of each item bearing those words or any colorable imitation thereof, and
5 every record revealing from whom each was purchased, where each was manufactured, from
6 whom and from where each was imported, to whom each was sold and shipped, and all the
7 revenues generated).

8 (e) **IT IS FURTHER ORDERED** that as a precondition of this Order becoming
9 effective as against Defendants, Plaintiffs must post a cash deposit with the Clerk of the
10 Court, in lieu of a bond, in the total amount of \$ 2500.00, or in the alternative an undertaking
11 in that amount. (The foregoing sum is the total sum for both Plaintiffs combined, such that
12 only the foregoing sum shall be required, not twice said sum for two Plaintiffs.)

13 **H. MOTION FOR EXPEDITED DISCOVERY**

14 Plaintiffs' request for expedited discovery is **DENIED WITHOUT PREJUDICE**.
15 Discovery issues will be considered at the hearing on the motion for preliminary injunction
16 scheduled in section I, below.

17 **I. ORDER RE PRELIMINARY INJUNCTION HEARING**

18 **IT IS FURTHER ORDERED** that Plaintiffs hereafter shall make efforts to serve this
19 Order, the Summons and Complaint, and the *ex parte* application for seizure of counterfeit
20 goods and for temporary restraining order and preliminary injunction (together with all
21 supporting affidavits and other documents) on the Defendants by means reasonably calculated
22 to give the Defendants notice thereof. **Plaintiffs shall promptly file proof of service.**

23 The hearing on Plaintiffs' motion for a preliminary injunction is set for Tuesday,
24 September 1, 2009, at 11:00 a.m. in courtroom 9 in the federal courthouse at 940 Front Street,
25 San Diego, CA 92101.

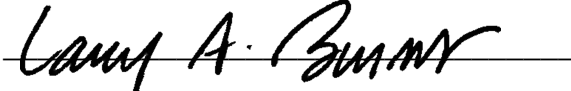
26 Defendants shall file and serve opposition papers, if any, to said motion on or before
27 5:00 p.m. on August 31, 2009. (Said service shall be made upon Plaintiffs' counsel by actual
28 delivery.) No reply from Plaintiffs is required in advance of the hearing, although the Court

1 may order additional briefing if appropriate.

2 Defendants are cautioned that filing their opposition and appearing the hearing on
3 Tuesday, September 1 are intended to be their opportunities to oppose Plaintiffs' request that
4 the Court issue a preliminary injunction. Failure to file an opposition within the time
5 permitted, or to appear at the hearing may constitute consent to issuance of the injunction.

6 **IT IS SO ORDERED.**

7 Dated: August 28, 2009


8 **HONORABLE LARRY ALAN BURNS**
9 **UNITED STATES DISTRICT JUDGE**

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EXHIBIT 1

CORE
Rhythms
DANCE EXERCISE PROGRAM

CORE
Rhythms
DANCE EXERCISE PROGRAM

CORE
Rhythms

AS SEEN ON
TV



Len Goldstein
and a teaching with the stars

"If you can move forwards, backwards and sideways, this is gonna work for you because that's all you've got to do."



"Extraordinary! Some friends ask: Dang, PJ, what have you been doing?"



"The Core Rhythms System has re-introduced me to my waist!"
Donna lost 27 pounds doing Core Rhythms.

Drop weight and tone your abs the fast and fun way with rhythmic latin dance

AS SEEN ON
TV

Includes:
FREE KICK START DVD

Your interactive guide to quick success!

4
DVD SET

\$150⁰⁰ Value



JAANA KUNITZ & JULIA POWERS

STARTER PACK

STARTER PACK



Group workout views show abdominal close-ups and rhythm beat to help your movements stay smooth and in-time.



Quickly switch from front to back views to position yourself directly behind the teacher.



Instant on-screen help takes you through the details of each movement with personal coaching from Jaana and Julia.

AS SEEN ON
TV

Introducing Core Rhythms®, a Latin dance exercise program that will speed-shrink your waistline and sculpt a lean, sexy body. With Core Rhythms, International dance champions Jaana Kunitz and Julia Powers get you moving to hot Latin music that naturally burns away fat and tones your abs without the need for bulky machines and expensive equipment. You will learn 3 core movements essential to Latin dancing and then expand on those movements with step-by-step dance instruction for Salsa, Samba and Merengue styles. Tone-up and learn Latin dance at the same time!

Core Rhythms® is a registered trademark of DanceSport Videos LLC. All rights reserved. All original music is ©Copyright 2005-2006 DanceSport Videos LLC. Unauthorized reproduction or duplication is prohibited.

4
DVD SET

3 DVDs packed with fat-blasting workouts and dance instruction with a retail value of more than \$150⁰⁰!

7 Day Diet Guide



EXHIBIT 1
TRO ORDER



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CORE Rhythms

DANCE EXERCISE PROGRAM

CORE Rhythms

DANCE EXERCISE PROGRAM

Club Mix

Move Your Hips To Lose Weight!

AS SEEN ON TV

Includes:

- Salsa Blast - Attacks those love handles
- Samba Fusion - Gives you flat, sexy abs
- Swing Sensation - Buns & thigh shaper
- Latin Synergy - Fat burning cardio!

4 DVD SET

\$120^{ms} Value

JANA KUNITZ & JULIA POWERS

CORE Rhythms

DANCE EXERCISE PROGRAM

AS SEEN ON TV



Extraordinary! Some friends say, 'Dang, J! what have you been doing?'



The Core Rhythms System has re-introduced me to my waist! Donna lost 27 pounds doing Core Rhythms.



The Core Rhythms System has re-introduced me to my waist! Donna lost 27 pounds doing Core Rhythms.

CLUB MIX COLLECTION

CLUB MIX COLLECTION



Group workout views show abdominal close-ups and rhythm beat to help your movements stay smooth and in-tune.



Quickly switch from front to back views to position yourself directly behind the teacher.



Instant on-screen help takes you through the details of each movement with personal coaching from Jaana and Julia.

AS SEEN ON TV

Introducing the sensational Core Rhythms Club mix collection.

International dance champions, Jaana Kunitz and Julia Powers, make exercising fun in these 4 DVDs that each target a specific area to burn the excess weight away and sculpt a lean, sexy body. With this club mix you can now have fit, beautiful abs with the ab-crunching Samba Fusion, or tone your hips, thighs and buns with our energetic Swing Sensations. To get rid of those pesky love handles, try the sexy Salsa Blast. Or maybe you want an all over fat burning, cardio workout - just pop in the revitalizing Latin Synergy. Any way you choose, you'll enjoy the easy to learn workout and love the amazing and fast results you'll get!

Core Rhythms is a registered trademark of Core Rhythms Fitness, LLC. All rights reserved. All original music is © Copyright 2005-2008. Special Spot Visions, Inc. Distributed by Core Rhythms Fitness, LLC. Unpublished trademarks or slogans are prohibited.



4 DVD SET

4 DVDs packed with fun, fast-paced workouts and dance instruction with a retail value of more than \$120!



SAMBA FUSION DVD
SWING SENSATIONS DVD
SALSA BLAST DVD
LATIN SYNERGY DVD

CORE



DVD

CORE Rhythms

STARTER PACK

NTSC English



CORE

Rhythms®

DANCE EXERCISE PROGRAM

Drop weight and tone your abs
the **fast and fun** way
with rhythmic
latin dance

AS SEEN ON

TV

Includes:
FREE KICK START DVD

Your interactive guide to quick success!

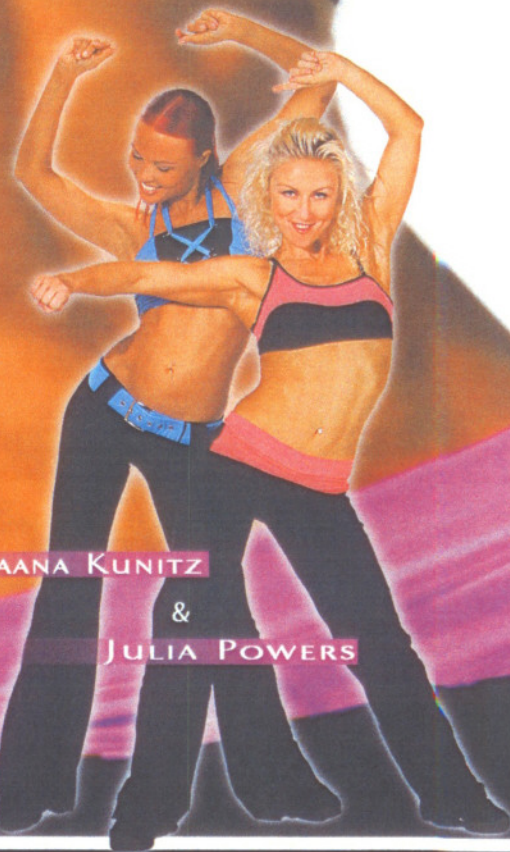
4
DVD SET

\$150.00 Value

JAANA KUNITZ

&

JULIA POWERS



STARTER PACK

CORE Rhythms
7 Day Diet Guide

4
DVD SET

4 DVDs packed with fat-blasting workouts and dance instruction with a retail value of more than \$150**!

Includes a **FREE 7-Day Diet Guide** with menu plans to help you slim-down while you are toning-up!

AS SEEN ON **TV**

Introducing Core Rhythms®, a Latin dance exercise program that will speed-shrink your waistline and sculpt a lean, sexy body. With Core Rhythms, International dance champions Jaana Kunitz and Julia Powers get you moving to hot Latin music that naturally burns away fat and tones your abs without the need for bulky machines and expensive equipment. You will learn 3 core movements essential to Latin dancing and then expand on those movements with step-by-step dance instruction for Salsa, Samba and Merengue styles. Tone-up and learn Latin dance at the same time!



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EXHIBIT 1
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CORE Rhythms

CORE Rhythms

DANCE EXERCISE PROGRAM



Introducing **CORE RHYTHMS**, a Latin Dance exercise program that will speed shrink your waistline and sculpt a lean, sexy body. With Core Rhythms, Jaana and Julia get you moving and grooving to HOT Latin music in no time! Now, YOU can go from flab to fab with three simple movements that allow you to reap the benefits of years of training and practicing without all the hard work. Core Rhythms gives you world class cardio conditioning, while toning your abs at the same time.

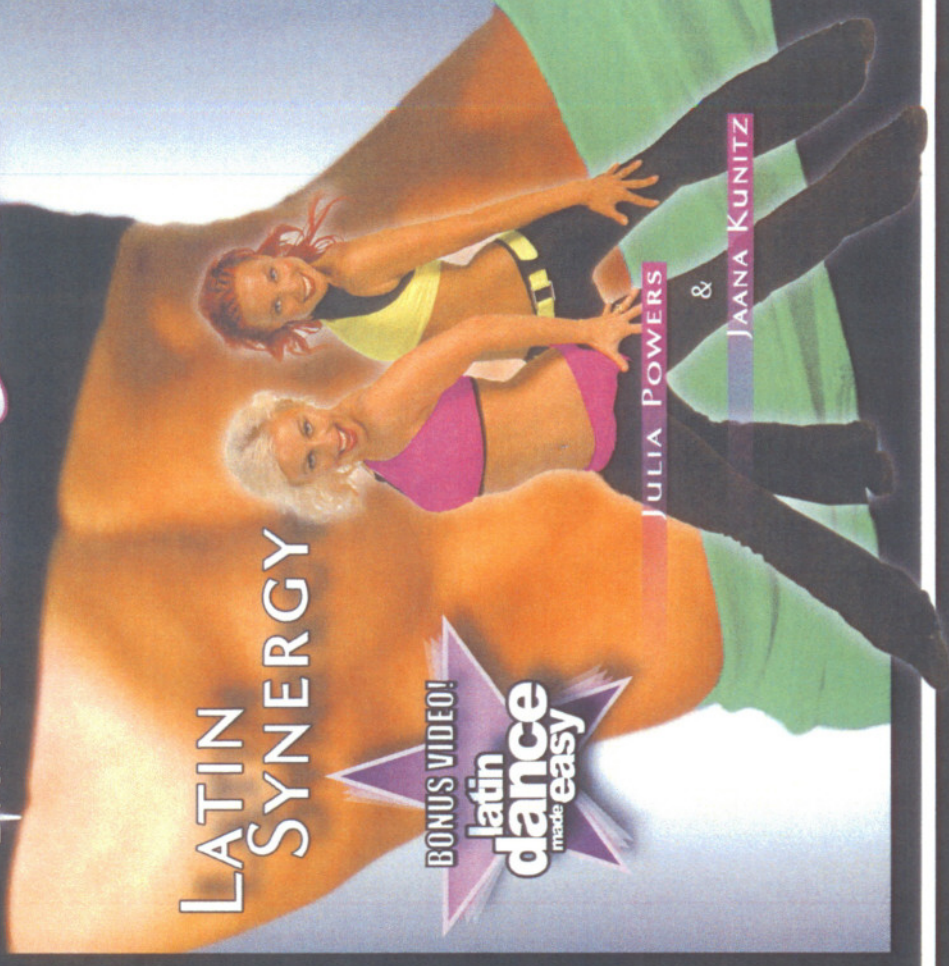
LATIN SYNERGY is the **CORE RHYTHMS** Core Cardio **BLAST**, combining 8 different dances into one workout. Starting with a fun warmup, Jaana & Julia quickly groove into the Merengue, Cha Cha, Salsa, Samba, Paso Doble, Swing and then wind down with the slinky Bolero. This action packed workout is sure to keep you in shape and wanting more!

The bonus video **LATIN DANCE MADE EASY** is taught by Julia and Bob Powers. In this instructional segment, you will learn how to dance Bolero and Merengue with a partner. They have incorporated elements from the **CORE RHYTHMS WORKOUT** into fun dance moves. Prepare yourself for an amazing night out on the town!

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FULL SCREEN
 1.33:1
 DVD
 2008 • Color • Running Time: Approximately 110 Minutes **NOT RATED**
 www.CoreRhythms.com Printed in USA

DANCE Sport VIDEOS



LATIN SYNERGY

BONUS VIDEO!
latin dance
 made easy

JULIA POWERS
 &
 JAANA KUNITZ

EXHIBIT 1
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Lower Body Sculpt - Jaana takes the glute sculpting moves from the Spanish Paso Doble and targets the entire program to your buns and thighs. Don't be surprised when you notice that your thighs are suddenly more slender and your butt is firm and lifted - all while having fun and dancing!

Latin Cardio Jam - Julia puts the dance steps that made her a 12 times US Dance Champion into a fun cardio workout. These signature moves are sure to get you dancing into shape and feeling great!

Secret to Sexy Abs - Jaana uses the most effective core crunch actions from the Core Rhythms program that help you achieve a lean, defined midsection! This workout hits every muscle of your core on the deepest level possible using sexy Latin dance moves that anyone can do.

BONUS VIDEO - Abs in a Hurry crunches your midsection in only 5 minutes! Now you can crunch your core even if you are crunched for time!

SPECIAL FEATURES - Customize your workout experience to all three DVDs with Core Rhythms Audio setup feature.

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NOT RATED

FULL SCREEN
1.33:1
DVD SCREENFORMAT



DD DOLBY



2008 • Color • 3 DVD SET

www.CoreRhythms.com Pinned in USA



3 DVDs packed with fat-blasting workouts and dance instruction.



CORE Rhythms

BODY SCULPTING COLLECTION

NTSC English



CORE Rhythms

DANCE EXERCISE PROGRAM

Body Sculpting Collection



BONUS VIDEO!

Abs in a Hurry
5 minutes to flat sexy abs!



JAANA KUNITZ

JULIA POWERS

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