

UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

BICKEL & BREWER
William A. Brewer III (WB 4805)
Alexander D. Widell (AW 3934)
767 Fifth Avenue, 50th Floor
New York, New York 10153
(212) 489-1400

LAW OFFICES OF P. KENT CORRELL
P. Kent Correll (PC 2609)
250 Park Avenue, 7th Floor
New York, New York 10177
(212) 475-3070

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WILLAGIRL LLC,	:	
Plaintiff-Counterclaim Defendant,	:	11 CV 1017 (JSR)
-v-	:	
	:	
THE WELLA CORPORATION,	:	
Defendant-Counterclaim Plaintiff.	:	
-----X	:	

WILLAGIRL LLC'S REPLY TO AMENDED ANSWER AND COUNTERCLAIMS

Plaintiff-Counterclaim Defendant Willagirl LLC ("Willagirl"), by and through its undersigned attorneys, replies to the Amended Answer and Counterclaims of Defendant-Counterclaim Plaintiff The Wella Corporation ("Defendant" or "Wella"), as follows:

I.

REPLY TO AMENDED COUNTERCLAIMS

1. The allegations contained in Paragraph 63 of the Amended Counterclaims set forth conclusions of law to which no response is required. To the extent a response is required, Willagirl denies the allegations contained in Paragraph 63 of the Amended Counterclaims.

2. The allegations contained in Paragraph 64 of the Amended Counterclaims set forth conclusions of law to which no response is required. To the extent a response is required, Willagirl denies the allegations contained in Paragraph 64 of the Amended Counterclaims.

3. Willagirl lacks sufficient knowledge or information to determine the truth or falsity of the allegations contained in Paragraph 65 of the Amended Counterclaims, except admits that a controlling interest in Wella is currently owned by Proctor & Gamble.

4. Willagirl lacks sufficient knowledge or information to determine the truth or falsity of the allegations contained in Paragraph 66 of the Amended Counterclaims.

5. Willagirl lacks sufficient knowledge or information to determine the truth or falsity of the allegations contained in Paragraph 67 of the Amended Counterclaims.

6. Willagirl lacks sufficient knowledge or information to determine the truth or falsity of the allegations contained in Paragraph 68 of the Amended Counterclaims, and refers the Court to the trademarks referenced to therein for a complete description thereof.

7. Willagirl lacks sufficient knowledge or information to determine the truth or falsity of the allegations contained in Paragraph 69 of the Amended Counterclaims.

8. Willagirl lacks sufficient knowledge or information to determine the truth or falsity of the allegations contained in Paragraph 70 of the Amended Counterclaims.

9. Willagirl lacks sufficient knowledge or information to determine the truth or falsity of the allegations contained in Paragraph 71 of the Amended Counterclaims, and respectfully refers the Court to the trademark registrations for each of the trademarks cited in Paragraph 71 of the Amended Counterclaims for a true and accurate statement of their contents.

10. Willagirl lacks sufficient knowledge or information to determine the truth or falsity of the allegations contained in Paragraph 72 of the Amended Counterclaims.

11. Willagirl lacks sufficient knowledge or information to determine the truth or falsity of the allegations contained in Paragraph 73 of the Amended Counterclaims.

12. Willagirl denies the allegations contained in Paragraph 74 of the Amended Counterclaims, except admits that Willagirl has applied for registration of trademarks consisting of the word "Willa" and variations of the word "Willa," and respectfully refers the Court to the applications referenced in Paragraph 74 of the Amended Counterclaims.

13. Willagirl denies the allegations contained in Paragraph 75 of the Amended Counterclaims.

14. Willagirl admits the allegations contained in Paragraph 76 of the Amended Counterclaims, except denies that the Willagirl marks infringe any trademarks owned by Wella.

15. Willagirl denies the allegations contained in Paragraph 77 of the Amended Counterclaims to the extent it is intended to suggest that the Willagirl marks infringe any trademarks owned by Wella.

16. Willagirl denies the allegations contained in Paragraph 78 of the Amended Counterclaims, except admits that, by letter dated January 31, 2011, Wella demanded that Willagirl withdraw its trademark applications and cease use of the Willagirl marks.

17. Willagirl denies the allegations contained in Paragraph 79 of the Amended Counterclaims, and refers the Court to the letter referenced therein for a complete and accurate statement of its contents.

18. Willagirl denies the allegations contained in Paragraph 80 of the Amended Counterclaims.

19. Willagirl denies the allegations contained in Paragraph 81 of the Amended Counterclaims.

20. Willagirl incorporates herein by reference its replies to the allegations contained in Paragraphs 66 through 80 of the Amended Counterclaims.

21. Willagirl denies the allegations contained in Paragraph 83 of the Amended Counterclaims.

22. Willagirl denies the allegations contained in Paragraph 84 of the Amended Counterclaims.

23. Willagirl denies the allegations contained in Paragraph 85 of the Amended Counterclaims.

24. Willagirl incorporates herein by reference its replies to the allegations contained in Paragraphs 66 through 84 of the Amended Counterclaims.

25. Willagirl lacks sufficient knowledge or information to determine the truth or falsity of the allegations contained in Paragraph 87 of the Amended Counterclaims, and respectfully refers the Court to the trademark registrations referenced therein for a true and accurate statement of their contents.

26. Willagirl lacks sufficient knowledge or information to determine the truth or falsity of the allegations contained in Paragraph 88 of the Amended Counterclaims.

27. Willagirl denies the allegations contained in Paragraph 89 of the Amended Counterclaims.

28. Willagirl denies the allegations contained in Paragraph 90 of the Amended Counterclaims.

29. Willagirl denies the allegations contained in Paragraph 91 of the Amended Counterclaims.

30. Willagirl incorporates herein by reference its replies to the allegations contained in Paragraphs 66 through 90 of the Amended Counterclaims.

31. Willagirl lacks sufficient knowledge or information to determine the truth or falsity of the allegations contained in Paragraph 93 of the Amended Counterclaims.

32. Willagirl denies the allegations contained in Paragraph 94 of the Amended Counterclaims.

33. Willagirl denies the allegations contained in Paragraph 95 of the Amended Counterclaims.

34. Willagirl denies the allegations contained in Paragraph 96 of the Amended Counterclaims.

35. Willagirl denies the allegations contained in Paragraph 97 of the Amended Counterclaims.

36. Willagirl incorporates herein by reference its replies to the allegations contained in Paragraphs 66 through 96 of the Amended Counterclaims.

37. Willagirl denies the allegations contained in Paragraph 99 of the Amended Counterclaims.

38. Willagirl denies the allegations contained in Paragraph 100 of the Amended Counterclaims.

39. Willagirl denies the allegations contained in Paragraph 101 of the Amended Counterclaims.

40. Willagirl denies the allegations contained in Paragraph 102 of the Amended Counterclaims.

41. Willagirl incorporates herein by reference its replies to the allegations contained in Paragraphs 66 through 101 of the Amended Counterclaims.

42. Willagirl lacks sufficient knowledge or information to determine the truth or falsity of the allegations contained in Paragraph 104 of the Amended Counterclaims.

43. Willagirl denies the allegations contained in Paragraph 105 of the Amended Counterclaims.

44. Willagirl denies the allegations contained in Paragraph 106 of the Amended Counterclaims.

45. Willagirl lacks sufficient knowledge or information to determine the truth or falsity of the allegations contained in Paragraph 107 of the Amended Counterclaims.

46. Willagirl denies the allegations contained in Paragraph 108 of the Amended Counterclaims.

47. Willagirl denies the allegations contained in Paragraph 109 of the Amended Counterclaims.

48. Willagirl denies the allegations contained in Paragraph 110 of the Amended Counterclaims.

49. Willagirl incorporates herein by reference its replies to the allegations contained in Paragraphs 66 through 109 of the Amended Counterclaims.

50. The allegations contained in Paragraph 112 of the Amended Counterclaims set forth conclusions of law to which no response is required.

51. Willagirl admits the allegations contained in the first sentence of Paragraph 113 of the Amended Counterclaims. Willagirl denies the remaining allegations contained in Paragraph

113 of the Amended Counterclaims, and respectfully refers the Court to the letter referenced therein for a complete and accurate statement of its contents.

52. Willagirl lacks sufficient knowledge or information to determine the truth or falsity of the allegations contained in Paragraph 114 of the Amended Counterclaims, except admits that Willagirl brought an action asking this Court for a declaratory judgment that Willagirl is not infringing on any trademark owned by Wella.

II.

AFFIRMATIVE DEFENSES

Willagirl hereby pleads the following affirmative defenses to the Amended Counterclaims of Wella:

1. Each of Wella's Amended Counterclaims fails to state a claim upon which relief can be granted.
2. Wella lacks standing because Wella has not been and will not be damaged by Willagirl's use of the Willagirl marks.
3. Wella's Amended Counterclaims are frivolous, having been interposed for the improper purpose of harassing plaintiff and increasing the cost of litigation.
4. Wella's Amended Counterclaims constitute a willful and deliberate abuse of the rights conferred to it under the trademark laws and an attempt to enforce trademark rights beyond a reasonable interpretation of the scope of the rights granted to it.
5. Wella's Amended Counterclaims are barred, in whole or in part, by the equitable doctrines of laches, estoppel and unclean hands.
6. Wella's Amended Counterclaims are barred, in whole or in part, by the doctrine of acquiescence.

WHEREFORE, Willagirl respectfully requests that the Court enter an Order: (i) dismissing each of Wella's Amended Counterclaims with prejudice; (ii) awarding Willagirl its reasonable attorneys' fees, experts fees and other costs and expenses incurred; and (iii) awarding Willagirl such other and further relief that the Court deems just and proper.

Dated: New York, New York
August 28, 2011

Respectfully submitted,

BICKEL & BREWER

By: 

William A. Brewer III (WB 4805)
Alexander D. Widell (AW 3934)
767 Fifth Avenue, 50th Floor
New York, New York 10153
Telephone: (212) 489-1400
Telecopier: (212) 489-2384
Email: adw@bickelbrewer.com

LAW OFFICES OF P. KENT CORRELL

P. Kent Correll (PC 2609)
250 Park Avenue, 7th Floor
New York, New York 10177
Telephone: (212) 475-3070
Telecopier: (212) 475-2378
Email: kentcorrell@verizon.net

**ATTORNEYS FOR PLAINTIFF
WILLAGIRL, LLC**