Dockets.Justia.com

FAX (206) 903-6365

4.	Attached hereto as Exhibit C is a true and correct copy of Plaintiff's answer to
Defendant's i	nterrogatory no. 2, which was served on Defendant on June 21, 2010.

- 5. Attached hereto as <u>Exhibit D</u> is a true and correct copy of Plaintiff's answer to Defendant's interrogatory no. 22, which was served on Defendant on June 21, 2010.
- 6. In late August, 2010, counsel for defendant expressed an interest in deposing Jeanne DeMund, Lou Xu, Claudia Mallard, and Wayne Layman. Attached hereto as Exhibit E is a true and correct copy of an e-mail I received from counsel for defendant regarding deposition scheduling for these witnesses. However, counsel never followed up with notices of depositions, phone calls, or requests for firm dates. I offered to agree to stipulate to an extension of the discovery deadline in order to accommodate scheduling of depositions for the above witnesses, but counsel declined my offer.
- 7. I received the documents attached as Exhibits A, B, and C to the Declaration of Claudia Mallard in Support of Plaintiff's Response to Defendant's Motion for Summary Judgment (Docket No. 64) for the first time in preparation for Plaintiff's Response to Defendant's Motion for Summary Judgment.
- 8. Attached hereto as <u>Exhibit F</u> is a true and correct copy of the Supplemental Declaration of Heather M. Morado in Support of Plaintiff's Response to Defendant's Motion for Summary Judgment, explaining the praecipe filed with the Court replacing <u>Exhibit N</u> to my original declaration. The praecipe and supplemental declaration were filed with the Court on November 30, 2010.

//

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1	I declare under penalty of perjury under the laws of the state of Washington that the
2	foregoing is true and correct to the best of my knowledge and belief.
3	DATED this 28 th day of December 2010.
4	INVICTA LAW GROUP, PLLC
5	By Deather World
6	Heather M. Morado, WSBA #35135
7	Attorney for Plaintiff
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CERTIFICATE OF SERVICE

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I hereby certify that I electronically filed the foregoing with the Clerk of the Court using the CM/ECF system which will send notification of such filing to the following persons/attorneys of record:

Ms. Katherine Hendricks Ms. Stacia N. Lay HENDRICKS & LEWIS, PLLC 901 Fifth Avenue, Suite 4100 Seattle, WA 98164

EXECUTED at Seattle, Washington on December 28, 2010.

Sara J. Russell Legal Secretary

EXHIBIT A

Stacie Foster, WSBA #23397 THE HONORABLE JAMES L. ROBART Heather M. Morado WSBA #35135 INVICTA LAW GROUP, PLLC 2 1000 Second Avenue, Suite 3310 Seattle, WA 98104-1019 3 Telephone: (206) 903-6364 Facsimile: (206) 903-6365 4 Attorneys for Plaintiff 5 6 7 8 UNITED STATES DISTRICT COURT 9 WESTERN DISTRICT OF WASHINGTON AT SEATTLE 10 SOARING HELMET CORPORATION, a Washington corporation, NO. C09-0789 JLR 11 Plaintiff, PLAINTIFF'S INITIAL DISCLOSURES 12 PURSUANT TO FED. R. CIV. PRO. ٧. 26(a)(1) 13 NANAL, INC., a Nevada corporation, d/b/a 14 LEATHERUP.COM, and GOOGLE, INC., a Delaware corporation. 15 Defendants. 16 17 Soaring Helmet Corporation, ("Soaring Helmet") hereby provides Nanal, Inc. d/b/a 18 Leatherup.com and Google, Inc. (collectively, "Defendants") with its Initial Disclosures 19 pursuant to Federal Rule of Civil Procedure ("FRCP") 26(a)(l). Soaring Helmet reserves 20 the right to amend and supplement these initial disclosures as further information becomes 21 22 available.

PLAINTIFF'S INITIAL DISCLOSURES PURSUANT TO FED. R. CIV. PRO. 26(a)(1)–1

INVICTA LAW GROUP, PLLC

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A. Individuals Likely to Have Discoverable Information.

The following individuals are likely to have discoverable information that Soaring Helmet may use to support its claims or defenses. Unless otherwise indicated, the following individuals work at 18235 Olympic Avenue S., Tukwila, WA 98188, and may be contacted via the undersigned trial counsel:

- 1. Ms. Jeanne DeMund
- 2. Mr. Lou Xu
- 3. Mr. Wayne Leyman
- 4. Ms. Claudia Mallard
- Mr. Albert Bootesaz, President Nanal, Inc.
 2200 S Fort Apache, #2036 Las Vegas, NV 89117
- 6. Representative of Google, Inc.

Unless otherwise specified, these individuals may be called to testify concerning their knowledge of all matters relevant to these proceedings, including the trademarks at issue; financial information; customer base; marketing and advertising; defendants' infringement; and confusion regarding marketing and advertising on Google. Soaring Helmet's investigation and discovery concerning this case is continuing and, if additional information is obtained after the date of these disclosures, Soaring Helmet will supplement these disclosures according to Rule 26(e) of the FRCP.

PLAINTIFF'S INITIAL DISCLOSURES PURSUANT TO FED. R. CIV. PRO. 26(a)(1)-2

B. Supporting Documents.

The following documents are attached:

- 1. The U.S. trademark registration of the VEGA mark set forth in the Complaint;
- 2. A copy of the false and misleading Leatherup.com advertisement generated by the Google search engine, as set forth in the Complaint;
- 3. A copy of the cease and desist letter sent to Leatherup.com as set forth in the Complaint;
- 4. A copy of the cease and desist letter sent to Google, Inc. as set forth in the Complaint;
- 5. A copy of the misleading Leatherup.com advertisement currently generated by the Google search engine, as set forth in the Complaint.

To the extent they exist, responsive, non-privileged documents in the following categories will be provided for inspection and copying at a mutually agreed time and place in accordance with FRCP 26(a)(l)(B), subject to an appropriate Protective Order for confidential business information per FRCP 26(c):

- 1. Documents pertaining to the use of the marks set forth in the Complaint;
- 2. Documents pertaining to the marketing and advertising of Soaring Helmet's products bearing the VEGA mark.

Soaring Helmet's investigation and discovery concerning this case is continuing and, if additional information is obtained after the date of these disclosures, Soaring

PLAINTIFF'S INITIAL DISCLOSURES PURSUANT TO FED. R. CIV. PRO. 26(a)(1)–3

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Helmet will supplement these disclosures according to Rule 26(e) of the FRCP.

C. Computation of Damages.

This suit is intended to recover damages suffered by Soaring Helmet for the conduct set forth in the Complaint. As specified in its Complaint, if the judgment is that a likelihood of confusion, mistake or deception exists, Soaring seeks relief in the form of profits, enhancement of either of the foregoing, costs and expenses, attorney's fees, a permanent injunction and the other relief set forth in the Complaint.

The amount of Defendants' profits is information within the possession and control of Defendants and has not yet been discovered, therefore, a computation of this remedy is premature. Additionally, the extent of Soaring Helmet's damages is currently unknown.

Documents and other evidentiary material bearing on the nature and extent of injury to Soaring Helmet by reason of actions alleged in the Complaint will either be produced or made available for inspection and copying after those materials are discovered.

These initial computations are subject to continuing analysis and will be revised or supplemented if and as necessary according to Rule 26(e) of the FRCP, except for normal increases in past damages and claims of interest, all of which should be assumed by the parties and which do not call for any specific supplementation.

D. <u>Insurance Agreement</u>.

No relevant insurance agreement is known to exist.

PLAINTIFF'S INITIAL DISCLOSURES PURSUANT TO FED. R. CIV. PRO. 26(a)(1)-4

1	DATED August 17, 2009.
2	INVICTA LAW GROUP, PLLC
3	By Death Morado
4	Heather M. Morado, WSBA No. 35135 Stacie Foster, WSBA No. 23397
5	Attorney for Plaintiff
7	CERTIFICATE OF SERVICE
8	I hereby certify that I electronically filed the foregoing with the Clerk of the Court
9	using the CM/ECF system which will send notification of such filing to the following
10	persons/attorneys of record:
11	
12	Ms. Karin B. Swope Keller Rohrback, LLC
13	kswope@kellerrohrback.com
14	Ms. Margaret M. Caruso Quinn Emanuel Urquhart Oliver & Hedges, LLP
15	margretcaruso@quinnemanuel.com
16	Dated this 17th day of August 2009, at Seattle, Washington.
17	Law M (M/5H)
18	Katy M. Albritton Legal Assistant
19	Legal Assistant
20	
21	S
22	
23	

PLAINTIFF'S INITIAL DISCLOSURES PURSUANT TO FED. R. CIV. PRO. 26(a)(1)–5

INVICTA LAW GROUP, PLLC
1000 SECOND AVENUE, SUITE 3310

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 2,087,637

United States Patent and Trademark Office

Registered Aug. 12, 1997

TRADEMARK PRINCIPAL REGISTER

VEGA

SOARING HELMET CORPORATION (WASH-INGTON CORPORATION) 770 INDUSTRY DRIVE, BUILDING 16 TUKWILA, WA 98118

FOR: MOTORCYCLE HELMETS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 3-18-1994; IN COMMERCE 3-18-1994.

SER. NO. 75-155,017, FILED 8-23-1996.

DAVID M. MERMELSTEIN, EXAMINING ATTORNEY

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Advanced Search
Preferences Search

Customized based on recent search activity. More detail

Web Shopping

Results 1 - 10 of about 102,000 for vega helmets. (0.11 seconds)

Vega Motorcyle Helmets

Sponsored Links

www.TheHelmetZone.com Direct & Save - Free Shipping

Snow, Motorcycle, Half & Flip-Up Buy

50% Off Vega Helmets

www.LeatherUp.com Half face, full face helmets from \$29.95, Top Brands HJC, Shoei, Bell

Vega Motorcycle Helmets

www.Jafrum.com/VEGA_Helmets Amazing Prices, 115% Price Match, Free Size Exchanges, Free Shipping!

Welcome to Vega Helmet Corporation

Half Helmets XT Half Helmet · XTS Half Helmet Vega Riding Apparel ... Vega Helmet Corporation. 18235 Olympic Avenue S., Tukwila, WA 98188 ...

www.vegahelmet.com/ - 17k - Cached - Similar pages

Street

Snowmobile NT 200

Off Road Find a Dealer

Company

Summit II

Altura

More results from vegahelmet.com »

Vega Helmets - Company

If you are an individual interested in purchasing a Vega Helmet you must email your zip ... "VEGA" helmets are available to legitimate motorcycle dealers. ... www.vegahelmet.com/company.html - Similar pages

Motorcycle Helmets and Motorcycle Helmet Accessories

from The ...

Motorcycle helmets and Motorcycle helmet - Welcome to a great place to buy discount motorcycle helme.

www.helmetshop.com/ - 39k - Cached - Similar pages

Vega Motorcycle Helmets

Vega Motorcycle Helmets from The Helmet Shop. ... Subcategories: Vega Full Face Helmets Vega Open Face Helmets · Vega Half Helmets ... www.helmetshop.com/CategoryProductList.jsp? cat=Shop+By+Brand:Vega+Helmets - 21k -

Cached - Similar pages

Shopping results for yega helmets

Vega Summit II ColorMatch Motorcycle

\$139.95 - Motorcycle Superstore

Helmet

\$124.99 - compacc.com

Large White

Vega Summit XPV 2 Solid Helmets L

Vega Altura Helmet DOT 520 Silver

\$69.99 - Jafrum.com

Sponsored Links

Vega Helmets

Motorcycle gear, apparel & parts. Low Price Guarantee. Free Shipping! www.Motorcycle-Superstore.com

Online Motocross Store

We carry all the major brands. Great Deals at Motocrossgiant. www.motocrossgiant.com

Vega Helmets

Bargain Prices. Smart Deals. Save on Vega Helmets! Shopzilla.com

60% OFF Motorcycle Helmet

Fast & Free Shipping + Free Returns 125% Price Guarantee + MB Guarantee MotoDirect.com/Motorcycle_Helmets!

Vega Heimets

Vehicle Parts & Accessories! Bid on Vega Helmets. www.eBay.com

Vega Helmets

Vega Helmets - Compare prices & find expert reviews! www.Best-Price.com/Helmets

Vega Helmets

Find Car Parts, Accessories, Tools Garage Equipment, Car Care & More Amazon.com/motorcycle

Vega Helmets

Buy Vega Helmets now. Fuel your passion on eBay Motors! www.eBayMotors.com

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Counsel for creative companies

1000 Second Ave, Suite 3310 Sealtle, WA 98104-1019 (206) 903-6364 fax (206) 903-6365

www.invictalaw.com

April 28, 2009

Mark V. Jordan Email: mjordan@invictalaw.com

VIA CERTIFIED MAIL:70072680000056348336 AND FIRST CLASS MAIL

LEATHERUP.COM 2620 S. Maryland Suite 846 Las Vegas, NV 89109

Re: Cease and Desist Trademark Infringement

To Whom It May Concern:

We are counsel for Soaring Helmet Corporation, the exclusive owner of the trademark rights to VEGA (the "Mark"). A copy of Soaring Helmet Corporation's federal trademark registration is attached hereto as Exhibit A. Soaring Helmet Corporation views its Mark as a valuable asset that will be protected to the fullest extent allowable by law.

Soaring Helmet Corporation recently learned that when the query "Vega helmets" is searched via the Google website, an advertisement appears under Google's sponsored listings that misleadingly states that the website Leatherup.com offers "50% off Vega Helmets." A copy of the Google search results for "Vega helmets" is attached hereto as Exhibit B. However, Leatherup.com does not in fact sell any of our client's products.

Since Leatherup.com does not sell Vega helmets, we believe that Leatherup.com has wrongfully purchased the Mark from Google, Inc. as a false and misleading advertising keyword. Our client has lost business because the Leatherup.com sponsored link is falsely advertising that it sells our client's products at a deep discount, when in fact, Leatherup.com does not. As a result of the false advertisement, a retailer who does not wish to be associated with products sold at a deep discount has refused to do business with Soaring Helmet Corporation. Further, consumers searching for our client's products will continue to be misled to the Leatherup.com website, causing initial interest confusion. This unauthorized use of the Mark is a violation of federal and state trademark and unfair competition laws.

As I hope you can appreciate, Soaring Helmet Corporation cannot permit others to trade on the goodwill and damage the value and integrity of its Mark through false and misleading advertisements. Because the public closely associates the Mark with our client's

Plaintiff's Initial Disclosures - 08

Leatherup.com April 28, 2009 Page 2

products, we are concerned that this unauthorized use of the Mark will cause consumers to mistakenly assume that Soaring Helmet Corporation sells its products to deep-discount online retailers or is otherwise affiliated with the Leatherup.com website.

Because Soaring Helmet Corporation has been and will continue to be substantially and irreparably damaged should this infringement continue, it must enforce its exclusive rights to the Mark. Soaring Helmet Corporation demands that Leatherup.com immediately remove any reference to the Mark from any false and misleading sponsored listing advertisements.

Unless these demands are complied with by May 8, 2009, Soaring Helmet Corporation will assume Leatherup.com intends to willfully disregard its rights, and Soaring Helmet Corporation will pursue whatever action or remedies it deems appropriate to protect its rights to the fullest extent of the law.

Very truly yours,

INVICTA LAW GROUP, PLLC

Mark V Jordan

MVJ:hmm Enclosure

cc: Soaring Helmet Corporation (w/o encl.)

1840 031 id280801

1000 Second Ave, Suite 3310 Seattle, WA 98104-1019 (206) 903-6364 (ax (206) 903-6365

www.invictalaw.com

April 28, 2009

Mark V. Jordan Email: mjordan@invictalaw.com

<u>VIA CERTIFIED MAIL:70072680000056348329</u> AND FIRST CLASS MAIL

GOOGLE, INC. Attn: Legal Department 1600 Ampitheatre Parkway Mountain View, CA 94043

Re: Cease and Desist Trademark Infringement

To Whom It May Concern:

We are counsel for Soaring Helmet Corporation, the exclusive owner of the trademark rights to VEGA (the "Mark"). A copy of Soaring Helmet Corporation's federal trademark registration is attached hereto as Exhibit A. Soaring Helmet Corporation views its Mark as a valuable asset that will be protected to the fullest extent allowable by law.

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Since Leatherup.com does not sell Vega helmets, we believe that Google has wrongfully sold the Mark as a false and misleading advertising keyword to Leatherup.com. Our client has lost business because the Leatherup.com sponsored link is falsely advertising that it sells our client's products at a deep discount, when in fact, Leatherup.com does not. As a result of the false advertisement, a retailer who does not wish to be associated with products sold at a deep discount has refused to do business with Soaring Helmet Corporation. Further, consumers searching for our client's products will continue to be misled to the Leatherup.com website, causing initial interest confusion. This unauthorized use of the Mark is a violation of federal and state trademark and unfair competition laws.

As I hope you can appreciate, Soaring Helmet Corporation cannot permit others to trade on the goodwill and damage the value and integrity of its Mark through false and misleading advertisements. Because the public closely associates the Mark with our client's

Plaintiff's Initial Disclosures - 10

Google, Inc. April 28, 2009 Page 2

products, we are concerned that this unauthorized use of the Mark will cause consumers to mistakenly assume that Soaring Helmet Corporation sells its products to deep-discount online retailers or is otherwise affiliated with the Leatherup.com website.

Because Soaring Helmet Corporation has been and will continue to be substantially and irreparably damaged should this infringement continue, it must enforce its exclusive rights to the Mark. Soaring Helmet Corporation demands that Google immediately remove any reference to the Mark from any false and misleading sponsored listing advertisements, including but not limited to the Leatherup.com sponsored listing advertisement.

While we sincerely hope that we can resolve this matter through direct discussion, unless these demands are complied with by May 8, 2009, Soaring Helmet Corporation will assume Google intends to willfully disregard its rights, and Soaring Helmet Corporation will pursue whatever action or remedies it deems appropriate to protect its rights to the fullest extent of the law.

Very truly yours,

INVICTA LAW GROUP, PLLC

Mark V. Jordan

MVJ:hmm Enclosure

cc: Soaring Helmet Corporation (w/o encl.)

1840 031 id280801

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Sign in



vega helmets

Advanced Search Search Preferences

Web Show options...

Results 1 - 10 of about 141,000 for vega helmets. (0.32 seconds)

50% Of Motorcycle Helmets

Sponsored Links

Top Brands HJC, Shoei, Bell

www.LeatherUp.com Half face, full face helmets from \$29.95,

50% OFF Motorcycle Helmet

Shop Now For Scorpion, Arai, kbc, Shoei & HJC www.Jafrum.com Helmets. Free S/HI

Motorcycle Superstore

Free Shipping on Motorcycle www.Motorcycle-Superstore.com Gear, Apparel, Parts, Accessories & morel

Welcome to Vega Helmet Corporation

Half Helmets XT Half Helmet · XTS Half Helmet Vega Riding Apparel ... Vega Helmet Corporation. 18235 Olympic Avenue S., Tukwila, WA 98188 ...

www.vegahelmet.com/ - Cached - Similar pages

Mach I Full Face Helmet

Altura Full Face Helmet

Off Road

Company Snow

Find a Dealer Summit II

NT 200 Open Face Helmet

More results from vegahelmet.com »

Vega Helmets - Company

If you are an individual interested in purchasing a Vega Helmet you must email your zip ... "VEGA" helmets are available to legitimate motorcycle dealers. ... www.vegahelmet.com/company.html - Cached - Similar pages

Motorcycle Helmets and Motorcycle Helmet Accessories

from The ...

Motorcycle helmets and Motorcycle helmet - Welcome to a great place to buy discount motorcycle helme. www.helmetshop.com/ - Cached - Similar pages

Shopping results for vega helmets

Vega Summit II ColorMatch Motorcycle

\$139.95 - Motorcycle

Superstore Helmet

Vega Summit XPV 2 Solid Helmets L Large White

\$124.99 - compacc.com

Vega Altura Shuriken Motorcycle

\$79.99 - Motorcycle

Helmet

Superstore

Vega Motorcycle Apparel and Accessories

Vega Motorcycle apparel and accessories at discount prices. We offer the largest selection of Vega gear in the Northwest. www.helmetoutletusa.com/index.cgi?Function=Street&Manuf=Vega -

Cached - Similar pages

Sponsored Links

Motorcycle Helmets Direct

Factory Direct - Free Shipping Top Brands - Unbeatable Prices www.TheHelmetZone.com

Online Motocross Store

We carry all the major brands. Great Deals at Motocrossgiant. www.motocrossgiant.com

Speakers & Headphones

Bargain Prices. Smart Deals. Save on Speakers & Headphones! Shopzilla.com

Compare Prices Now

Whatever you want - Compare prices & find expert reviews! www.Best-Price.com/Helmets

Auto Parts at Amazon

Find Car Parts, Accessories, Tools Garage Equipment, Car Care & More Amazon.com/motorcycle

60% OFF Motorcycle Helmet

Fast & Free Shipping + Free Returns 125% Price Guarantee + MB Guarantee MotoDirect.com/Motorcycle_Helmets!

Shop Simply

Simplify your Shopping. Find Top Brands at Low Prices shop.simpli.com

Compare Prices & Save

100,000 Stores. Deals. Reviews. Millions of Items & Morel shopping.yahoo.com

More Sponsored Links »

Plaintiff's Initial Disclosures - 12

CERTIFICATE OF SERVICE - 1

23

1	To the following:
2	Nanal, Inc., dba Leatherup.com
3	c/o Registered Agent: Solutions, Inc. 4625 West Nevso Drive, Suite 2 Las Vegas, NV 89103
4	EXECUTED at Seattle, Washington August 17, 2009.
5	EXECUTED at Scattle, Washington Magast 17, 2003.
6	Katy M. Albritto
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EXHIBIT B

THE HONORABLE JAMES L. ROBART Stacie Foster, WSBA #23397 Heather M. Morado WSBA #35135 INVICTA LAW GROUP, PLLC 2 1000 Second Avenue, Suite 3310 Seattle, WA 98104-1019 3 Telephone: (206) 903-6364 Facsimile: (206) 903-6365 4 Attorneys for Plaintiff 5 6 7 8 UNITED STATES DISTRICT COURT 9 WESTERN DISTRICT OF WASHINGTON AT SEATTLE 10 SOARING HELMET CORPORATION, a Washington corporation, NO. C09-0789 JLR 11 Plaintiff, PLAINTIFF'S AMENDED INITIAL 12 DISCLOSURES PURSUANT TO FED. ٧. R. CIV. PRO. 26(a)(1) 13 NANAL, INC., a Nevada corporation, d/b/a 14 LEATHERUP.COM, and GOOGLE, INC., a Delaware corporation. 15 Defendants. 16 17 Soaring Helmet Corporation, ("Soaring Helmet") hereby provides Nanal, Inc. d/b/a 18 Leatherup.com ("Defendant") with its Amended Initial Disclosures pursuant to Federal 19 Rule of Civil Procedure ("FRCP") 26(a)(l). Soaring Helmet reserves the right to amend 20 and supplement these initial disclosures as further information becomes available. 21 22 23

PLAINTIFF'S AMENDED INITIAL DISCLOSURES PURSUANT TO FED. R. CIV. PRO. 26(a)(1)–1

INVICTA LAW GROUP, PLLC

1000 SECOND AVENUE, SUITE 3310
SEATTLE, WA 98104-1019
FAX (206) 903-6365
TEL (206) 903-6364

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A. Individuals Likely to Have Discoverable Information.

The following individuals are likely to have discoverable information that Soaring Helmet may use to support its claims or defenses. Unless otherwise indicated, the following individuals work at 18235 Olympic Avenue S., Tukwila, WA 98188, and may be contacted via the undersigned trial counsel:

- 1. Ms. Jeanne DeMund
- 2. Mr. Lou Xu
- 3. Mr. Wayne Leyman
- 4. Ms. Claudia Mallard
- Mr. Albert Bootesaz, President Nanal, Inc.
 2200 S Fort Apache, #2036 Las Vegas, NV 89117

Unless otherwise specified, these individuals may be called to testify concerning their knowledge of all matters relevant to these proceedings, including the trademarks at issue; financial information; customer base; marketing and advertising; and defendant's infringement. Soaring Helmet's investigation and discovery concerning this case is continuing and, if additional information is obtained after the date of these disclosures, Soaring Helmet will supplement these disclosures according to Rule 26(e) of the FRCP.

B. Supporting Documents.

The following documents are attached:

 The U.S. trademark registration of the VEGA mark set forth in the Complaint;

PLAINTIFF'S AMENDED INITIAL DISCLOSURES PURSUANT TO FED. R. CIV. PRO. 26(a)(1)–2

INVICTA LAW GROUP, PLLC 1000 SECOND AVENUE, SUITE 3310 SEATTLE, WA 98104-1019 FAX (206) 903-6365

TEL (206) 903-6364

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2. A copy of the false and misleading Leatherup.com advertisement generated by the Google search engine, as set forth in the Complaint;

- 3. A copy of the cease and desist letter sent to Leatherup.com as set forth in the Complaint; and
- 4. A copy of the false and misleading Leatherup.com advertisement generated by the Google search engine, as set forth in the Complaint.

To the extent they exist, responsive, non-privileged documents in the following categories will be provided for inspection and copying at a mutually agreed time and place in accordance with FRCP 26(a)(l)(B), subject to an appropriate Protective Order for confidential business information per FRCP 26(c):

- 1. Documents pertaining to the use of the marks set forth in the Complaint;
- Documents pertaining to the marketing and advertising of Soaring Helmet's products bearing the VEGA mark.

Soaring Helmet's investigation and discovery concerning this case is continuing and, if additional information is obtained after the date of these disclosures, Soaring Helmet will supplement these disclosures according to Rule 26(e) of the FRCP.

C. Computation of Damages.

This suit is intended to recover damages suffered by Soaring Helmet for the conduct set forth in the Complaint. As specified in its Complaint, if the judgment is that a likelihood of confusion, mistake or deception exists, Soaring Helmet seeks relief in the form of profits, enhancement of either of the foregoing, costs and expenses, attorney's fees, a permanent injunction and the other relief set forth in the Complaint.

PLAINTIFF'S AMENDED INITIAL DISCLOSURES PURSUANT TO FED. R. CIV. PRO. 26(a)(1)–3

INVICTA LAW GROUP, PLLC
1000 SECOND AVENUE, SUITE 3310
SEATTLE, WA 98104-1019

FAX (206) 903-6365 TEL (206) 903-6364

The amount of Defendant's profits is information within the possession and control of Defendant and has not yet been discovered, therefore, a computation of this remedy is premature. Additionally, the extent of Soaring Helmet's damages is currently unknown.

Documents and other evidentiary material bearing on the nature and extent of injury to Soaring Helmet by reason of actions alleged in the Complaint will either be produced or made available for inspection and copying after those materials are discovered.

These initial computations are subject to continuing analysis and will be revised or supplemented if and as necessary according to Rule 26(e) of the FRCP, except for normal increases in past damages and claims of interest, all of which should be assumed by the parties and which do not call for any specific supplementation.

Insurance Agreement. D.

No relevant insurance agreement is known to exist.

DATED February 1, 2010.

INVICTA LAW GROUP, PLLC

By_ Meather Morado Heather M. Morado, WSBA No. 35135

Stacie Foster, WSBA No. 23397

Attorneys for Plaintiff

23

1	<u>CERTIFICATE OF SERVICE</u>
2	The undersigned declares under penalty of perjury, under the laws of the State of
3	
4	Washington, that the following is true and correct:
5	On this day, February 1, 2010, I caused to be sent via email and U.S. Mail the
6	following filed documents:
7	1. Plaintiff's Amended Initial Disclosures.
8	To the following:
9	Ms. Katherine Hendricks HENDRICKS & LEWIS, PLLC
10	901 Fifth Avenue, Suite 4100 Seattle, WA 98164
11	Email: kh@hllaw.com
12	
13	EXECUTED at Seattle, Washington February 1, 2009.
14	Katy M/Albritton
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PLAINTIFF'S AMENDED INITIAL DISCLOSURES PURSUANT TO FED. R. CIV. PRO. 26(a)(1)-5

INVICTA LAW GROUP, PLLC

1000 SECOND AVENUE, SUITE 3310
SEATTLE, WA 98104-1019
FAX (206) 903-6365
TEL (206) 903-6364

П

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 2,087,637

United States Patent and Trademark Office

Registered Aug. 12, 1997

TRADEMARK PRINCIPAL REGISTER

VEGA

SOARING HELMET CORPORATION (WASH-INGTON CORPORATION) 770 INDUSTRY DRIVE, BUILDING 16 TUKWILA, WA 98118

FOR: MOTORCYCLE HELMETS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 3-18-1994; IN COMMERCE 3-18-1994.

SER. NO. 75-155,017, FILED 8-23-1996.

DAVID M. MERMELSTEIN, EXAMINING AT-

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Advanced Search Preferences Search

Customized based on recent search activity. More detail

Web Shopping

Results 1 - 10 of about 102,000 for yega helmets. (0.11 seconds)

Vega Motorcyle Helmets

Sponsored Links

www.TheHelmetZone.com Direct & Save - Free Shipping

Snow, Motorcycle, Half & Flip-Up Buy

50% Off Vega Helmets

Half face, full face helmets from \$29.95, www.LeatherUp.com Top Brands HJC, Shoel, Bell

Vega Motorcycie Helmets

Amazing Prices, 115% Price www.Jafrum.com/VEGA_Helmets Match, Free Size Exchanges, Free Shipping!

Welcome to Vega Helmet Corporation

Half Helmets XT Half Helmet · XTS Half Helmet Vega Riding Apparel ... Vega Helmet Corporation. 18235 Olympic Avenue S., Tukwila, WA 98188 ... www.vegahelmet.com/ - 17k - Cached - Similar pages

Street

Snowmobile NT 200

Off Road Find a Dealer

Company

Altura Summit II

More results from vegahelmat.com »

Vega Helmets - Company

If you are an individual interested in purchasing a Vega Helmet you must email your zip ... "VEGA" helmete are available to legitimate motorcycle dealers. ... www.vegahelmet.com/company.html - Similar pages

Motorcycle Helmets and Motorcycle Helmet Accessories

Motorcycle helmets and Motorcycle helmet - Welcome to a great place to buy discount motorcycle helme. www.helmetshop.com/ - 39k - Cached - Similar pages

Vega Motorcycle Helmets Vega Motorcycle Helmets from The Helmet Shop. ... Subcategories: Vega Full Face Helmets · Vega Open Face Helmets · Vega Half Helmets ... www.helmetshop.com/CategoryProductList.jsp?

cat=Shop+By+Brand:Vega+Helmets - 21k -Cached - Similar pages

Shopping results for vega helmets

Vega Summit II ColorMatch Motorcycle

\$139.85 - Motorcycle Superstore

Halmet

Vega Summit XPV 2 Solid Helmets L.

\$124.99 - compacc.com

Large White

Vega Altura Helmet DOT 520 Silver

\$69.99 - Jafrum.com

Plaintiff's Initial Disclosures - 07

Sponsored Links

Vega Helmets

Motorcycle gear, apparel & parts. Low Price Guarantee. Free Shipping! www.Molorcycle-Superstore.com

Online Motocross Store

We carry all the major brands. Great Deals at Motocrossglant. www.motocrossglant.com

<u>Vega Helmets</u>

Bargain Prices, Smart Deals. Save on Vega Helmets! Shopzilla.com

60% OFF Motorcycle Helmet

Fast & Free Shipping + Free Returns 125% Price Guarantee + MB Guarantee MotoDirect.com/Motorcycle_Helmets1

Vega Helmets

Vehicle Parts & Accessories Bld on Vega Helmets. www.eBay.com

Vega Helmets

Vega Helmeta - Compare prices & find expert reviews www.Best-Price.com/Helmets

<u>Vega Helmets</u>

Find Car Parts, Accessories, Tools Garage Equipment, Car Care & More Amezon.com/motorcycle

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Buy Vega Helmets now. Fuel your passion on eBay Motors! www.eBayMotors.com

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Counsel for creative companies

1000 Second Ave, Suite 3310 Sealtle, WA 98104-1019 (206) 903-6364 fax (206) 903-6365

www.lnvictalaw.com

April 28, 2009

Mark V. Jordan Email: mjordan@invictalaw.com

VIA CERTIFIED MAIL:70072680000056348336 AND FIRST CLASS MAIL

LEATHBRUP.COM 2620 S. Maryland Suite 846 Las Vegas, NV 89109

Re: Cease and Desist Trademark Infringement

To Whom It May Concern:

We are counsel for Soaring Helmet Corporation, the exclusive owner of the trademark rights to VEGA (the "Mark"). A copy of Soaring Helmet Corporation's federal trademark registration is attached hereto as Exhibit A. Soaring Helmet Corporation views its Mark as a valuable asset that will be protected to the fullest extent allowable by law.

Soaring Helmet Corporation recently learned that when the query "Vega helmets" is searched via the Google website, an advertisement appears under Google's sponsored listings that misleadingly states that the website Leatherup.com offers "50% off Vega Helmets." A copy of the Google search results for "Vega helmets" is attached hereto as Exhibit B. However, Leatherup.com does not in fact sell any of our client's products.

Since Leatherup.com does not sell Vega helmets, we believe that Leatherup.com has wrongfully purchased the Mark from Google, Inc. as a false and misleading advertising keyword. Our client has lost business because the Leatherup.com sponsored link is falsely advertising that it sells our client's products at a deep discount, when in fact, Leatherup.com does not. As a result of the false advertisement, a retailer who does not wish to be associated with products sold at a deep discount has refused to do business with Soaring Helmet Corporation. Further, consumers searching for our client's products will continue to be misled to the Leatherup.com website, causing initial interest confusion. This unauthorized use of the Mark is a violation of federal and state trademark and unfair competition laws.

As I hope you can appreciate, Soaring Helmet Corporation cannot permit others to trade on the goodwill and damage the value and integrity of its Mark through false and misleading advertisements. Because the public closely associates the Mark with our client's

Plaintiff's Initial Disclosures - 08

Leatherup.com April 28, 2009 Page 2

products, we are concerned that this unauthorized use of the Mark will cause consumers to mistakenly assume that Soaring Helmet Corporation sells its products to deep-discount online retailers or is otherwise affiliated with the Leatherup.com website.

Because Soaring Helmet Corporation has been and will continue to be substantially and irreparably damaged should this infringement continue, it must enforce its exclusive rights to the Mark. Soaring Helmet Corporation demands that Leatherup.com immediately remove any reference to the Mark from any false and misleading sponsored listing advertisements.

Unless these demands are complied with by May 8, 2009, Soaring Helmet Corporation will assume Leatherup.com intends to willfully disregard its rights, and Soaring Helmet Corporation will pursue whatever action or remedies it deems appropriate to protect its rights to the fullest extent of the law.

Very truly yours,

INVICTA LAW GROUP, PLLC

Mark W Jordan

MVJ:hmm Enclosure

cc: Soaring Helmet Corporation (w/o encl.)

1840 031 id280801

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Sign In



vega helmets

Advanced Search Preferences Search

Web Show options...

Results 1 - 10 of about 141,000 for vega helmets. (0.32 seconds)

50% Of Motorcycle Helmets Half face, full face helmets from \$29.95, www.LeatherUp.com Top Brands HJC, Shoei, Bell

Sponsored Links Sponsored Links

50% OFF Motorcycle Helmet

Shop Now For Scorpion, Aral, kbc, Shoel & HJC www.Jafrum.com Helmets. Free S/HI

Motorcycle Helmets Direct Factory Direct - Free Shipping Top Brands - Unbeatable Prices www.TheHelmetZone.com

Motorcycle Superstore

Free Shipping on Motorcycle www.Motorcycle-Superstore.com Gear, Apparel, Parts, Accessories & morel

Online Motocross Store We carry all the major brands. Great Deals at Motocrossglant. www.motocrossglant.com

Welcome to Vega Helmet Corporation

Half Helmets XT Half Helmet - XTS Half Helmet Vega Riding Apparel ... Vega Helmet Corporation. 18235 Olympic Avenue S., Tukwila, WA 98188 ...

www.vegahelmet.com/ - Cached - Similar pages

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Altura Full Face Helmet

Off Road

Company Snow

Find a Dealer Summit II

NT 200 Open Face Helmet

More results from vegahelmet.com »

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Compare Prices Now Whatever you want - Compare prices & find expert reviews! www.Best-Price.com/Helmets

Vega Helmets - Company

If you are an Individual interested in purchasing a Vega Helmet you must email your zip ... "VEGA" helmets are available to legitimate motorcycle dealers. ... www.vegahelmet.com/company.html - Cached - Similar pages

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60% OFF Motorcycle Helmet Fast & Free Shipping + Free Returns 125% Price Guarantee + MB Guarantee MotoDirect.com/Motorcycle_Helmetsl

Motorcycle Helmets and Motorcycle Helmet Accessories

from The ... Motorcycle helmets and Motorcycle helmet - Welcome to a great place to buy discount motorcycle helme. www.heimetshop.com/ - Cached - Similar pages

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Shopping results for vega helmets \$139.95 - Motorcycle

Vega Summit || ColorMatch Motorcycle

Superstore

Helmet Vega Summit XPV 2 Solid Helmets L

\$124.99 - compacc.com

Large White Vega Altura Shuriken Motorcycle

\$79.99 - Motorcycle

Helmet

Superstore

More Sponsored Links »

Vega Motorcycle Apparel and Accessories Vega Motorcycle apparel and accessories at discount prices. We offer the largest selection of Vega gear in the Northwest. www.helmetoutletusa.com/index.cgi?Function=Street&Manuf=Vega -Cached - Similar pages

Plaintiff's Initial Disclosures - 12

http://www.google.com/search?hl=en&a=vega+helmets&aa=f&oa=&aai=g10

6/8/2009

EXHIBIT C

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INTERROGATORIES

INTERROGATORY NO. 1: Please identify all of the product(s) and/or service(s) in connection with which VEGA is or has been used by Plaintiff, including whether such product(s) and/or service(s) are currently available for purchase.

ANSWER TO INTERROGATORY NO. 1:

Plaintiff sells its products under the VEGA mark directly to dealers on a wholesale basis. In order to purchase Plaintiff's products, a purchaser must contact an authorized seller of Plaintiff's products. Plaintiff's products include motorcycle helmets and related riding apparel and accessories, such as motorcycle jackets, vests, pants, boots, goggles, chest protectors, gear bags, and head wraps.

INTERROGATORY NO. 2: Please state whether Plaintiff, or any party using VEGA under Plaintiff's authorization, has ever received oral or written inquiries or communications regarding actual confusion on the part of any person as to the source, sponsorship, affiliation, or approval of Defendant's products or services, and if so, describe with specificity all such instances, identify the individuals involved, state the dates of each occurrence, and identify all documents relating thereto.

ANSWER TO INTERROGATORY NO. 2: In approximately April 2009, a potential dealer of Plaintiff's products, Jim Squire of Holiday Powersports in Michigan Center, Michigan, refused to do business with Plaintiff after it performed a search of Plaintiff's Vega mark on the Google search engine. The results of the dealer's Google search triggered an advertisement for Defendant, falsely stating that Defendant offered "50% off VEGA helmets." Holiday Powersports refused to become an authorized dealer of Plaintiff's products

PLAINTIFF'S ANSWERS TO DEFENDANT NANAL, INC.'S FIRST SET OF INTERROGATORIES – 7

INVICTA LAW GROUP, PLLC
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SEATTLE WA 98104-1019

SEATTLE, WA 98104-1019 FAX (206) 903-6365 TEL (206) 903-6364

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because they mistakenly believed that Plaintiff sold its products to "deep discount" online retailers. Further, in approximately December 2009, one of Plaintiff's sales representatives, Joy Loga, sent an e-mail to Plaintiff with a link to Defendant's Leatherup.com website. The link showed a page on Defendant's website which offered a motorcycle jacket for sale under the designation, "Xelement Extreme Vega." The representative inquired as to whether Plaintiff was the manufacturer of the jacket.

INTERROGATORY NO. 3: Please set forth in detail all facts and identify all documents concerning the allegations in paragraph 4.3 of the Second Amended Complaint that "Soaring Helmet has invested substantial sums of time, money and effort to develop, use, advertise and promote the Mark. As a result, the Mark has become an integral and indispensable part of Soaring Helmet's business."

ANSWER TO INTERROGATORY NO. 3:

Soaring Helmet has invested a total of over \$600,000.00 advertising and promoting its VEGA brand since 1994. Soaring Helmet participates in two major industry trade shows: the V-Twin Expo and the Advanstar Dealernews Powersports Expo. Soaring Helmet has also advertised its products via its website, vegahelmet.com, since 1996. Soaring Helmet produces over 10,000 printed catalogs each year which are distributed to retail dealers, and advertises in industry and consumer magazines such as Dealer News, Motorcycle Industry Magazine, Iron Horse Magazine, Wing World Magazine, and Motorcycle Product News. Soaring Helmet has sales representatives in each state with the exception of North Dakota, Hawaii, Alaska, Wyoming, Kansas, Oklahoma, Montana, New Mexico, Wisconsin, and Minnesota. Soaring Helmet has also maintained a toll-free telephone customer service number since 1995.

PLAINTIFF'S ANSWERS TO DEFENDANT NANAL, INC.'S FIRST SET OF INTERROGATORIES - 8

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EXHIBIT D

PLAINTIFF'S ANSWERS TO DEFENDANT NANAL, INC.'S FIRST SET OF INTERROGATORIES – 21

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EXHIBIT E

Heather Morado

From:

Stacia Lay <SL@hllaw.com>

Sent:

Friday, August 27, 2010 4:33 PM

To:

Heather Morado

Cc:

Katherine Hendricks

Subject:

Soaring Helmet Corp. v. Nanal, Inc., Deposition Scheduling

Heather,

Regarding your request for dates that Albert Bootesaz would be available for deposition, I am awaiting final confirmation for the specific dates but can tell you that the possibilities including two days at the end of next week and three days the week of September 13th.

With regard to scheduling depositions of Plaintiff's witnesses, Plaintiff has identified four individuals that we would like to depose: Lou Xu; Jeanne DeMund; Wayne Layman; and Claudia Mallard. All of these individuals appear to be identified as Plaintiff's employees/agents, therefore, please let us know dates each of these witnesses would be available for deposition, as well as their locations.

Plaintiff also identified Joy Loga in response to Interrgatory No. 2. Because she is identified as Plaintiff's sales representative, I assume that arrangements for her deposition should also be made through your office. Therefore, please let us know her availability for deposition as well as where she is located.

Since it appears at least several of the witnesses may be located out of state, we would like to take those out-of-state depositions by telephone pursuant to Fed. R. Civ. P. 30(b)(4). Please let us know if you will stipulate that such out-of-state depositions may be taken by telephone.

Best regards,

Stacia N. Lay Associate Attorney Hendricks & Lewis PLLC Tel: (206) 624-1933

Fax: (206) 583-2716 Email: <u>sl@hllaw.com</u>

Web: http://www.hllaw.com



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EXHIBIT F

THE HONORABLE JAMES L. ROBART 1 2 3 4 5 6 UNITED STATES DISTRICT COURT WESTERN DISTRICT OF WASHINGTON AT SEATTLE 7 SOARING HELMET CORPORATION, a 8 NO. C 09-0789 JLR Washington Corporation, 9 Plaintiff, SUPPLEMENTAL DECLARATION OF HEATHER M. 10 MORADO IN SUPPORT OF v. PLAINTIFF'S RESPONSE TO 11 DEFENDANT'S MOTION FOR NANAL, INC., a Nevada corporation, d/b/a SUMMARY JUDGMENT LEATHERUP.COM, 12 Defendant. 13 14 My name is Heather Morado. I am over the age of 21, have personal knowledge 15 of the facts stated herein, and am otherwise competent to make this declaration. I declare 16 as follows: 17 I am an attorney at Invicta Law Group, PLLC, counsel to Plaintiff in this 1. 18 matter. 19 Today I filed a praecipe to replace Exhibit N to my original declaration in 2. 20 support of plaintiff's response to defendant's motion for summary judgment, Docket No. 21 66-14. The documents contained in the replacement Exhibit N, Bates Nos. SHC 00020-22 23

SUPPLEMENTAL DECLARATION OF HEATHER M. MORADO-1

INVICTA LAW GROUP, PLLC

1000 SECOND AVENUE, SUITE 3310
SEATTLE, WA 98104-1019
FAX (206) 903-6365
TEL (206) 903-6364

1	00100, were produced in discovery on August 27, 2010. A true and correct copy of the
2	certificate of service is attached hereto as Exhibit A.
3	3. The replacement documents filed today contain identical information in a
4	different format as the documents that were originally attached. I inadvertently attached
5	the wrong version of the spreadsheets.
6	I declare under penalty of perjury under the laws of the state of Washington that
7	the foregoing is true and correct to the best of my knowledge and belief.
8	DATED this 30 th day of November, 2010.
9	INVICTA LAW GROUP, PLLC
10	Deather Morado-
11	By Heather M. Morado, WSBA #35135
12	Attorney for Plaintiff
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SUPPLEMENTAL DECLARATION OF HEATHER M. MORADO - 2

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1	CERTIFICATE OF SERVICE
3	I hereby certify that I electronically filed the foregoing with the Clerk of the Court
4	using the CM/ECF system which will send notification of such filing to the following
5	persons/attorneys of record:
6	Ms. Katherine Hendricks Ms. Stacia N. Lay HENDRICKS & LEWIS, PLLC
901 Fifth Avenue, Suite 4100	901 Fifth Avenue, Suite 4100
8	Seattle, WA 98164
9	Dated this 30th day of November, 2010, at Seattle, Washington.
10	Kay M. albrition
11	Katy M. Albritton Legal Assistant
12	Legal Assistant
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SUPPLEMENTAL DECLARATION OF HEATHER M. $\,$ MORADO – 3

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Exhibit A

CERTIFICATE OF SERVICE 2 The undersigned declares under penalty of perjury, under the laws of the State of 3 Washington, that the following is true and correct: 4 On this day, August 27, 2010, I caused to be sent via e-mail and First Class Mail 5 the following documents: 6 1. Plaintiff's Supplemental Answers to Defendant Nanal, Inc.'s First Set of 7 Interrogatories Nos. 1-22 to Plaintiff Soaring Helmet Corporation with Certificate of Service 8 9 To the following listed counsel of record: 10 Ms. Katherine Hendricks 11 Ms. Stacia N. Lay HENDRICKS & LEWIS, PLLC 12 901 Fifth Avenue, Suite 4100 Seattle, WA 98164 13 kh@hllaw.com; sl@hllaw.com 14 Dated this 27st day of August, 2010, at Seattle, Washington. 15 16 17 Katy M. Albritton Legal Assistant 18 19 20 21 22

PLAINTIFF'S SUPPLEMENTAL ANSWERS TO DEFENDANT NANAL, INC.'S FIRST SET OF INTERROGATORIES – 45

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