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11	NORTHERN DIST	RICT	Γ OF CALIFORNIA			
12						
13	ICV INC a California assumanation	Car	se No.			
14	JGX, INC., a California corporation;	Cas	se No.			
15	NICK BOVIS;	CO	MPLAINT FOR:			
	BOVIS FOODS, LLC; and	1.	TRADEMARK INFRINGEMENT;			
16	SMTM TECHNOLOGY, LLC, a limited		FALSE DESIGNATION OF ORIGIN AND FALSE DESCRIPTION (LANHAM			
17	liability company,		ACT § 43(A), 15 U.S.C. § 1125(A));			
18	Plaintiffs,	2.	DILUTION (LANHAM ACT § 43(C),			
19	v.		15 U.S.C. § 1125(C));			
20		3.	TRADEMARK INFRINGEMENT			
21	JON HANDLERY;		(COMMON LAW);			
22	HANDLERY HOTELS, a California	4.	DILUTION (CAL. BUS. & PROF. CODE			
23	corporation;		§ 14330 AND COMMON LAW); and			
24	SAM SINGER; and	5.	UNFAIR COMPETITION (CAL. BUS. & PROF. CODE § 17200)			
25	SINGER ASSOCIATES, INC.,		Ç ,			
	Defendants.		DEMAND FOR JURY TRIAL			
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COMPLAINT

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Plaintiffs JGX, INC., NICK BOVIS, BOVIS FOODS, LLC, and SMTM TECHNOLOGY,

1 2 LLC, doing business as LEFTY O'DOUL'S, bring this action to enjoin Defendants, and each of 3 them, from their threatened and unauthorized use of Plaintiffs' intellectual property, especially the LEFTY O'DOUL'S trademark. Plaintiffs seek preliminary and permanent injunctive relief and 4 5 damages under the laws of the United States and the State of California and allege on knowledge as to themselves and their own acts, and on information and belief as to all other matters, as 6

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follows:

NATURE OF ACTION

1. LEFTY O'DOUL'S is a San Francisco landmark. Since 1958, hundreds of thousands of San Francisco residents and tourists, young and old, have walked through the doors of LEFTY O'DOUL'S, many just to sit down for a quick meal and drink and to unwind after a long day of shopping, sight-seeing, or working. LEFTY O'DOUL'S is more than a restaurant and lounge. LEFTY O'DOUL'S also offers customers the unique chance to see one of a kind baseball memorabilia, rare celebrity photos, and "the best deal on the square."

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- 2. Born in San Francisco, Francis "Lefty" O'Doul is considered one of baseball's most colorful and popular personalities. Lefty played in the Pacific Coast League as well as the Major Leagues, where in 1929 he had a .398 batting average, which was the highest average of any National League outfielder in the 20th century. Lefty was a highly respected coach and manager for the San Francisco Seals baseball team. He was a friend and teammate to the great players of all time, such as Joe DiMaggio, Babe Ruth, and Ty Cobb. Lefty was the man who brought two countries together after World War II. Lefty was credited for bringing America's favorite past-time, baseball, to Japan.
- 3. In <u>1958</u>, Lefty had an inspiration to open a restaurant bar in San Francisco where friends and family could come to eat and meet with sports stars, creating a unique environment where everyone was family. Over the years LEFTY O'DOUL'S restaurant has seen the likes of some of the greatest figures from sports and Hollywood. LEFTY O'DOUL'S has constantly stiven for quality food and quality service with the Old World Charm of baseball's past.
- 4. Plaintiffs also established LEFTY O'DOUL'S Foundation For Kids, in memory of Lefty. In 1927, in order to stop Lefty from tossing so many baseballs to children in the left-field bleachers, Seals owner Charlie Graham agreed to sponsor a Kids Day, where youngsters were admitted to the ballgame for free. 10,000 kids filed into Recreation Park in San Francisco that day where Lefty helped distribute 5,000 miniature bats, thousands of bags of peanuts and a half dozen flour sacks full of baseballs. One by one, Lefty tossed the balls from the roof of the park's grandstand to screaming children in the crowd below. Needless to say, children loved Lefty.
- 5. Among the Foundation's sponsored activities is LEFTY O'DOUL'S Kids Day at AT&T Park. LEFTY O'DOUL'S cares deeply about the health and happiness of the many kids within the San Francisco Bay Area community outreach programs. Lefty's Kids Day gives under-privileged kids around the Bay Area the chance to experience the excitement of attending ///

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COMPLAINT 2

a Giants ballgame. Similarly, LEFTY O'DOUL'S organizes Gloves Across The Bay. LEFTY

O'DOUL'S helps these kids create memories that they can cherish for the rest of their lives.



6. Since 1958, Plaintiffs and their predecessors have been the owners of the LEFTY O'DOUL'S® brand name and trademark. Plaintiffs have used the LEFTY O'DOUL'S trademark since 1958 to identify their services in California, in the United States, and worldwide. The general consuming public of the United States widely recognizes the LEFTY O'DOUL'S mark as designating Plaintiffs as the source of services and/or goods.

7. On <u>December 8, 2009</u>, LEFTY O'DOUL'S® became a registered trademark with the U.S. Patent and Trademark Office ("USPTO") for use in connection with "restaurant and bar" services. *See* USPTO Registration No. 3721083, attached hereto as <u>Exhibit 1</u>. The registration is now owned by Plaintiff SMTM TECHNOLOGY following an assignment of ownership from Plaintiff JGX, INC.

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COMPLAINT 3

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8. Examples of the displays of numerous pieces of sports memorabilia at LEFTY O'DOUL'S are set forth below:



- 9. Since 1997, Defendants Handlery Hotels, Inc. and Jon Handlery have known that Plaintiffs own and have asserted all rights to Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark, in connection with a restaurant and bar displaying sports memorabilia. At no point prior to January 12, 2017 did anyone from Defendants Handlery Hotels, Inc. or Jon Handlery indicate or suggest that they owned Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark, in connection with a restaurant and bar displaying sports memorabilia.
- 10. On or about <u>January 12, 2017</u>, Handlery Hotels, Inc., through its agents, began to publicly insist that the Handlery family owns the restaurant name, contents, and all memorabilia. According to Defendant Sam Singer, who was then acting on behalf of the Handlery defendants:

"None of that belongs to (the Bovis family); it's always belonged to the Handlery family. They better look at their lease more carefully."

11. At the same time, Defendants, through Defendant Sam Singer, stated the Handlerys would reopen the restaurant — with the O'Doul's name — under new management:

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"After the restaurant closes Feb. 3, a renovation and refurbishment will begin. The memorabilia and interior of property will be part of the establishment in its new form," Singer posted on TheSFNews.com website. "We don't have a grand re-opening date yet, but rest assured that Lefty's will reopen under new and improved management in the same location at 333 Geary as part of the Handlery Hotel family of properties."

12. Defendants have threatened that they are and will be improperly using Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark, in connection with a restaurant and bar displaying sports memorabilia. Based on Plaintiffs' registered trademark and use, Defendants' uses of Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark, is unauthorized and unlawful.

II. <u>PARTIES</u>

A. PLAINTIFFS

- 13. Plaintiff JGX, INC. is a California corporation, with its principal place of business at LEFTY O'DOUL'S, 333 Geary St., San Francisco, CA.
- 14. Plaintiff Nick Bovis is a resident of San Mateo County. Nick Bovis manages the other Plaintiffs.
- 15. Plaintiff Bovis Foods, LLC is a California limited liability corporation, with its principal place of business at LEFTY O'DOUL'S, 333 Geary St., San Francisco, CA.
- 16. Plaintiff SMTM TECHNOLOGY, LLC, doing business as LEFTY O'DOUL'S, is a limited liability corporation organized and existing under the laws of the State of California and has its principal place of business in San Mateo County, California.

B. DEFENDANTS

- 17. Defendant JON HANDLERY is a resident of San Mateo County, CA.
- 18. On information and belief, Defendant HANDLERY HOTELS is a California corporation, with its principal place of business at 180 Geary St., Suite 700, San Francisco, CA
 - 19. Defendant SAM SINGER is a resident of Berkeley, CA.
- 20. Defendant SINGER ASSOCIATES, INC. is a California corporation, with its principal place of business at 47 Kearny Street, Second Floor, San Francisco, CA.

III. **JURISDICTIONAL STATEMENT**

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A. **JURISDICTION**

21. The Court has jurisdiction over this action pursuant to 28 U.S.C. §§ 1331 and 1338, 15 U.S.C. §§ 1116 and 1125, and 28 U.S.C. § 1367.

B. VENUE

22. Venue lies within this district because a substantial part of the events giving rise to these claims occurred in this district and Defendants reside in this judicial district for purposes of 28 U.S.C. §1391(b) and (c).

C. INTRADISTRICT ASSIGNMENT

23. This action arises in San Francisco County because a substantial part of the events giving rise to the claim occurred in San Francisco County. This is an intellectual property action subject to district-wide assignment pursuant to Civil Local Rule 3-2(c).

IV. **FACTUAL ALLEGATIONS**

PLAINTIFF USES IN COMMERCE AND PROTECTS LEFTY O'DOUL'S A.

- 24. On or around December 19, 1997, Jim and Gracia Bovis entered into a lease with Defendant Handlery Hotels, Inc. for the location of LEFTY O'DOUL'S at 333 Geary Street in San Francisco, CA.
- 25. From on or around <u>December 19, 1997</u> through early <u>January 1998</u>, Jim Bovis, Gracia Bovis, and Nick Bovis worked with Don Figone, the previous restaurant and bar operator at 333 Geary Street, to take over operation of LEFTY O'DOUL'S. Like Mr. Figone and the famed baseball legend, Lefty O'Doul before him, Jim Bovis, Gracia Bovis, and Nick Bovis were not simply managers of LEFTY O'DOUL'S. They operated LEFTY O'DOUL'S as if it was one of San Francisco's true landmarks.
- 26. At no point in any lease negotiations with Defendant Handlery Hotels, Inc. did anyone from Defendant Handlery Hotels, Inc. indicate or suggest that Defendant Handlery Hotels, Inc. owned the trademark for LEFTY O'DOUL'S, owned the memorabilia then-existing at 333 Geary Street, or owned any other aspect of the intellectual property involved in running the LEFTY O'DOUL'S operation.

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27. Because Plaintiffs own the intellectual property, including the LEFTY O'DOUL'S mark, Defendant Handlery Hotels, Inc. and Plaintiff JGX agreed and memorialized in Section 5.3 of their 2004 Lease, that Plaintiff JGX would pay all city, county, and state taxes and levies imposed in connection with "any of Tenants property or trade fixtures . . . or personal property of any kind, owned by or placed in, upon or about the Premises by Tenant." As such, Plaintiff JGX has paid all applicable California state taxes on the intellectual property.

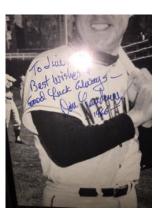
28. One component of the property owned by Plaintiff JGX is memorabilia. Many of the photographs and other memorabilia in question were given to Plaintiffs; many are even signed to Plaintiff Nick Bovis personally. Set forth below are pictures depicting just a sample of the many articles of memorabilia.











29. LEFTY O'DOUL'S® is a registered trademark with the U.S. Patent and Trademark Office ("USPTO") for use in connection with "restaurant and bar" services. See USPTO Registration No. 3721083, attached hereto as **Exhibit 1**. The registration was issued by the USPTO on December 8, 2009, and is owned by Plaintiff SMTM TECHNOLOGY following an assignment of ownership from Plaintiff JGX, Inc.

30. Registration of the LEFTY O'DOUL'S® trademark provides: constructive notice
to the public of the registrant's claim of ownership of the mark; a legal presumption of the
registrant's ownership of the mark and the registrant's exclusive right to use the mark nationwide
on or in connection with the services listed in the registration; the owner with the right to file a
trademark infringement lawsuit in federal court and to obtain monetary remedies, including
infringer's profits, damages, costs, and, in some cases, treble damages and attorneys' fees; and a
oar to the registration of another confusingly similar mark with the USPTO.

- 31. The LEFTY O'DOUL'S® registration for restaurant and bar services has also been granted additional protections because it is more than five years old and a Declaration of Incontenstability under Section 15 of the Trademark Act was acknowledged by the USPTO on January 21, 2015. See Exhibit 2 attached hereto. Incontestable status is considered to be conclusive evidence of the following rights:
 - a. the validity of the registered mark;
 - b. the registration of the mark;
 - c. the owner's ownership of the mark; and
 - d. the owner's exclusive right to use the mark with the registered goods and services.
- 32. Not only is the registration of the LEFTY O'DOUL'S® trademark with the USPTO incontestable, Plaintiffs and their predecessors have clearly exercised control over the brand, including covering costs and assuming risks, for many years.
- 33. Other details relevant to Plaintiffs' rights in the LEFTY O'DOUL'S® brand name and trademark include:
- 34. WHOIS records show that the <leftyodouls.biz> domain name was registered to Plaintiff Nick Bovis at least as early as 2004, and has been owned and maintained by him ever since. See Exhibit 3 attached hereto.
- 35. On June 16, 2009, Plaintiff Nick Bovis was issued USPTO Registration No. 3640988 for LEFTY'S BLOODY MARY MIX® for non-alcoholic cocktail mix. *See* Exhibit 4 attached hereto.

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COMPLAINT

- 4091577 for LEFTY O'DOUL'S® for hot dogs. See Exhibit 5 attached hereto. 37. On January 24, 2012, Plaintiff Bovis Foods, LLC was issued USPTO Registration No. 4091578 for LEFTY O'DOUL'S® for mustard. See Exhibit 6 attached hereto.
- 38. In May of 2012, Plaintiff Bovis Foods, LLC entered into a confidential agreement with Anheuser-Busch regarding the use and registration of LEFTY O'DOULS®.

On January 24, 2012, Plaintiff Bovis Foods, LLC was issued Registration No.

- 39. On August 4, 2015, Plaintiff Bovis Foods, LLC was issued USPTO Registration No. 4786144 for LEFTY'S® for non-alcoholic cocktail mixes. See Exhibit 7 attached hereto.
- 40. On October 6, 2015, Plaintiff Bovis Foods, LLC was issued USPTO Registration No. 4827339 for LEFTY'S® for energy drinks. See Exhibit 8 attached hereto.
- 41. The LEFTY O'DOUL'S trademark was previously registered from 1997 to 2009 by 333 Geary, Inc. See USPTO Registration No. 2667480. The application for registration was signed by Don Figone, President.
- 42. Lefty O'Doul's Foundation for Kids was established with the California Secretary of State by Nick Bovis in November 2014. See Exhibit 9 attached hereto.

B. DEFENDANTS UNLAWFULLY USE LEFTY O'DOUL'S AND THREATEN TO EXPAND THEIR UNLAWFUL USE

- 43. Effective February 3, 2017, the San Francisco landmark, LEFTY O'DOUL'S Restaurant, will close at 333 Geary Street and move to a new location.
- 44. As a result of Plaintiffs being forced to close the LEFTY O'DOUL'S Restaurant at 333 Geary Street, Defendants have recently commenced efforts to use Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark. Any use of Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark, by Defendants in connection with restaurant and bar services, will be likely to confuse consumers as to the source of those services, and will infringe Plaintiffs' registered trademark rights. The foregoing constitutes violations of the Lanham Act (15 U.S.C. §1051 et seq.) and other applicable laws.
- 45. On or about January 12, 2017, Defendants publicly stated that they intend to use the LEFTY O'DOUL'S mark:

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"We don't have a grand re-opening date yet, but rest assured that Lefty's will reopen under new and improved management in the same location at 333 Geary as part of the Handlery Hotel family of properties."

46. On or about <u>January 16, 2017</u>, counsel for Plaintiffs wrote Defendants that, in the event that Defendants take any actions to use the LEFTY O'DOUL'S name, Plaintiffs will take the necessary legal steps to protect their intellectual property rights under the Lanham Act and state law, including the possibility of filing an infringement action in U.S. District Court requesting monetary damages (which may be trebled pursuant to 15 U.S.C. § 1117 as a result of Plaintiffs' trademark registrations), attorneys' fees, and costs. In addition, Plaintiffs informed Defendants that they would seek an injunction pursuant to 15 U.S.C. § 1116.

V. <u>CAUSES OF ACTION</u>

FIRST CAUSE OF ACTION (Trademark Infringement; False Designation of Origin/Description Lanham Act § 43(a), 15 U.S.C. § 1125(a)) (Against All Defendants)

- 47. Plaintiffs repeat and reallege each and every allegation of paragraphs 1 through 46 above, and incorporate them by reference as if fully set forth herein.
- 48. Plaintiffs have used the LEFTY O'DOUL'S trademark since <u>1958</u> to identify their services in California, in the United States, and worldwide. The general consuming public of the United States widely recognizes the LEFTY O'DOUL'S mark as designating Plaintiffs as the source of services and/or goods.
- 49. Defendants' use of Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark, constitutes a false designation of origin and/or a false or misleading description or representation of fact that is likely to cause confusion, to cause mistake, or to deceive as to: (a) the affiliation, connection, or association of Defendants with Plaintiffs; and/or (b) the origin, sponsorship, or approval of Defendants' goods, services, or commercial activities by Plaintiffs. For example, restaurant customers who want to eat, drink, or otherwise enjoy sports memorabilia are likely to be confused as to whether Defendants' restaurant and bar to be

named LEFTY O'DOUL'S is sponsored or approved by Plaintiffs or is merely a conduit for Plaintiffs' LEFTY O'DOUL'S service.

- 50. Defendants' wrongful activities have caused and will continue to cause Plaintiffs irreparable injury. Plaintiffs are informed and believe that unless said conduct is enjoined by this Court, Defendants will continue and expand those activities to the continued and irreparable injury of Plaintiffs. This injury includes a reduction in the distinctiveness of Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark, and injury to Plaintiffs' reputation that cannot be remedied through damages. As such, Plaintiffs have no adequate remedy at law. Plaintiffs are entitled to preliminary and permanent injunctions pursuant to 15 U.S.C. § 1116 restraining and enjoining Defendants and their agents, servants, employees, and all persons acting thereunder, in concert with, or on their behalf, from using in commerce Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark, or any colorable imitation thereof.
- 51. Pursuant to 15 U.S.C. § 1117, Plaintiffs are also entitled to recover: (i)

 Defendants' profits; (ii) Plaintiffs' ascertainable damages; and (iii) Plaintiffs' costs of suit.
- 52. Defendants' willful use of Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark, without excuse or justification, renders this an exceptional case and entitles Plaintiffs to their reasonable attorneys' fees.

SECOND CAUSE OF ACTION (Trademark Infringement - Common Law) (Against All Defendants)

- 53. Plaintiffs repeat and reallege each and every allegation of paragraphs 1 through 52 above, and incorporate them by reference as if fully set forth herein.
- 54. The general consuming public throughout California widely recognizes Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark, as designating Plaintiffs as the source of services and/or goods. Plaintiffs have common law trademark rights in Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark, under California law.
- 55. Defendants' wrongful activities in the State of California have caused Plaintiffs irreparable injury. Plaintiffs are informed and believe that unless said conduct is enjoined by this

Court, Defendants will continue and expand those activities to the continued and irreparable
injury of Plaintiffs. This injury includes a reduction in the distinctiveness of Plaintiffs'
intellectual property, including the LEFTY O'DOUL'S mark, and injury to Plaintiffs' reputation
that cannot be remedied through damages. As such, Plaintiffs have no adequate remedy at law.
Plaintiffs are entitled to preliminary and permanent injunctions restraining and enjoining
Defendants and their agents, servants, employees, and all persons acting thereunder, in concert
with, or on their behalf, from using in commerce Plaintiffs' intellectual property, including the
LEFTY O'DOUL'S mark, or any colorable imitation thereof.

- 56. Plaintiffs are also entitled to recover: (i) Defendants' profits; (ii) Plaintiffs' ascertainable damages; and (iii) Plaintiffs' costs of suit.
- 57. Defendants' willful use of Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark, without excuse or justification entitles Plaintiffs to their reasonable attorneys' fees.

THIRD CAUSE OF ACTION (Dilution — Lanham Act § 43(c), 15 U.S.C. § 1125(c)) (Against All Defendants)

- 58. Plaintiffs repeat and reallege each and every allegation of paragraphs 1 through 57 above, and incorporate them by reference as if fully set forth herein.
- 59. The LEFTY O'DOUL'S mark is famous and distinctive, and that mark became famous prior to Defendants' commencement of use of the mark.
- 60. Defendants' existing and intended use of Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark, for its restaurant and/or bar are likely to cause dilution by blurring or dilution by tarnishment of Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark. For example, Defendants' use of Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark, is likely to reduce the distinctiveness of that mark by reducing the general consuming public's association of the mark with Plaintiffs' services.
- 61. Defendants' wrongful activities have caused irreparable injury to Plaintiffs.

 Plaintiffs are informed and believe that unless said conduct is enjoined by this Court, Defendants

will continue and expand those activities to the continued and irreparable injury of Plaintiffs. This injury includes a reduction in the distinctiveness of Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark, that cannot be remedied through damages, and Plaintiffs have no adequate remedy at law. Plaintiffs are entitled to preliminary and permanent injunctions pursuant to 15 U.S.C. § 1116 restraining and enjoining Defendants and their agents, servants, employees, and all persons acting thereunder, in concert with, or on their behalf, from using in commerce Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark, or any colorable imitation thereof.

- 62. Defendants first attempted to use Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark, in or about <u>January 2017</u>. Defendants willfully intended to trade on the recognition of Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark, and/or intended to harm the reputation of Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark. *See* 15 U.S.C. §§ 1117 and 1125(c) (5). Plaintiffs are also entitled to recover: (i) Defendants' profits; (ii) Plaintiffs' ascertainable damages; and (iii) Plaintiffs' costs of suit.
- 63. Defendants' willful use of Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark, without excuse or justification, renders this an exceptional case and entitles Plaintiffs to their reasonable attorneys' fees.

FOURTH CAUSE OF ACTION (Dilution - Cal. Bus. & Prof. Code § 14330 and Common Law) (Against All Defendants)

- 64. Plaintiffs repeat and reallege each and every allegation of paragraphs 1 through 63 above, and incorporate them by reference as if fully set forth herein.
- 65. Defendants' actual and intended use of Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark, in California: (i) has diluted and, on information and belief, will continue to dilute, the distinctive quality of Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark; and/or (ii) has tarnished and, on information and belief, will continue to tarnish, the image of Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark, in violation of Section 14330 of the California Business and Professions Code.

66. Defendants' wrongful activities in the State of California have caused irreparable injury to Plaintiffs. Plaintiffs are informed and believe that unless said conduct is enjoined by this Court, Defendants will continue and expand those activities to the continued and irreparable injury of Plaintiffs. This injury includes a reduction in the distinctiveness of Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark, and injury to Plaintiffs' reputation that cannot be remedied through damages. As such, Plaintiffs have no adequate remedy at law. Plaintiffs are entitled to preliminary and permanent injunctions restraining and enjoining Defendants and their agents, servants, employees, and all persons acting thereunder, in concert with, or on their behalf, from using in commerce Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark, or any colorable imitation thereof.

FIFTH CAUSE OF ACTION (Unfair Competition - Cal. Bus. & Prof. Code § 17200 and Common Law) (Against All Defendants)

- 67. Plaintiffs repeat and reallege each and every allegation of paragraphs 1 through 66 above, and incorporate them by reference as if fully set forth herein.
- 68. Defendants' acts, as alleged above, constitute unlawful and/or unfair business practices in violation of the California Unfair Competition Law ("UCL"), Cal. Bus. & Prof. Code §§ 17200 et seq.
- 69. Defendants' acts are unlawful and/or unfair under the UCL because Defendants' actual and intended use of Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark, in California is likely to confuse consumers as to the source, origin, or affiliation of Defendants' services, to dilute the distinctiveness of Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark, and/or to tarnish the image of Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark.
- 70. Defendants' acts of unfair competition in the State of California have caused irreparable injury to Plaintiffs. Plaintiffs are informed and believe that unless said conduct is enjoined by this Court, Defendants will continue and expand those activities to the continued and irreparable injury of Plaintiffs. This injury includes a reduction in the distinctiveness of

Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark and injury to Plaintiffs' reputation that cannot be remedied through damages. As such, Plaintiffs have no adequate remedy at law. Plaintiffs are entitled to preliminary and permanent injunctions restraining and enjoining Defendants and their agents, servants, employees, and all persons acting thereunder, in concert with, or on their behalf, from using in commerce Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark or any colorable imitation thereof.

71. As a direct and proximate result of Defendants' statutory unfair competition, Defendants has been unjustly enriched in an amount to be determined at trial.

PRAYER FOR RELIEF

WHEREFORE, Plaintiffs hereby requests that this Court:

- A. Enter preliminary and permanent injunctions restraining and enjoining Defendants and their agents, servants, employees, and all persons acting thereunder, in concert with, or on their behalf, from using in commerce Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark, or any colorable imitation or confusingly similar variation thereof.
- B. Enter preliminary and permanent injunctions requiring Defendants and their agents, servants, and employees, and all persons acting thereunder in concert with, or on their behalf, to immediately cease from causing any and all dilution and/or tarnishment of Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark.
- C. Award Plaintiffs their ascertainable damages, costs, and attorneys' fees.
- D. Award Plaintiffs the profits attributable to Defendants' unauthorized use of Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark.
- E. Impose a constructive trust in favor of Plaintiffs on all profits obtained from Defendants' misappropriation of Plaintiffs' intellectual property, including the LEFTY O'DOUL'S mark.

	Case 3:17-cv-00287	Document 1	Filed 01/19/17	Page 18 of 38			
1	F. Award Plaintiffs all amounts by which Defendants have been unjustly enriched						
2	through their use of Plaintiffs' intellectual property, including the LEFTY						
3	O'DOUL'S mark.						
4	G. Award such oth	G. Award such other and further relief as this Court deems just and proper.					
5	Dated: January 19, 2017	COTCHI	ETT, PITRE & 1	McCARTHY, LLI			
6		1	11/	10111			
7		JOSEPH	W. COTCHET	(6/kket)	1 cap		
8			for Plaintiffs	•			
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Law Offices COTCHETT, PITRE & MCCARTHY, LLP

COMPLAINT

16

7-131	Case 3:17-cv-00287 Document 1 Filed 01/19/17 Page 19 of 38
1	JURY DEMAND
2	Plaintiffs respectfully demand trial by jury on all issues so triable.
3	
4	Dated: January 19, 2017 COTCHETT, PITRE & McCARTHY, LLP
5	4 11/01/4
6	JOSEPH W. COTCHETT
7	Attorneys for Plaintiffs
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Law Offices COTCHETT, PITRE & COMPLAINT



LEFTY O'DOUL'S

Reg. No. 3,721,083 JGX INC. (CALIFORNIA CORPORATION), DBA LEFTY O'DOUL'S Registered Dec. 8, 2009 333 GEARY STREET SAN FRANCISCO, CA 94102

Int. Cl.: 43 FOR: RESTAURANT AND BAR, IN CLASS 43 (U.S. CLS. 100 AND 101).

FIRST USE 0-0-1958; IN COMMERCE 0-0-1958.

SERVICE MARK PRINCIPAL REGISTER

PRINCIPAL REGISTER THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

THE NAME(S), PORTRAIT(S), AND/OR SIGNATURE(S) SHOWN IN THE MARK DOES NOT IDENTIFY A PARTICULAR LIVING INDIVIDUAL.

SER. NO. 77-625,695, FILED 12-3-2008.

ALEX KEAM, EXAMINING ATTORNEY



Director of the United States Patent and Trademark Office

From: Sent:

TMOfficialNotices@USPTO.GOV

To:

Wednesday, January 21, 2015 11:02 PM

Subject:

uspto@tm4smallbiz.com Official USPTO Notice of Acceptance/Acknowledgement Sections 8 and 15: U.S. Trademark RN 3721083: LEFTY O'DOUL'S

Serial Number: 77625695 Registration Number: 3721083 Registration Date: Dec 8, 2009 Mark: LEFTY O'DOUL'S Owner: JGX Inc.

Jan 20, 2015

NOTICE OF ACCEPTANCE UNDER SECTION 8

The declaration of use or excusable nature filed for the above-identified registration meets the requirements of Section 8 of the Trademark Act, 15 U.S.C. §1058. The Section 8 declaration is accepted.

NOTICE OF ACKNOWLEDGEMENT UNDER SECTION 15

The declaration of incontestability filed for the above-identified registration meets the requirements of Section 15 of the Trademark Act, 15 U.S.C. §1085. The Section 15 declaration is acknowledged.

The registration will remain in force for the class(es) listed below for the remainder of the ten-year period, calculated from the registration date, unless canceled by an order of the Commissioner for Trademarks or a Federal Court.

Class(es):

043

TRADEMARK SPECIALIST POST-REGISTRATION DIVISION 571-272-9500

REQUIREMENTS FOR MAINTAINING REGISTRATION

WARNING: Your registration will be canceled if you do not file the documents below during the specified time periods.

Requirements in the First Ten Years

What and When to File: You must file a declaration of use (or excusable nonuse) and an application for renewal between the 9th and 10th years after the registration date. See 15 U.S.C. §§1058, 1059.

Requirements in Successive Ten-Year Periods

What and When to Fite: You must file a declaration of use (or excusable nonuse) and an application for renewal between every 9th and 10th-year period, calculated from the registration date. See 15 U.S.C. §§1058, 1059.

Grace Period Filings

The above documents will be considered as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

The USPTO WILL NOT SEND ANY FURTHER NOTICE OR REMINDER OF THESE REQUIREMENTS. THE REGISTRANT SHOULD CONTACT THE USPTO ONE YEAR BEFORE THE EXPIRATION OF THE TIME PERIODS SHOWN ABOVE TO DETERMINE APPROPRIATE REQUIREMENTS AND FEES.

To view this notice and other documents for this application on-line, go to http://tdr.uspto.gov/search.action?sn=77625695. NOTE: This notice will only be available on-line the next business day after receipt of this e-mail.

LeftyOdoUls.biz WHOIS, DNS, & Domain Info - DomainTools

Home > Whois Lookup > LeftyOdoUls.biz

Whois Record for LeftyOdoUls.biz

Find out more about Project Whois and DomainTools for Windows.



Related Domains For Sale or At Auction

LeftyStudio.com (\$1,895) LeftysLinks.com (\$2,095) LeftysTattoo.com (\$1,695) LeftysDeceiver.com (\$1,695)



- Whois & Quick Stats

Email	webmaster@leftyst.com is associated with -71 domains			4
Registrant Org	Bovis Foods INC is associated with ~55 other domains			4
Dates	Created on 2004-09-29 - Expires on 2017-09-28 - Updated on 2016-09-29			۲
IP Address	50.62.149.132 - 10 other sites hosted on this server			~
IP Location	🛂 - Arizona - Scottsdale - Godaddy.com Llc			
ASN	AS26496 AS-26496-GO-DADDY-COM-LLC - GoDaddy.com, LLC, US (registered Oct 01, 2002)			
Domain Status	Registered And Active Website			
Whois History	56 records have been archived since 2006-07-20		(4
IP History	11 changes on 7 unique IP addresses over 13 years		(۲
Hosting History	7 changes on 6 unique name servers over 12 years		10	4
Whois Server	whois.biz			
– Website				
Website Title	Welcome to the Lefty O'Doul's Restaurant & Cocktail Lounge in San Francisco, CA 94102			_
Server Type	Apache			
Response Code	200			
SEO Score	80%			

Terms

283 (Unique: 175, Linked: 59)

Images

19 (Alt tags missing: 6)

Links

43 (Internal: 27, Outbound: 16)

Whois Record (last updated on 2017-01-15)

Domain ID: D7843537-BIZ Sponsoring Registrar: GDADDY.COM, INC. Sponsoring Registrar IANA ID: 146	
Sponsoring Registrar TANA TD: 146	
Registrar URL (registration services): whois.godaddy.com	
Domain Status: clientDeleteProhibited	
Domain Status: clientRenewProhibited	
Domain Status: clientTransferProhibite	d
Domain Status: clientUpdateProhibited	
Variant: LEFTYODOULS.BIZ	
Registrant ID: CR115216108	
Registrant Name: Nick Bovis	
Registrant Organization: Bovis Foods INC	
Registrant Address1: 555 California St #4925	
Registrant City: San Francisco	
Registrant State/Province: California	
Registrant Postal Code: 94104	
Registrant Country: United States	
Registrant Country Code: US	
Registrant Phone Number: +1.4158191479	
Registrant Email: webmaster@leftysl.com	
Administrative Contact ID: CR115216222	
Administrative Contact Name: Nick Bovis	
Administrative Contact Organization: Bovis Foods INC	
Administrative Contact Address1: 555 California St #4925	
Administrative Contact City: 5an Francisco	

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1/15/2017

Administrative Contact State/Province: Administrative Contact Postal Code: Administrative Contact Country: Administrative Contact Country Code: Administrative Contact Phone Number: Administrative Contact Email: Billing Contact ID: Billing Contact Name: Billing Contact Organization: Billing Contact Address1: Billing Contact City: Billing Contact State/Province: Billing Contact Postal Code: Billing Contact Country: Billing Contact Country Code: Billing Contact Phone Number: Billing Contact Email: Technical Contact ID: Technical Contact Name: Technical Contact Organization: Technical Contact Address1: Technical Contact City: Technical Contact City:
Technical Contact State/Province:
Technical Contact Postal Code: Technical Contact Country: Technical Contact Country Code: Technical Contact Phone Number: Technical Contact Email: Name Server: Name Server: Created by Registrar: Last Updated by Registrar: Last Transferred Date: Domain Registration Date: Domain Expiration Date: Domain Last Updated Date: DNSSEC:

LeftyOdoUls.biz WHOIS, DNS, & Domain Info - DomainTools

94194 United States +1-4158191479 webmaster@ieftysf.com CR115216244 Nick Bovis Bovis Foods INC 555 California St #4925 San Francisco California 94104 United States 115 +1.4158191479 webmaster@leftyst.com CR115216121 Nick Bovis Bovis Foods INC 555 California St #4925 San Francisco California United States US +1.4158191479 webmaster@leftysf.com NS1.LEFTYODOULS.BIZ NS2.LEFTYODOULS.BIZ NS2-LEFITUDOUS.3.12 DNC HOLDINGS, INC. GODADDY.COM, INC. Wed Jun 86 16:04:37 GMT 2012 Wed Sep 29 11:34:25 GMT 2004 Thu Sep 28 23:59:59 GMT 2017 Thu Sep 29 12:45:30 GMT 2016 false

California

Tools

	Whols History	
	Hosting History	
Monitor Domain Properties		
Reverse Whois Lookup		
Reverse IP Address Lookup		
Network Tools		•
	Buy This Domain ▼	
	Visit Website	

& Preview the Full Domain Report



Int. Cl.: 32

Prior U.S. Cls.: 45, 46, and 48

Reg. No. 3,640,988

United States Patent and Trademark Office

Registered June 16, 2009

TRADEMARK PRINCIPAL REGISTER

LEFTYS BLOODY MARY MIX

BOVIS, NICK (UNITED STATES INDIVIDUAL) 414 CLARK DRIVE SAN MATEO, CA 94402

FOR: NON-ALCOHOLIC COCKTAIL MIX, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 2-26-2006; IN COMMERCE 2-26-2006.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BLOODY MARY MIX", APART FROM THE MARK AS SHOWN.

SN 77-502,593, FILED 6-19-2008.

JASON TURNER, EXAMINING ATTORNEY

United States of America United States Patent and Trademark Office

LEFTY O'DOUL'S

Reg. No. 4,091,577

BOVIS FOODS, LLC (CALIFORNIA LIMITED LIABILITY COMPANY)

414 CLARK DRIVE

Registered Jan. 24, 2012 SAN MATEO, CA 94402

Int. Cl.: 29

FOR: HOT DOGS, IN CLASS 29 (U.S. CL. 46).

TRADEMARK

FIRST USE 1-1-2010; IN COMMERCE 1-1-2010.

PRINCIPAL REGISTER

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-TICULAR FONT, STYLE, SIZE, OR COLOR.

THE NAME(S), PORTRAIT(S), AND/OR SIGNATURE(S) SHOWN IN THE MARK DOES NOT

IDENTIFY A PARTICULAR LIVING INDIVIDUAL.

OWNER OF U.S. REG. NOS. 3,640,988 AND 3,721,083.

SN 77-982,277, FILED 2-13-2010.

MARC LEIPZIG, EXAMINING ATTORNEY



United States of America United States Patent and Trademark Office

LEFTY O'DOUL'S

Reg. No. 4,091,578

BOVIS FOODS, LLC (CALIFORNIA LIMITED LIABILITY COMPANY)

414 CLARK DRIVE Registered Jan. 24, 2012 SAN MATEO, CA 94402

Int. Cl.: 30

FOR: CONDIMENTS, NAMELY, MUSTARD, IN CLASS 30 (U.S. CL. 46).

TRADEMARK

FIRST USE 1-1-2010; IN COMMERCE 1-1-2010.

PRINCIPAL REGISTER

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-TICULAR FONT, STYLE, SIZE, OR COLOR.

THE NAME(S), PORTRAIT(S), AND/OR SIGNATURE(S) SHOWN IN THE MARK DOES NOT

IDENTIFY A PARTICULAR LIVING INDIVIDUAL.

OWNER OF U.S. REG. NOS. 3,640,988 AND 3,721,083.

SN 77-982,278, FILED 2-13-2010.

MARC LEIPZIG, EXAMINING ATTORNEY



United States of America United States Patent and Trademark Office

LEFTY'S

Reg. No. 4,786,144

BOVIS FOODS, LLC (CALIFORNIA LIMITED LIABILITY COMPANY)

Registered Aug. 4, 2015 SAN MATEO, CA 94402

414 CLARK DRIVE

Int. Cl.: 32

FOR: NON-ALCOHOLIC COCKTAIL MIXES, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

TRADEMARK

FIRST USE 0-0-2006; IN COMMERCE 0-0-2006.

PRINCIPAL REGISTER

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-

TICULAR FONT, STYLE, SIZE, OR COLOR.

SN 85-629,591, FILED 5-18-2012.

BRIAN CALLAGHAN, EXAMINING ATTORNEY



Michelle K. Zen Director of the United States Patent and Trademark Office

United States of America United States Patent and Trademark Office

LEFTY'S

Reg. No. 4,827,339

BOVIS FOODS, LLC (CALIFORNIA LIMITED LIABILITY COMPANY)

Registered Oct. 6, 2015 SAN MATEO, CA 94402

414 CLARK DRIVE

Int. Cl.: 32

FOR: ENERGY DRINKS, IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

TRADEMARK

FIRST USE 3-0-2015; IN COMMERCE 3-0-2015.

PRINCIPAL REGISTER

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-

TICULAR FONT, STYLE, SIZE, OR COLOR.

SN 85-629,568, FILED 5-18-2012.

BRIAN CALLAGHAN, EXAMINING ATTORNEY



Michelle K. Zen Director of the United States Patent and Trademark Office

i4-104099 ·



State of California Secretary of State



Statement of Information

(Domestic Nonprofit, Credit Union and Consumer Cooperative Corporations)

Filing Fee: \$20.00. If this is an amendment, see instructions. IMPORTANT – READ INSTRUCTIONS BEFORE COMPLETING THIS FORM

FILED Secretary of State State of California

NOV 18 2014

1. CORPORATE NAME

Lefty O'Doul's Foundation for Kids 333 Geary Street San Francisco, CA 94102-1801

21/20 PC

2. CALIFORNIA CORPORATE NUMBER

C3294584

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em 3 cannot be a P.O. Box.)		
CITY	STATE	ZIP CODE
San Francisco	CA	94102-1801
CITY	STATE	ZIP CODE
San Francisco	CA	94102-1801
	CITY San Francisco CITY	CITY STATE CA CITY STATE STATE

Names and Complete Addresses of the Following Officers (The corporation must list these three officers. A comparable title for the specific officer may be added; however, the preprinted titles on this form must not be altered.) ZIP CODE STATE CITY CHIEF EXECUTIVE OFFICER/ Pres **ADDRESS** 94102-1801 CA San Francisco 333 Geary Street Nick Bovis ZIP CODE STATE SECRETARY ADDRESS CITY 94044 CA **Pacifica** Al Casciato 342 Imperial Drive ZIP CODE CITY STATE 7. CHIEF FINANCIAL OFFICER/ Treas **ADDRESS** CA 95148 San Jose 3031 Yancy Drive Carlos Alverez

Agent for Service of Process If the agent is an individual, the agent must reside in California and Item 9 must be completed with a California street address, a P.O. Box address is not acceptable. If the agent is another corporation, the agent must have on file with the California Secretary of State a certificate pursuant to California Corporations Code section 1505 and Item 9 must be left blank.

8. NAME OF AGENT FOR SERVICE OF PROCESS			
Nick Bovis			
9. STREET ADDRESS OF AGENT FOR SERVICE OF PROCESS IN CALIFOL	RNIA, IF AN INDIVIDUAL CITY	STATE	ZIP CODE
333 Geary Street	San Francisco	CA	94102-1801
Common Interest Developments			
10. Check here if the corporation is an association formed to an Development Act. (California Civil Code section 4000, et sec.). The corporation required by California Civil Code sections 5405(a) and 6760(a)	seq.) or under the Commercial and Industrial must file a Statement by Common Interest Dev	elopment Assoc	resi Development Act.

11. THE INFORMATION	ON CONTAINED HEREIN IS TRUE AND CORRECT.		\wedge
11-1-1-14	Nick Bovis	President/CEO	-WM
DATE	TYPE/PRINT NAME OF PERSON COMPLETING FORM	TITLE	SIGNATURE

SI-100 (REV 01/2014)

APPROVED BY SECRETARY OF STATE