

UNITED STATES DISTRICT COURT
WESTERN DISTRICT OF WASHINGTON
AT SEATTLE

AMAZON.COM, INC., a Delaware
corporation; and SALVATORE FERRAGAMO
S.P.A., an Italian corporation,

Plaintiffs,

v.

ZHAO HAO JUN, an individual d/b/a
ZHAOHA032OJUN; ZHANG LIANFA, an
individual d/b/a
CANGZHOUSHUOFENGDIANZIKEJIZZ;
CANGZHOUSHUOFENGDIANZIKEJIYOUX
IANGONGSI, a Chinese entity; and DOES 1-
10,

Defendants.

No.

**COMPLAINT FOR DAMAGES
AND EQUITABLE RELIEF**

I. INTRODUCTION

1. This case involves the Defendants' unlawful and expressly prohibited sale of counterfeit Salvatore Ferragamo S.p.A. ("Ferragamo") belts on Amazon.com. Amazon and Ferragamo jointly bring this lawsuit to permanently prevent and enjoin Defendants from causing future harm to Amazon's and Ferragamo's customers, reputations, and intellectual property, and to hold Defendants accountable for their illegal actions.


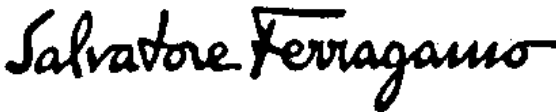
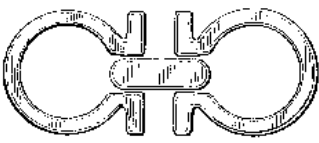

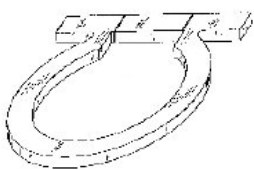
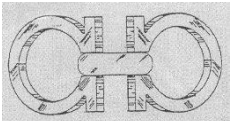
2. The Amazon store offers products and services to customers in more than 100 countries around the globe. Some of the products are sold directly by Amazon, while others are

1 sold by Amazon's numerous third-party selling partners. The Amazon brand is one of the most
 2 well-recognized, valuable, and trusted brands in the world. In order to protect customers and
 3 safeguard its reputation for trustworthiness, Amazon invests heavily in both time and resources
 4 to prevent counterfeit goods from being sold in its store. In 2019 alone, Amazon invested over
 5 \$500 million and employed more than 8,000 employees to protect its store from fraud and
 6 abuse. Amazon stopped over 2.5 million suspected bad actor selling accounts before they
 7 published a single listing for sale and blocked more than six billion suspected bad listings
 8 before they were published. As a result of these efforts and investment, 99.9% of all products
 9 viewed by customers on Amazon did not have a valid counterfeit complaint.

10 3. Ferragamo, which has always been a byword for top quality and Made in Italy
 11 products, is one of the main players in the luxury industry and its origins date back to 1927.
 12 Ferragamo is mainly active in the creation, production and sale of footwear, leather goods,
 13 apparel, silk products, and other accessories, as well as fragrances for men and women. Taking
 14 into account the entire distribution network, Ferragamo is present in over 90 countries all over
 15 the world with several retail stores in the United States, including one in Bellevue, Washington.
 16 Ferragamo works constantly to consolidate and increase over time the value of the brand and
 17 maintain high quality standards for the products and distribution processes through investments
 18 in research, product innovation, IT and business support.

19 4. Ferragamo owns, manages, enforces, licenses, and maintains intellectual
 20 property, including various trademarks. Relevant to this Complaint, Ferragamo owns the
 21 following registered trademarks ("Ferragamo Trademarks").

<u>Mark</u>	<u>Registration No. (International Classes)</u>
SALVATORE FERRAGAMO	1,016,032 (IC 010, 025, 026)

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19		1,208,600 (IC 026)
20 21 22 23 24 25 26 27		1,609,161 (IC 025)
		2,051,981 (IC 025)
		4,514,247 (IC 018, 025)
		4,578,196 (IC 018, 025)
		6,127,042 (IC 025)

True and correct copies of the registration certificates for the Ferragamo Trademarks are attached as **Exhibit A**.

5. From February 2020 through November 2020, Defendants advertised, marketed, offered, and sold counterfeit Ferragamo products in the Amazon store, using Ferragamo's registered trademarks, without authorization, to deceive customers about the authenticity and origin of the products and the products' affiliation with Ferragamo.

6. As a result of their illegal actions, Defendants have infringed and misused Ferragamo's intellectual property ("IP"), willfully deceived and harmed Amazon, Ferragamo, and their customers, compromised the integrity of the Amazon store, and undermined the trust that customers place in Amazon and Ferragamo. Defendants' illegal actions have caused Amazon and Ferragamo to expend significant resources to investigate and combat Defendants' wrongdoing and to bring this lawsuit to prevent Defendants from inflicting future harm to Amazon, Ferragamo, and their customers.

II. PARTIES

7. Amazon.com, Inc. is a Delaware corporation with its principal place of business in Seattle, Washington. Through its subsidiaries, Amazon.com, Inc. owns and operates the Amazon.com website, counterpart international websites, and the Amazon store (collectively, "Amazon").

8. Ferragamo is an Italian corporation with its principal place of business in Florence, Italy.

9. Defendants are a collection of individuals, both known and unknown, who conspired and operated in concert with each other to engage in the counterfeiting scheme alleged in this Complaint. In many cases, Defendants took intentional and affirmative steps to hide their true identities and whereabouts from Amazon and Ferragamo by using fake names and contact information, and unregistered businesses to conduct their activities. Defendants are subject to liability for their wrongful conduct both directly and under principles of secondary liability including, without limitation, respondeat superior, vicarious liability, and/or contributory infringement.

10. On information and belief, Defendant Zhao Hao Jun, d/b/a zhaoha032ojun, is an individual who resides in China who personally participated in and/or had the right and ability to supervise, direct, and control the wrongful conduct alleged in this Complaint, and derived a direct financial benefit from that wrongful conduct.

11. On information and belief, Defendant Zhang Lianfa, d/b/a cangzhoushuofengdianzikejiZZX, is an individual who resides in China who personally participated in and/or had the right and ability to supervise, direct, and control the wrongful conduct alleged in this Complaint, and derived a direct financial benefit from that wrongful conduct.

12. On information and belief, Defendant cangzhoushuofengdianzikejiyouxiangongsi is a Chinese entity with its principal place of business at Qingxiancaosizhencaosicun, Cangzhoushi, Hebeisheng, China 062652. On further information and belief, Defendant cangzhoushuofengdianzikejiyouxiangongsi personally participated in and/or had the right and ability to supervise, direct, and control the wrongful conduct alleged in this Complaint, and derived a direct financial benefit from that wrongful conduct.

13. On information and belief, Defendants Does 1-10 (the “Doe Defendants”) are individuals and entities working in active concert with each other and the named Defendants to knowingly and willfully manufacture, import, advertise, market, offer, and sell counterfeit Ferragamo products. The identities of Does 1-10 are presently unknown to Plaintiffs.

14. On information and belief, each Defendant has acted in concert with all Defendants and other unknown parties to willfully advertise and sell counterfeit Ferragamo products. These parties are related by the similarity of counterfeit product, indistinguishable tactics used in listings, identical pricing for all products, uniform packaging, and apparent common supplier, among other indicators.

III. JURISDICTION AND VENUE

15. The Court has subject matter jurisdiction over Amazon’s and Ferragamo’s Lanham Act claims for 1) trademark infringement; and 2) false designation and false advertising pursuant to 15 U.S.C. § 1121 and 28 U.S.C. §§ 1331 and 1338(a). The Court has subject matter jurisdiction over Amazon’s and Ferragamo’s claim for violation of the Washington Consumer Protection Act pursuant to 28 U.S.C. §§ 1332 and 1367.

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