

UNITED STATES DISTRICT COURT
FOR THE WESTERN DISTRICT OF PENNSYLVANIA

HAPPY HOUR THINKING, LLC,

Plaintiff,

v.

ZEUS, *et al.*,

Defendants.

Civil Action No.

Jury Trial Requested

FILED UNDER SEAL

**DECLARATION OF RYAN KOHLI
IN SUPPORT OF PLAINTIFF'S *EX PARTE* APPLICATION
FOR ENTRY OF A TEMPORARY RESTRAINING ORDER
AND PRELIMINARY INJUNCTION**


I, **Ryan Kohli**, do hereby declare:

1. I am over eighteen (18) years of age. I have never been convicted of a felony or any criminal offense involving moral turpitude, and I am fully competent to testify to the matters stated herein. I have personal knowledge of every statement made in this Declaration and such statements are true and correct.

2. I am Member of Happy Hour Thinking, LLC, a limited liability company organized and existing under the laws of the State of Utah.

3. I make this declaration in support of Plaintiff's *Ex Parte* Application for Entry of a Temporary Restraining Order and Preliminary Injunction against Defendants, the Individuals, Partnerships, and Unincorporated Associations identified on **Schedule "A"** to the Complaint.

4. The Defendants use the interactive commercial Internet websites and Internet based e-commerce stores (“Online Marketplace Platforms” or “OMPs”) using the seller identities and store names set forth on **Schedule “A”** to the Complaint.

5. I am a co-founder of Happy Hour Thinking, LLC (“Happy” or “Plaintiff”). Plaintiff owns all the intellectual property in the The Cord Wrapper, including a U.S. Design Patent (“Plaintiff’s Patent”), Plaintiff’s common law trademark, THE CORD WRAPPERTM and design  (“Plaintiff’s Mark”) and various photographs and videos (“Plaintiff’s Works”)(combined, “the Plaintiff’s Product”). To create Plaintiff’s Product was a costly effort involving graphic design, industrial design, and tooling. It takes time to create, design, test, redesign, and retest prototypes. We introduce our product to retailers via tradeshow across the country. This introduction process costs a lot of money but it is a chance to show our customers the quality and use of the product.

6. In April of 2019, the inventors of the The Cord Wrapper and members of Happy Hour Thinking, LLC were enjoying a beautiful Spring evening. As they chatted, one of them was putting away a toaster that had been used earlier. As she put the toaster in the cabinet, the door refused to close because the toaster cord was jamming the door. This was a regular occurrence for their friend. Recognizing a problem needing a solution, the inventors worked for the next 12 months, working on various proto-type solutions, testing and re-testing until The Cord Wrapper was born. Plaintiff’s Product, officially launched in early 2020, innovates by permitting the user to wrap and store different cords providing convenient storage and preventing the danger of a dangling cord tripping the user.


7. Plaintiff’s Product has been featured on numerous videos on YouTube, Facebook and other social media sites. Additionally, the Plaintiff’s Product received the 2021 Kitchen Gear

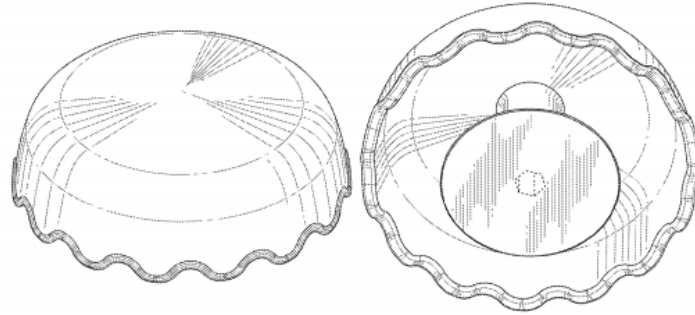
of the Year Award from *Good Housekeeping* as seen on

<https://www.goodhousekeeping.com/cooking-tools/a38202680/kitchen-gear-awards-2021/>.

8. Genuine goods using Plaintiff's Design Patent, bearing and/or using at least one of Plaintiff's Mark, Trade Dress or Works (as defined below) are widely legitimately advertised and promoted by Plaintiff, its authorized distributors, and unrelated third parties via the Internet. Over the past several years, visibility on the Internet, particularly via Internet search engines such as Google, Yahoo!, and Bing has become increasingly important to Plaintiff's overall marketing.

9. Thus, Plaintiff and its authorized distributors expend significant monetary resources on Internet marketing, including search engine optimization ("SEO") strategies. Other costs include print catalog ads, tradeshow, and handing out free samples. Those strategies allow Plaintiff and its authorized retailers to fairly and legitimately educate consumers about the value associated with Plaintiff's brand and the goods sold thereunder. Similarly, Defendants' individual seller's stores are indexed on search engines and compete directly with Plaintiff for space in the search results.

10. Plaintiff's storage solution ("Plaintiff's Product") is sold under the common law trademark THE CORD WRAPPER TM and design:  Plaintiff also owns US Design Patent No. D913,776 S ("Plaintiff's Patent"). A copy of Plaintiff's Patent is attached to the Complaint as **Exhibit 3A**, and a representative figure appears below:



Additionally, Plaintiff is the owner of U.S. Copyright Registration No. VA-0002-34-9904 for Photos of Plaintiff's Product as used ("Plaintiff's Works"). Copies of this electronic Copyright registration and deposit copies are attached to the Complaint as **Exhibit 3B**.

11. The Plaintiff's Product is exclusively manufactured in the United States and heat resistant to 212 degrees Fahrenheit for safe use on toasters and other kitchen appliances. The innovative scalloped edge keeps the appliance cord wound and secure. The flexible base conforms to round curved surfaces. Plaintiff identified the need for this product and created the market for this product. Below are images of one of Plaintiff's Products, which retails for \$19.99¹:

¹ On Amazon, the Plaintiff's Product and variants are sold under the following Amazon Standard Identification Numbers ("ASIN"s): B098SS88PM (2 pack Black), B0BKHBK9P8 (2 pack Grey), B0BKN2LSWQ (2 pack Red), B098STNL5K (2 pack White), B0B33KSQRV (4 pack Black/White).



12. The combined distinct, ornamental, and decorative features of the Plaintiff's Product and the Plaintiff's Mark all function as trade dress so that consumers are certain that Plaintiff is the source of the Plaintiff's Product. Plaintiff is also the owner of various published photographs, videos, artwork, creative text and product instructions appearing on its web site thecordwrapper.com. Screen shots of the Plaintiff's Amazon Store and Website showing Plaintiff's Works are shown in **Complaint Exhibit 2**.²

13. The unique features of Plaintiff's Product, Plaintiff's Mark, and Plaintiff's Works, including the distinct photographs, the design, the instructions, the packaging, and the unique presentation of the product, all comprise Plaintiff's valuable intellectual property ("IP") and all have become distinct in consumer's minds such that consumers associate all of this IP with Plaintiff's Product.

14. Plaintiff's Works, Mark, and Trade Dress have been used in interstate commerce to identify and distinguish Plaintiff's goods. Plaintiff's Works, Mark and Trade Dress have been used by Plaintiff prior in time to Defendants' use of this mark and trade dress. The Plaintiff's

² As set forth in the Complaint, and proven in **Composite Exhibit 1**, all the Defendants are infringing on the Plaintiff's Patent, Works, and Trade Dress ("Infringing Products").

Works, Mark, and Trade Dress are symbols of Plaintiff's quality, reputation, and goodwill and have never been abandoned.

15. Due to the success of Plaintiff's Product, Plaintiff has become the target of multiple infringers seeking to profit off the goodwill and reputation and fame enjoyed by Plaintiff's Mark, Trade Dress, Works, and Plaintiff's Product.

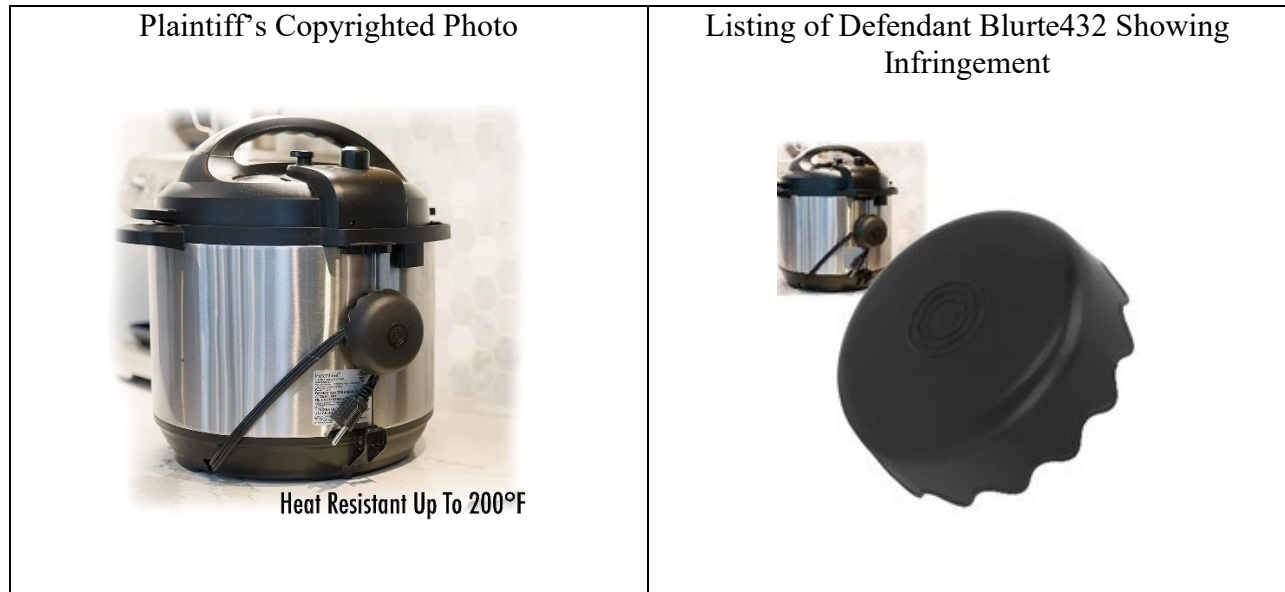
16. Plaintiff has been forced to police the various Internet marketplaces to identify and seek takedowns of unlawful listings for the Infringing Products since allowing the unlawful listings to continue is causing damage to Plaintiff's reputation and bottom line. Some Defendants sell their fake product at a fraction of the controlled retail price, going as low as \$3.00 or \$4.00. Because of the software provided by the various Internet Marketplaces, the lowest priced items are sorted to the top and/or promoted by the software and then purchased by the consumers. Plaintiff's Product is thus ignored. Plaintiff has had varied success in identifying and requesting takedowns of the various unlawful listings, and as soon as one is taken down another unlawful listing replaces it. Another major problem with the Internet Marketplaces is that there is a direct and convenient connection between various Chinese and other unidentified manufacturers to the Infringing Products. In essence, a counterfeiter in Vietnam or Russia, for example, may order a crate of Infringing Products from a Chinese manufacturer, have them drop shipped to a fulfillment center in the United States, and then sell the Infringing Products to a US consumer through a Third-Party Service Provider. The ease of this system encourages knock-offs to flourish.

17. For these reasons, Plaintiff retained the legal counsel of Ference & Associates LLC ("the Ference firm") to perform the policing of various Internet marketplaces. During the process, the Ference firm identified many Chinese manufacturers operating on Marketplace

Storefronts hosted by the Internet marketplaces. These manufacturers were supplying many of the other identified Defendants with infringing products flooding the Internet marketplaces and damaging Plaintiff's business. This damage to Plaintiff's business will continue unless Plaintiff receives the sought-after restraining order and injunctive relief.

18. Defendants' sale, distribution, and advertising of the Infringing Product are highly likely to cause consumers to believe that Defendants are offering genuine versions of Plaintiff's Products when in fact they are not. To illustrate, below are several examples which vividly show that the Infringing Product itself and the manner in which it is marketed is designed to confuse and mislead consumers into believing that they are purchasing Plaintiff's Product or that the Infringing Product is otherwise approved by or sourced from Plaintiff:





Additional photograph comparisons of Plaintiff's Product and the Infringing Products appear in **Exhibit 1** attached to the Complaint.

19. Defendants' actions have resulted in actual confusion in the marketplace between Defendants' Infringing Product and the genuine version of Plaintiff's Products. I have received emails from confused customers that bought knock-offs and found them to be disappointing, especially their failure to adhere to intended surfaces.

20. As possibly poorly designed and manufactured products, Defendants' Infringing Products create serious risk since they are intended to withstand up to 212 Degrees Fahrenheit and if they melt or otherwise fail a user may suffer serious injury in the nature of burns.

21. The Infringing Products threaten to destroy the reputation of high quality that Plaintiff's Product has earned.

22. Defendants do not have, nor have they ever had, the right or authority to use Plaintiff's Patent, Mark, Works and/or or Trade Dress, for any purpose. Defendants' unlawful activities have deprived and continue to deprive Plaintiff of its rights to fair competition. By

their activities, Defendants are defrauding Plaintiff and the consuming public for Defendants' benefit. Defendants should not be permitted to continue their unlawful activities, which are causing Plaintiff ongoing irreparable harm. Accordingly, Plaintiff is seeking entry of a temporary restraining order prohibiting Defendants' infringement of the Plaintiff.

23. Given Defendants' copying and therefore infringing on Plaintiff's Works in violation of 17 U.S.C. § 501 (a), the Infringing Products are indistinguishable to consumers, both at the point of sale and post-sale. By using Plaintiff's intellectual property, Defendants have created a false association between their Infringing Products, their Internet e-commerce stores, and Plaintiff. Such false association is in violation of 15 U.S.C. § 1125(a), constitutes unfair competition, infringes on Plaintiff's Trade Dress, and is causing and will continue to cause Plaintiff's irreparable harm and damage.

24. The infringements of Plaintiff's Works deprive Plaintiff of the ability to control the creative content protected by the Copyright Act, it devalues the Plaintiff's Product by associating it with inferior quality goods, and it undermines the value of the Plaintiff's IP by creating the impression that infringement may be undertaken with impunity which threatens Plaintiff's ability to attract investors and markets for the Plaintiff's Products.

25. I have reviewed **Composite Exhibit 1** and the pictured web listings and upon my information and belief, the Defendants identified in **Schedule "A"** of the Complaint, were and/or are currently manufacturing, importing, exporting, advertising, marketing, promoting, distributing, displaying, offering for sale and or/selling non genuine, infringing versions of Plaintiff's Product and copying and using Plaintiff's Patent, Works and/or Trade Dress, or using substantially similar copies of Plaintiff's Works, with the non-genuine, copies of Plaintiff's

Product directed to U.S. consumers, including those consumers in Pennsylvania, through their e-commerce stores.

26. None of the identified Defendants are authorized re-sellers of genuine version of Plaintiff's Product. Moreover, none of the identified Defendants are authorized to manufacture, import, export, advertise, offer for sale or sell Plaintiff's Products. Further, Plaintiff never consented or granted permission to any of the identified Defendants to use Plaintiff's Patent, Plaintiff's Trade Dress, or Works.

27. I have confirmed that all of the identified products pictured in **Composite Exhibit 1** are infringements of Plaintiff's Product and upon information and belief, the Defendants set forth in **Schedule "A" of the Complaint** were and/or are currently manufacturing, importing, exporting, advertising, marketing, promoting, distributing, displaying, offering for sale and/or selling infringing and unfairly competing products with at least one of the Plaintiff's Patent, Plaintiff's Mark, Trade Dress and/or using Plaintiff's Works, or substantially similar copies of Plaintiff's Works, to sell to U.S. consumers, including those consumers in Pennsylvania, through their Online Marketplace Storefronts. Through visual inspection of Defendants' listings for Infringing Products, it was confirmed that each Defendant is featuring, displaying, and/or using at least one of Plaintiff's Patent, Plaintiff's Mark, Trade Dress, and/or Works without authorization and that the products that each Defendant is offering infringing versions of the Plaintiff's Product. The checkout pages or order forms for the Infringing Products confirm that each Defendant was and/or is still currently offering for sale and/or selling Infringing Products through their respective Merchant Storefronts and User Accounts and that each Defendant provides shipping and/or has actually shipped Infringing products to the United States, including to customers located in Pennsylvania. At checkout, a shipping address located in the Pittsburgh

area (“the Pennsylvania Address”) in the Western District of Pennsylvania verified that each Defendant provides shipping to the Pennsylvania Address. I inspected the detailed web listings describing the Infringing Products Defendants are offering for sale through the Internet based e-commerce stores operating under each of their respective Seller IDs, and determined the products were not genuine versions of Plaintiff’s Products. Further, each of the Defendant’s web listing infringes on the Plaintiff’s Works. Finally, each individual Defendant’s product that was received was physically examined and confirmed not to be authentic.

28. Defendants’ actions have caused and will continue to cause, in the event the requested relief is not granted, irreparable harm to Plaintiff’s goodwill and reputation as well as to the unassuming consumers who will continue to believe that the Defendants cheaply produced, inferior, and typically faulty infringing products and knock-offs are produced, authorized, approved, endorsed or licensed by Plaintiff, when they are not.

29. Defendants’ intentional and illegal conduct, including offering for sale and selling inferior infringing and knock-offs into the U.S. and the Commonwealth of Pennsylvania has caused lost profits to Plaintiff and damaged the inherent value of Plaintiff’s business and the Plaintiff’s Mark, and, by diluting the brand and goodwill, damaging Plaintiff’s reputation for providing high quality products, and interfering with Plaintiff’s relationships with its customers and authorized resellers, as well as impeding Plaintiff’s ability to attract new customers and business. Defendants are willfully and in bad faith infringing on Plaintiff’s Work, thereby unjustly profiting from such activities at Plaintiff’s expense.

30. All of the injuries and damages described above are taking place in the United States, including in Pittsburgh, Allegheny County, Pennsylvania.

