

**UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF FLORIDA  
CASE NO. 21-61332-CIV-RUIZ**

CHANEL, INC.,

Plaintiff,

vs.

THE INDIVIDUALS, BUSINESS ENTITIES,  
AND UNINCORPORATED ASSOCIATIONS  
IDENTIFIED ON SCHEDULE “A,”

Defendants.

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**DECLARATION OF JAVIER DIAZ IN SUPPORT OF PLAINTIFF’S  
EX PARTE APPLICATION FOR ENTRY OF TEMPORARY RESTRAINING ORDER,  
PRELIMINARY INJUNCTION, AND ORDER RESTRAINING TRANSFER OF ASSETS**




I, Javier Diaz, declare and state as follows:




1. I am over 18 years of age and have personal knowledge of the facts set forth herein. If called upon to do so, I could and would competently testify as to the following facts in support of Plaintiff’s *Ex Parte* Application for Entry of Temporary Restraining Order, Preliminary Injunction, and Order Restraining Transfer of Assets (the “Application for Temporary Restraining Order”) against Defendants, the Individuals, Business Entities, and Unincorporated Associations Identified on Schedule “A” attached hereto (collectively “Defendants”).



2. I am employed by Chanel, Inc. (“Chanel”), as Legal Counsel – Anti-counterfeiting. I have been employed by Chanel, Inc., or its related company, since 2019. Chanel is a corporation duly organized under the laws of the State of New York with its principal place of business in the United States located at Nine West 57th Street, New York, New York 10019.

3. In my capacity as Chanel's Legal Counsel – Anti-counterfeiting, I am responsible, in part, for Chanel's trademark and anti-counterfeiting efforts in the United States. As a result, I am fully familiar with most aspects of the manufacture, sale, and distribution of genuine Chanel products, and I have been trained to identify the distinctions between genuine Chanel merchandise and counterfeit copies of the same.

4. Chanel is the owner of all rights in and to the following federally registered trademarks (the "Chanel Marks"):

Trademark	Registration Number	Registration Date	Classes/Goods
CHANEL	0,626,035	May 1, 1956	IC 018 - Women's Handbags
CHANEL	0,902,190	November 10, 1970	IC 014 - Bracelets, Pins, and Earrings
CHANEL	1,177,400	November 10, 1981	IC 025 - Hats, Shawls and Belts
	1,241,264	June 7, 1983	IC 025 - Suits, Jackets, Skirts, Dresses, Pants, Blouses, Tunics, Sweaters, Cardigans, Tee-Shirts, Coats, Raincoats, Scarves, Shoes and Boots
CHANEL	1,241,265	June 7, 1983	IC 025 - Suits, Jackets, Skirts, Dresses, Pants, Blouses, Tunics, Sweaters, Cardigans, Coats, Raincoats, Scarves, Shoes and Boots
	1,314,511	January 15, 1985	IC 018 - Leather Goods-Namely, Handbags
CHANEL	1,347,677	July 9, 1985	IC 018 - Leather Goods-Namely, Handbags
	1,501,898	August 30, 1988	IC 006 - Keychains IC 014 - Costume Jewelry IC 025 - Blouses, Shoes, Belts, Scarves, Jackets, Men's Ties IC 026 - Brooches and Buttons for Clothing

CHANEL	1,733,051	November 17, 1992	IC 018 - Leather Goods; namely, Handbags, Wallets, Travel Bags, Luggage, Business and Credit Card Cases, Change Purses, Tote Bags, Cosmetic Bags Sold Empty, and Garment Bags for Travel
	1,734,822	November 24, 1992	IC 018 - Leather Goods; namely, Handbags, Wallets, Travel Bags, Luggage, Business Card Cases, Change Purses, Tote Bags, and Cosmetic Bags Sold Empty
J12	2,559,772	April 9, 2002	IC 014 - Timepieces; namely, Watches, and Parts Thereof
RUE CAMBON	2,964,843	July 5, 2005	IC 018 - Handbags
	3,025,936	December 13, 2005	IC 009 - Eyeglass Frames, Sunglasses IC 025 - Gloves, Swimwear IC 026 - Hair Accessories, namely, Barrettes
CHANEL	3,133,139	August 22, 2006	IC 014 - Jewelry and Watches
CHANEL	3,134,695	August 29, 2006	IC 009 - Eyeglass Frames, Sunglasses, Sunglass Parts, Cases For Spectacles and Sunglasses IC 025 - Swimwear, Stockings IC 026 - Hair Accessories, Namely, Barrettes IC 028 - Bags Specially Adopted For Sports Equipment, Tennis Rackets, Tennis Balls, Tennis Racket Covers
CHANEL	3,890,159	December 14, 2010	IC 009 - Cases for Telephones IC 018 - Key Cases
	4,074,269	December 20, 2011	IC 009 - Protective Covers for Portable Electronic Devices, Handheld Digital Devices, Personal Computers and Cell Phones IC 018 - Key Cases

	4,241,822	November 13, 2012	IC 025 - For Clothing, namely, Coats, Jackets, Dresses, Tops, Blouses, Sweaters, Cardigans, Skirts, Vests, Pants, Jeans, Belts, Swim Wear, Pareos, Hats, Scarves, Ties, Gloves, Footwear, Hosiery
CHANEL	5,100,448	December 13, 2016	IC 020 - Pillows
CHANEL	5,166,441	March 21, 2017	IC 024 - Travelling blankets
	5,280,486	September 5, 2017	IC 020 - Pillows

The Chanel Marks are registered on the Principal Register of the United States Patent and Trademark Office and are used in connection with the manufacture and distribution of high quality goods in the categories identified above. True and correct copies of the Federal Registrations for each of the Chanel Marks listed above are attached to the Complaint as Composite Exhibit “1.”

5. Chanel is engaged in the manufacture, promotion, distribution, and sale in interstate commerce, including within this district, of high-quality luxury products under the Chanel Marks.

6. Genuine Chanel products are marketed and sold at Chanel boutiques throughout the United States, at high quality, prestigious retail stores, and via the Internet. During the time that Chanel has sold its products in interstate commerce under the Chanel Marks, Chanel has expended enormous resources to extensively advertise and promote its goods and associated trademarks. In recent years, Chanel’s sales of high-quality luxury goods have been well into many hundreds of millions of dollars.

7. As a result of the foregoing, the Chanel Marks have acquired fame in the consumer market for a wide variety of high-quality luxury goods. The Chanel Marks have come to symbolize the enormous goodwill of Chanel’s business throughout the United States and the world. No other manufacturer lawfully uses the Chanel Marks or any substantially similar marks for similar types of

goods. The Chanel Marks have never been abandoned. Chanel actively polices and enforces its trademark rights.

8. The Chanel Marks are vital to Chanel's business, as the marks represent a significant value to Chanel's overall business and associated image. Chanel suffers irreparable harm to its goodwill, as well as a direct monetary loss, any time any third parties, including Defendants, sell counterfeit and infringing goods using identical or substantially similar trademarks.

9. Chanel learned that Defendants are promoting, advertising, offering for sale, and/or selling various products using the Chanel Marks without Chanel's authorization, via the Internet based e-commerce stores, interactive photo albums, and/or the fully-interactive commercial Internet websites operating under their seller identification names and domain names identified on Schedule "A" hereto (the "Seller IDs and Subject Domain Names"). Defendants do not have, nor have they ever had, the right or authority to use the Chanel Marks. Further, the Chanel Marks have never been assigned or licensed to be used in connection with any of the Seller IDs or Subject Domain Names.

10. Chanel retained AED Investigations, Inc., and Invisible Inc, both licensed private investigative firms (collectively the "Investigative Firms"), to investigate the suspected sales of counterfeit Chanel branded products by Defendants and to obtain the available payment account data for receipt of funds paid to Defendants for the sale of counterfeit Chanel branded products.

11. Prior to filing this action, the Investigative Firms collectively accessed all the e-commerce stores, photo albums, and websites operating under Defendants' Seller IDs and Subject Domain Names, and placed orders for the purchase of a product using counterfeits of, at least, one of the Chanel Marks at issue in this action from each Defendant. At the conclusion of the process, the

detailed web page captures and photographs<sup>1</sup> of the various Chanel branded products ordered by the Investigative Firms via each Defendant's Seller ID and Subject Domain Name, were sent to Chanel for inspection. (See Declaration of Eric Rosaler in Support of Plaintiff's Application for Temporary Restraining Order and Composite Exhibit "1" attached thereto; Declaration of Kathleen Burns in Support of Plaintiff's Application for Temporary Restraining Order and Composite Exhibit "1" attached thereto.)

12. I personally analyzed the detailed web page captures and photographs of the various Chanel branded products ordered by the Investigative Firms via the e-commerce stores, photo albums, and websites operating under Defendants' Seller IDs and Subject Domain Names. I determined the Chanel branded products to be non-genuine, unauthorized Chanel branded products. I reached this conclusion through my visual inspection of the detailed web page captures and photographs provided by the respective Investigative Firms of the Chanel branded products, including my observation that the Chanel branded products are priced in a manner that is dissimilar from that used in connection with genuine Chanel products.

13. Prior to filing this Declaration, Chanel accessed the e-commerce stores, interactive photo albums, and fully-interactive commercial websites operating under the Seller IDs and Subject Domain Names. Through their respective e-commerce stores, photo albums, and websites, Defendants advertise, offer for sale, and/or promote products using various counterfeits of Chanel's trademarks. Additionally, the e-commerce stores and websites appear to be fully interactive and appear to allow users to browse the online stores for products bearing Chanel's trademarks, add

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<sup>1</sup> Some Defendants deliberately blurred-out and/or physically altered the images of the Chanel Marks on the products being offered for sale via their respective e-commerce stores; accordingly, photographs of the Chanel branded products received by the Investigative Firms from those relevant Defendants were provided to Chanel for inspection.

products to the online shopping carts, proceed to a point of checkout, and otherwise actively exchange data with the e-commerce stores and websites.<sup>2</sup> I personally reviewed the detailed web page captures reflecting the various Chanel branded products offered for sale by Defendants via the Seller IDs and Subject Domain Names, and I determined the products were non-genuine Chanel products. I reached this conclusion through my visual inspection of the products, the pricing of the Chanel branded products, which is far below the prices of similar genuine Chanel products, and because I personally know Chanel does not conduct business with Defendants, their e-commerce stores, photo albums, or websites operating under the Seller IDs and Subject Domain Names, nor do they have the right or authority to use the Chanel Marks for any purpose. True and correct copies of the printouts reflecting samples of the e-commerce stores, photo albums, and websites I reviewed, which were downloaded by the Investigative Firms and provided to Chanel thereafter, are attached as Composite Exhibit “1” to the respective Declarations of Eric Rosaler and Kathleen Burns in Support of Plaintiff’s Application for Temporary Restraining Order.

14. In view of the foregoing, I can confirm the various Chanel branded products ordered by the Investigative Firms via the Internet based e-commerce stores, photo albums, and websites operating under the Seller IDs and Subject Domain Names are non-genuine Chanel products. I can also confirm the Chanel branded products Defendants are offering for sale and promoting under the Chanel Marks via the Seller IDs and Subject Domain Names are non-genuine Chanel products.

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<sup>2</sup> Certain Defendants operate Internet based photo albums under their Seller IDs through the non-party social media websites or image hosting website Instagram.com, Facebook.com, or Yupoo.com, respectively. These Defendants use their Seller IDs in tandem with electronic communication to complete their offer and sale of counterfeit Chanel branded products. Specifically, consumers are able to browse listings of Chanel branded products online via Defendants’ respective photo albums, ultimately directing customers to send inquiries, exchange data, and complete purchases via electronic communication with these Defendants. (See generally Composite Exhibit “1” attached to the respective Declarations of Eric Rosaler and Kathleen Burns in Support of Plaintiff’s Application for Temporary Restraining Order.)

Furthermore, I can confirm Defendants do not have authorization to use the Chanel Marks or name in connection with any of the Seller IDs or Subject Domain Names.

15. Genuine Chanel branded goods are widely legitimately advertised, promoted, offered for sale, and discussed by Chanel, its authorized distributors, and unrelated third parties via the Internet.

16. Visibility on the Internet, particularly via search engines such as Google, Yahoo!, and Bing is important to Chanel's overall marketing and consumer education efforts. Thus, Chanel expends significant monetary and other resources on Internet marketing and consumer education regarding its products, including search engine optimization ("SEO") and search engine marketing ("SEM") strategies, which allow Chanel, its authorized retailers, and others to educate consumers fairly and legitimately about the value of the Chanel brand and the goods sold thereunder and the problems associated with the counterfeiting of Chanel's trademarks.

17. By benefiting from similar SEO strategies based upon an illegal use of the Chanel Marks, Defendants are obliterating the otherwise open and available marketplace space in which Chanel has the right to fairly market its goods and associated message. Specifically, Defendants use Chanel's name and trademarks, or variations thereof, to make their e-commerce stores, photo albums, and websites selling illegal goods appear more relevant and attractive to consumers searching for Chanel related goods and information online. Such illegal use results in unfair competition for Chanel when competing for visibility on the World Wide Web, including within search engine results space.

18. As a result of the availability of the non-genuine Chanel branded goods being offered for sale by Defendants, Chanel will experience irreparable damage to its reputation among consumers unless the infringing and counterfeiting activity alleged in the Complaint is stopped.



I declare under penalty of perjury under the laws of the United States of America that the foregoing statements are true and correct.

Dated this 22nd day of June, 2021.

A handwritten signature in black ink, appearing to read 'J. Diaz', written over a horizontal line.

Javier Diaz

**SCHEDULE “A”**  
**DEFENDANTS BY NUMBER, SELLER ID, AND SUBJECT DOMAIN NAME**

<b>Defendant Number</b>	<b>Defendant / Seller ID / Subject Domain Name</b>
1	analuxuryfashion
2	bolsos l.v chanel
3	chanel.dio.lv.gucci
4	chenhuaying8
5	cuiyeye2
6	eva.brand.goods
7	furshoes wholesale
8	hushbegg
9	kelly_shoes1
10	lina9869832 aka yisa09889
11	love_brand_collection
12	luxury.storeglobal
13	luxuryshoesbags86
14	meizi_2013168_g
15	merrykick
16	moengyunxun aka yifeichong36241
17	nancyhenrybbb2020
18	worlds_brand_store76
19	yaojiany
20	yiyanbags
21	yofashionvip
22	brenda84819 aka Shop900250100 Store
23	hankyang0117 aka Shop911259040 Store
24	2589 Store
25	A-kuei
26	521bags.com
27	areaglam.com
28	blessedbedding.com
29	bolsoslvchanel.com
30	depurses.ru aka purse inspiration
31	dtcbags.com
32	extrain.com
33	lemaisonparis.com
34	luxurybag.xyz

35	luxurybagweb.com
36	offstreetunit.com
37	todadivaofficial.com
38	wereplica.com
39	womyshop.com
40	corwin.store <i>aka</i> bluerd.shop <i>aka</i> buebu.shop <i>aka</i> feieagle.shop <i>aka</i> iluivo.shop <i>aka</i> incco.shop <i>aka</i> ofore.store <i>aka</i> seerlin.shop
41	raretall.com <i>aka</i> delightfuts.com <i>aka</i> factiones.com <i>aka</i> ignoreds.com <i>aka</i> ongoinges.com <i>aka</i> pendingets.com <i>aka</i> beliefal.com <i>aka</i> amountes.com <i>aka</i> gloriousion.com <i>aka</i> dawnise.com <i>aka</i> shineian.com <i>aka</i> yeaing.com
42	jiyuanm.com <i>aka</i> esunnily.com
43	vkrijewelry.com <i>aka</i> vlcase.com
44	aililady.com
45	genilicaa.com
46	lifefashionday.com
47	luxekings.co
48	spitfice.com
49	thebrandroom.shop
50	Aricot
51	BRUZY& <i>aka</i> HGVVV&
52	cduybbiuviu
53	fwqvk8888
54	GuangZhouLianJianShiYeYouXianGongSi
55	huajiazhiyuexianhuahunqingliyidian
56	taiyuanxiguaniaoyukejiyouxiangongsi
57	Yihao gift

58	aeXai6q
59	Angelicotory
60	BelleElai
61	Bluetronicsti
62	Brandi B. Makeup Artistry
63	DiVOT
64	DominicPh
65	fanghuijuan2312
66	farzonba
67	Formirt
68	Fragata Stores
69	Freelance Wardrobe Stylist
70	From Mercury
71	fus2174shop
72	gyasjbuiavg
73	h3t0jx
74	HaroldMon
75	HobartKer
76	hourace
77	hristopherBert
78	Hundp
79	James G Hope
80	Janice R Jackson
81	Jimmie M Skinner
82	JldeEas
83	Jolyom
84	JoNatividad
85	ju5k45
86	Kate.Se
87	KevinAlvab
88	LIHANSHANGMAOSS
89	liuzhigang7230
90	loiSaif5
91	Mefranje1
92	missluxury
93	nds jagvdilsfjkdnxbhfgxngtngf
94	nice555
95	oaKielte
96	Peggy McMullene
97	Popular color coordinates
98	sa6zi8E
99	Semca Tienda Online
100	Sherri M Rangel

101	Spideradioxy
102	stesoft
103	Sunyanli66085
104	Tasselti
105	tinkeauo
106	Toy Flower
107	Unipay
108	vcba
109	wanghai9181
110	wangting2650
111	watsubo
112	yufengx
113	AKA-shi
114	AngelaZebulonx aka amy0515
115	Annestephanie
116	apowejiufa
117	bambunatural
118	Beautiful metamorphosis
119	Beebaer Shoes
120	BetsyBridgetzPcPpV
121	Blue Princess
122	caiyohj5Sha
123	Cantsed
124	Cbarmen
125	cbvbyg
126	CGuttma
127	Chenyijia Store
128	chgfte
129	cjeihf
130	Claudia Tour
131	Colorine
132	Complete Tech
133	David D Kettler
134	dazhanhongtu123
135	Drunk Labrador
136	etplaza
137	FarEast STAR
138	Felicitas A Coleman
139	fhuitjo
140	fjdwioagerhftgjthtrgfdxhtrf
141	fushuaikang3889
142	getgreenfast

143	goutoug2865
144	guillermoglover
145	Heckoshoo79mW3
146	hiovjhadkzfjhfgjngjhgyhjk
147	HiramAnnrAnTfM
148	huchao1256
149	HugoPhoebesH
150	huirushangmaoss
151	huzhoudamaige
152	IvyPetenZn
153	ksoenfuyu
154	LatonyaToler
155	ldlrcyxnm
156	Lgsasasuasbs
157	liptim
158	llmortgage
159	loeirhwore
160	lqqkdakfassg
161	manhdungtruong54101
162	McShaleCVpeq
163	Meat Jerky World
164	MengjiejingiXs
165	Natural companion
166	PacificCoastHans
167	paiqiugongjin
168	Qdnjk
169	qingfang123
170	Rogers Food Stores
171	Ruchey
172	sdnjgheoirjtgykgedgvsdfdw
173	SESAY2020
174	SIHUABAO1077
175	Small waist
176	smartlibrary
177	sqinzia
178	teJS
179	tiansjkea
180	TobeyUriahkBhOh
181	Ultreos
182	Used cars
183	ValentineBobaPcH
184	wangyujia0951
185	Witard

186	zhanghao2416
187	zhangliu1395
188	zhangtianqi Store
189	zuoze
190	Americanclothex
191	Bebidasrapidas
192	Betancourtcovalent
193	Bryan D Reynolds
194	ByronChloeaCeBl
195	ChicRepublique
196	DerrickGeorgiaqYkW
197	Don miguelon
198	DorisHuntertLqL
199	ErnestFaithevMpY
200	FARNCES
201	fifth area
202	FlowKrosty
203	G&O Supreme sparkle
204	GarlLe
205	gyhlaskdjaisf
206	Helen J Vargas
207	HenryZararZlS
208	holywritings
209	hsfjkasfbhsjdhfjsef
210	ingarg86hba5lr
211	Inversiones Gus
212	Jason C Sandin
213	jergraph
214	John P Rooks
215	Kirsten M Manrique
216	La estancia ve
217	Lawrence A Johnson
218	Luis sports
219	majinxian
220	Marcel fast
221	Mario K Espinosa
222	Michelle K Crouch
223	miir91gang
224	mozhihaoa
225	Parzer
226	Patricia L Krick
227	Picinas y disfrutes
228	Prishould

229	QuintinaSandyuQeN
230	Revel Windmill
231	RobinJimmy
232	RoyBaldwinrNhU
233	shfdjafghsfjfhws
234	shfjkwhwkfwjhjfwf
235	Skilled
236	sofasieure
237	songdan4772
238	StateLink
239	StevenPeters
240	Tecnox inc
241	The Last Pacers
242	Ussiossop
243	Wiffistandes
244	WSNBB world
245	wuzhichao0201
246	Yethat
247	yinweiyou
248	a2019
249	aa1010612317
250	az2026
251	bag0111
252	bag613
253	bestoffershop
254	bigbrand001
255	brand bags666
256	brandfactory333
257	buqu
258	buycheapcocos
259	chaneldior
260	chayuan99
261	danny_luxury_bag
262	Designer & hangbags <i>aka dh_bag_jkshfkd</i>
263	duzhiy
264	factory8 store
265	fashionbags and jackets <i>aka unin188</i>
266	focusonjersey
267	gongjia
268	Guangzhou Fashion T-Bear Co.,Ltd <i>aka tradingbear</i>



269	gzluxurybag
270	handbags618
271	hlwygood
272	jiayu22
273	jiuyiyi
274	jsm shoes
275	Kanyeshoes350_014
276	king01234
277	kingremit02
278	ladybag100
279	laoyuan2
280	luxury shops
281	luxurybags80
282	luxuryjewelryworld1
283	luxurysbag766
284	lvvl bag
285	more than bags <i>aka</i> goodbest 8686
286	mrlizheng
287	newbag999
288	paike2025
289	paikekeji
290	pangzi888
291	pumashop
292	qbfashionbag
293	red bottoms heel <i>aka</i> factory store01
294	rose king
295	rose28
296	rose288
297	runxiao
298	senior441
299	shi9527
300	sneakersstore202009
301	sport0004 crossbody Brand luxury bag <i>aka</i> sport0004
302	stylishhandbagsstore
303	sup_bags2020
304	supermail_1
305	tangtang2
306	therenobag
307	top_bag_6868
308	topshoes7836

309	urmoby
310	vivishoescity <i>aka</i> Jessie luxury4
311	xiao985985
312	xuanshu33
313	xujin01
314	yiyu22
315	aceoutside
316	bingo44
317	Boutique package <i>aka</i> shang2021
318	bugbags
319	ceessd
320	cicibags
321	designer_shoes668
322	designercasualshoes
323	EFFINI
324	fashion08008
325	hotlinechina
326	John shoes and bags factory <i>aka</i> promotionking
327	joo8277
328	jooobag
329	ladysbag999
330	leochan16
331	luxurybags06
332	Luxuryhanbags <i>aka</i> dennis suppliers
333	luxurys_shoes989
334	lvxuryshop
335	myshoescity
336	peng_350_v2
337	pingping6
338	pinksugao
339	poiruyiw
340	sgyj
341	shenian
342	shenztop
343	shishangbag698
344	shoesfinder
345	shoessupplier2021
346	tianchennet
347	topdesignersneaker

348	viviboutique
349	xiangdingdang