

**UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF FLORIDA
CASE NO. 24-62388-CIV-SINGHAL**

ADIDAS AG, *et al.*,

Plaintiffs,

vs.

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

Defendants.

PLAINTIFFS’ MOTION TO FILE UNDER SEAL

Pursuant to Local Rule 5.4(b)(1), Plaintiffs, adidas AG, adidas International Marketing B.V., and adidas America, Inc., (collectively “Plaintiffs”), by and through their undersigned counsel, submit this Motion to File Under Seal. Plaintiffs seek an Order allowing Plaintiffs to file under seal Schedule “A” to Plaintiffs’ Complaint, which identifies the Defendants and their associated e-commerce stores.

Good cause exists for the foregoing order. Plaintiffs have learned that Defendants are engaged in the promotion, advertisement, distribution, offering for sale, and sale of goods using counterfeits and confusingly similar imitations of Plaintiffs’ registered trademarks within this district, without authorization, through various commercial Internet websites. Defendants’ counterfeiting and infringing activities are causing irreparable injury to Plaintiffs and causing an overall degradation of the reputation and goodwill associated with Plaintiffs’ brand. Accordingly, Plaintiffs are seeking *ex parte* relief in this action.

Temporarily sealing this portion of the court file will prevent Defendants from prematurely receiving notice of Plaintiffs’ investigation into the operation of their unlawful businesses. In light of the illicit nature of the counterfeiting business and the ability of

counterfeiters to practically eliminate their evidentiary trails by conducting their business entirely over the Internet, Plaintiffs have good reason to believe that providing advance notification of Plaintiffs' claims would cause Defendants to quickly transfer the registrations for the domain names or modify registration data and content, change hosts, redirect traffic to other websites and domain names, hide or transfer inventory and related records beyond the jurisdiction of this Court and thereby thwart the Court's ability to grant meaningful relief. See Dell Inc. v. BelgiumDomains, LLC, Case No. 07-22674, 2007 U.S. Dist. LEXIS 98676, at *19 (S.D. Fla. Nov. 21, 2007) (granting motion to seal where the defendants, who operate their counterfeiting business electronically, "will likely destroy evidence or move it out of the jurisdiction" if provided with advance notice of the plaintiff's filings). As Defendants engage in unlawful trademark counterfeiting activities, Plaintiffs have no reason to believe Defendants will adhere to the authority of this Court any more than they have adhered to federal trademark law.

Plaintiffs request that Schedule "A" to Plaintiffs' Complaint remain under seal until the Court has the opportunity to rule on Plaintiffs' request for temporary *ex parte* relief. At that time, Plaintiffs will make all pleadings and orders filed in this matter available to Defendants, and will enter Defendants' names into the Court's CM/ECF system.

DATED: December 22, 2024.

Respectfully submitted,

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