

**UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF FLORIDA**

CASE NO. 25-25088-CIV-ALTONAGA/Reid

GOYARD ST-HONORE,

Plaintiff,

v.

CHEAPGOYARDSTORE.COM, et al.,

Defendants.

ORDER


THIS CAUSE came before the Court on Plaintiff, Goyard St-Honore’s Motion for Entry of Default Final Judgment against Defendants [ECF No. 38], filed on December 30, 2025. The Court has considered the Motion, the record, and applicable law. For the following reasons, the Motion is granted.

I. BACKGROUND

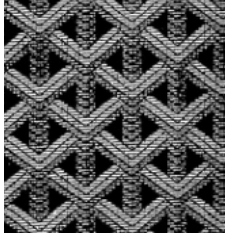


A. Factual Background

Plaintiff is a foreign business entity organized under the laws of the Republic of France “engaged in the business of manufacturing and distributing . . . a variety of high-quality goods under multiple world-famous common law and federally registered trademarks[.]” (Am. Compl. [ECF No. 19] ¶ 4 (alteration added)). Plaintiff owns the following trademarks, which are valid and registered on the Principal Register of the United States Patent and Trademark Office (the “Goyard Marks”):


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Trademark	Registration Number	Registration Date	Class / Goods
	1,709,953	August 25, 1992	<p>IC 016 – Office requisites — agendas and spare sheets therefor, desk pads, pen holders, writing pads, pencil jars for desk use, mail trays for desk use, notebooks, and pen cases.</p> <p>IC 018 – Articles of fancy leather, leather, cloth, and skin articles; namely, valises, travel trunks, cosmetic cases, travelling bags, handbags, brief cases, attaché cases, brief case type document cases, toilet cases sold empty, makeup cases sold empty, wallets, hat boxes for travel, business card cases, key cases, garment bags for travel, jewel cases, umbrellas, cloth carriers, articles for dogs — dog collars, dog leashes, dog clothes, and carrying bags.</p>
GOYARD	1,821,224	February 15, 1994	<p>IC 016 – Office requisites — agendas, repertories, notebooks, check cases, and pen cases.</p> <p>IC 018 – Articles of fancy leather, leather, cloth, and skin articles; namely, valises, travel trunks, cosmetic cases sold empty, traveling bags, handbags, briefcases, attaché cases, briefcase type document cases, toilet cases sold empty, make-up cases sold empty, wallets, hat boxes for travel, business card cases, key cases, draw string pouches, garment bags for travel, necktie cases, umbrellas, saddlebags, saddle covers, and articles for dogs — dog collars, dog leashes, dog clothes, and carrying bags.</p>


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Trademark	Registration Number	Registration Date	Class / Goods
	1,854,666	September 20, 1994	IC 018 – Articles of fancy leather, leather, cloth, and skin articles — valises, travel trunks, cosmetic cases sold empty, traveling bags, handbags, brief cases, attaché cases, brief case type document cases, toilet cases sold empty, makeup cases sold empty, wallets, hat boxes for travel, business card cases, key cases, garment bags for travel, articles for dogs — dog collars, dog leashes.
 (E. Goyard Honore Paris)	3,418,288	April 29, 2008	IC 018 – Bags and traveling sets — traveling bags; garment bags for travel; luggage trunks; valises, vanity cases sold empty, rucksacks, handbags, beach bags, school bags; suitcases, briefcases, pocket wallets, purses, not of precious metal, leather key cases; business card cases; umbrellas.
	4,036,898	October 11, 2011	IC 014 – Goods made of precious metals and their alloys, other than for dental use, in the nature of jewelry — bracelets, boxes for watches, and jewelry boxes. IC 018 – Goods of leather and imitations of leather — travelling bags, travelling sets comprised of luggage, and garment bags for travel; trunks; suitcases; unfitted vanity cases; rucksacks; handbags; sports bags; beach bags; school bags; attaché cases; document cases; briefcases; school satchels; under-arm bags — handbags; leather goods — wallets, purses not of precious metal, leather key cases, card holders for wallets; and umbrellas. IC 025 – Clothing for men, women, and children — shawls, scarf, gloves, neckties, belts, footwear, except orthopedic footwear — slippers.

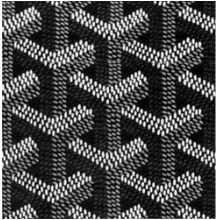
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Trademark	Registration Number	Registration Date	Class / Goods
	5,532,309	August 7, 2018	<p>IC 009 – Spectacle cases, protective cases for portable telephones, tablet computers, and computers.</p> <p>IC 014 – Jewelry — key rings, bracelets, presentation boxes for jewelry, jewelry boxes; and presentation boxes for watches.</p> <p>IC 016 – Products made of cardboard or paper — boxes of cardboard or paper, passport holders, office requisites excluding furniture, namely, diary covers being stationery, document holders, desk pads, writing instruments — pens, ball-point pens, and pencil cases.</p> <p>IC 018 – Products made of leather or imitations of leather — straps of leather, leather leashes, boxes of leather or imitation leather, wallets of leather or imitation leather, briefcases of leather; traveling trunks, traveling bags, leather traveling sets — leather cases and pouch sets for travel, garment bags for travel; trunks, attaché cases, suitcases; unfitted vanity cases, backpacks, handbags, beach bags, sports bags, bags for carrying animals, briefcases, purses, wallets, coin purses, key cases being leather products, card cases being wallets, credit card holders being wallets; collars for animals, animal leashes; and clutch bags.</p> <p>IC 025 – Clothing — belts being clothing, neckties, shawls, and scarves.</p>

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Trademark	Registration Number	Registration Date	Class / Goods
	5,742,053	May 07, 2019	<p>IC 009 –Spectacle cases; protective cases for mobile telephones, tablets, electronic diaries, and computers.</p> <p>IC 014 – Jewelry — key rings, bracelets, presentation boxes for jewelry, jewelry boxes; chronometric apparatus and instruments — watch cases; presentation cases for watches; all the aforesaid goods of French origin or made in France.</p> <p>IC 016 – Products made of cardboard or paper — boxes of cardboard or paper; money clips; passport holders; office requisites, not being furniture — paper knives, diary covers being stationery, letter trays, desk pads, writing instruments — pens, ball-point pens, pencil holders, and pencil cases.</p> <p>IC 018 – Products made of leather or imitations of leather — straps in the nature of belts of leather, leather leashes, boxes of leather or imitation leather, wallets of leather or imitation leather, briefcases of leather; traveling trunks; traveling bags; travelling sets consisting of leather cases and pouch sets for travel; garment bags for travel; trunks; attaché cases, suitcases; vanity cases sold empty; backpacks; handbags; beach bags; sports bags; bags for carrying animals; briefcases; purses; wallets; coin purses; key cases of leather; card cases being wallets; credit card holders being wallets; collars for animals; leashes for animals; clutch bags; all the aforesaid goods of French origin or made in France.</p> <p>IC 025 – Clothing — neckties, shawls, scarves, all the aforesaid goods of</p>

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Trademark	Registration Number	Registration Date	Class / Goods
			French origin or made in France.
	5,753,841	May 21, 2019	<p>IC 003 – Shoe polish.</p> <p>IC 009 – Spectacle cases; protective cases for portable telephones, tablets, and computers; and cases for portable telephones.</p> <p>IC 014 – Jewelry — key rings, bracelets; jewelry boxes; chronometric instruments and apparatus — cases for watches.</p> <p>IC 016 – Products made of cardboard or paper — boxes of cardboard or paper; money clips; passport holders; office requisites, excluding furniture, namely, cases for stationery, covers for stationery diaries, desk pads; pens, ball-point pens, and pencil cases.</p> <p>IC 018 – Goods made of leather or imitations leather — leather or imitation leather boxes; leather or imitation leather small handbags; leather briefcases; travel trunks; travel bags; leather cases and pouch sets for travel; garment bags for travel; travelling trunks, attaché cases, suitcases; vanity cases sold empty; backpacks; handbags; beach bags; sports bags; bags for carrying animals; briefcases; wallets; purses; coin purses; leather goods — key cases; card holders in the nature of a wallet; credit card holders in the name of a wallet; collars for animals; animal leashes; and clutch bags.</p> <p>IC 021 – Shoe brushes.</p> <p>IC 025 – Clothing — belts, neckties,</p>

Trademark	Registration Number	Registration Date	Class / Goods
			shawls, and scarves.

(See Plaintiff's *Ex Parte* Mot. for Entry of Temporary Restraining Order, Ex. 1, Decl. of Jean-Laurent Thierry "First Thierry Decl." [ECF No. 8-1] ¶ 5; *see also* Am. Compl. ¶ 16). Plaintiff's Trademarks are used in connection with the manufacture and distribution of high-quality goods in the categories identified above. (See First Thierry Decl. ¶ 5).

Plaintiff's representative, Jean-Laurent Thierry, reviewed and visually inspected each of the counterfeit items bearing the Goyard Marks offered for sale by Defendants via the Internet websites operating under Defendants' domain names identified on Schedule A (the "Subject Domain Names"), and determined the products were non-genuine, unauthorized versions of Plaintiff's products. (See *id.* ¶¶ 10–12). Based on Plaintiff's investigation, Plaintiff asserts that Defendants willfully and intentionally advertised, promoted, offered for sale, or sold goods bearing what Plaintiff has determined to be counterfeits, infringements, reproductions, or colorable imitations of Plaintiff's Trademarks. (See *id.*; *see also* Am. Compl. ¶¶ 25–33; 46–49). Defendants are not now, nor have they ever been, authorized or licensed to use, reproduce, or make counterfeits, reproductions, or colorable imitations of Plaintiff's Trademarks. (See First Thierry Decl. ¶¶ 10–12). Plaintiff further alleges Defendants' counterfeiting and infringing activities have caused "harm to Goyard and the consuming public[.]" (Am. Compl. ¶ 29 (alteration added); *see also* Mot., Ex. 1, Decl. of Jean-Laurent Thierry ("Second Thierry Decl.") [ECF No. 38-1]).

B. Procedural Background

On November 4, 2025, Plaintiff initiated this action, alleging that Defendants are infringing its trademarks by promoting, selling, and distributing counterfeit products through unauthorized

domain names. (*See* Compl. [ECF No. 1] 1).¹ Plaintiff asserts five claims: (1) trademark counterfeiting and infringement under section 32 of the Lanham Act, in violation of 15 U.S.C. section 1114; (2) false designation of origin under section 43(a) of the Lanham Act, in violation of 15 U.S.C. section 1125(a); (3) cybersquatting under section 43(d) of the Lanham Act, in violation of 15 U.S.C. section 1125(d); (4) unfair competition under Florida common law; and (5) trademark infringement under Florida common law. (*See* Am. Compl. ¶¶ 45–80). On December 30, 2025, the Clerk entered Default [ECF No. 37] against Defendants after they failed to respond to the Amended Complaint or otherwise appear within the time permitted. (*See* Proof of Service [ECF No. 26], Ex. 1, Aff. of Service [ECF Nos. 26-1–2]); Fed. R. Civ. P. 12(a)(1)(A).

Plaintiff seeks the entry of default final judgment against Defendants. (*See generally* Mot.). Plaintiff further requests the Court: (1) enjoin Defendants from producing or selling trademark-infringing goods; (2) cancel, or at Plaintiff’s election, transfer Defendants’ Subject Domain Names to Plaintiff; (3) assign all rights, title, and interest, to the Subject Domain Names to Plaintiff; (4) instruct all search engines and service providers to permanently delist or deindex the Subject Domain Names; (5) award statutory damages for the trademark counterfeiting and infringement; and (6) award monetary damages for the remaining claims. (*See* Mot. 7–11).

II. LEGAL STANDARD

Under Federal Rule of Civil Procedure 55(b)(2), the Court is authorized to enter a final judgment of default against a party who has failed to plead in response to a complaint. “[A] defendant’s default does not in itself warrant the court entering a default judgment.” *DirecTV, Inc. v. Huynh*, 318 F. Supp. 2d 1122, 1127 (M.D. Ala. 2004) (alteration added; quoting *Nishimatsu*

¹ The Court uses the pagination generated by the electronic CM/ECF database, which appears in the headers of all court filings.

Constr. Co., Ltd. v. Houston Nat'l Bank, 515 F.2d 1200, 1206 (5th Cir. 1975)). Granting a motion for default judgment is within the trial court's discretion. *See Nishimatsu*, 515 F.2d at 1206.

Because a defendant is not held to admit facts that are not well pleaded or to admit conclusions of law, the court must first determine whether there is a sufficient basis in the pleading for the judgment to be entered. *See id.*; *see also Buchanan v. Bowman*, 820 F.2d 359, 361 (11th Cir. 1987) (“[L]iability is well-pled in the complaint[] and is therefore established by the entry of default” (alterations added)). “[A] default judgment cannot stand on a complaint that fails to state a claim.” *Chudasama v. Mazda Motor Corp.*, 123 F.3d 1353, 1370 n.41 (11th Cir. 1997) (alteration added; citations omitted). Even if a complaint states a claim, the court must still “conduct an inquiry in order to ascertain the amount of damages with reasonable certainty.” *Sublett v. Landshark Grp., Inc.*, No. 20-cv-128, 2021 WL 5055074, at *6 (N.D. Fla. Aug. 26, 2021) (quoting *Credit Lyonnais Sec. (USA) v. Alcantara*, 183 F.3d 151, 155 (2d Cir. 1999)).

III. DISCUSSION

Plaintiff seeks a default final judgment on its five claims: trademark counterfeiting and infringement, false designation of origin, and cybersquatting under the Lanham Act, as well as unfair competition and trademark infringement under Florida common law. (*See Am. Compl.* ¶¶ 45–80). The Court addresses each claim in turn before considering the requested relief.

A. Liability

Count I: Trademark Counterfeiting and Infringement. Plaintiff asserts that Defendants are promoting, advertising, offering for sale, selling, and distributing counterfeit goods that infringe on Plaintiff's registered Trademarks without authorization. (*See id.* ¶ 47). Under the Lanham Act, liability attaches where a defendant uses in commerce without consent “any reproduction, counterfeit, copy, or colorable imitation of a registered mark” in a manner “likely to

cause confusion, or to cause mistake, or to deceive[.]” 15 U.S.C. § 1114(1) (alteration added). To prevail on a trademark counterfeiting and infringement claim, a plaintiff must show “(1) that its mark has priority and (2) that the defendant’s mark is likely to cause consumer confusion.” *Frehling Enters., Inc. v. Int’l Select Grp., Inc.*, 192 F.3d 1330, 1335 (11th Cir. 1999) (citations omitted).

Because of their default, Defendants admit Plaintiff’s Marks have priority; that the accused goods are counterfeit; that consumers are likely to confuse them with genuine products bearing Plaintiff’s Marks; and that Defendants willfully engaged in this conduct to trade on Plaintiff’s reputation and goodwill. (See Am. Compl. ¶¶ 16, 27, 46–48; First Thierry Decl. ¶¶ 9, 10–12, 13–22); see also *Cotton v. Mass. Mut. Life Ins. Co.*, 402 F.3d 1267, 1278 (11th Cir. 2005) (citation omitted). These allegations are sufficient to establish liability for trademark counterfeiting and infringement.

Count II: False Designation of Origin. A false designation of origin claim under 15 U.S.C. section 1125(a) turns on the same inquiry as a trademark counterfeiting and infringement claim — whether the public is likely to be deceived or confused by the similarity of the marks. See, e.g., *Two Pesos, Inc. v. Taco Cabana, Inc.*, 505 U.S. 763, 780 (1992) (Stevens, J., concurring) (citing *New W. Corp. v. NYM Co. of Cal.*, 595 F.2d 1194, 1201 (9th Cir. 1979)). Defendants’ admissions establish liability for false designation of origin for the same reasons discussed as to Count I.

Count III: Cybersquatting. The Anti-cybersquatting Consumer Protection Act (“ACPA”), 15 U.S.C. § 1125(d), protects the owner of a distinctive or famous trademark from another’s bad-faith intent to profit from the trademark owner’s mark by registering or using a domain name that is identical or confusingly similar to, or dilutive of, the trademark owner’s mark

without regard to the goods or services of the parties. *See id.* “To prevail under 15 U.S.C. § 1125(d), a plaintiff must demonstrate that (1) its mark is distinctive or famous and entitled to protection; (2) the defendant’s domain name is identical or confusingly similar to the plaintiff’s mark; and (3) the defendant registered or used the domain name with a bad faith intent to profit.” *Bavaro Palace, S.A. v. Vacation Tours, Inc.*, 203 F. App’x 252, 256 (11th Cir. 2006); *see* 15 U.S.C. § 1125(d). The well-pleaded factual allegations of Plaintiff’s Amended Complaint contain each of the above elements and are admitted through Defendants’ defaults. (*See* Am. Compl. ¶¶ 61–67).

Count IV: Common Law Unfair Competition. Under Florida common law, unfair competition claims based on trademark infringement turn on the same “likelihood of confusion” analysis as Lanham Act claims. *Chanel, Inc. v. bestaaachanel.com*, No. 18-cv-63018, 2019 WL 451174, at *4 (S.D. Fla. Feb. 5, 2019) (citations omitted). By defaulting, Defendants admit engaging in infringing conduct: using Plaintiff’s Marks without authorization in a manner calculated to trade on Plaintiff’s reputation and to confuse consumers into believing that its counterfeit goods originated with or were endorsed by Plaintiff. (*See* Am. Compl. ¶¶ 25–44, 71–73). Those admissions satisfy the elements of unfair competition under Florida common law.

Count V: Common Law Trademark Infringement. The standard for proving trademark infringement under Florida common law mirrors the analysis for a trademark infringement claim under section 32(a) of the Lanham Act. *See Chanel, Inc.*, 2019 WL 451174, at *4 (citation omitted). Having already established Defendants’ liability under the Lanham Act for using counterfeit versions of Plaintiff’s Marks in commerce without consent and in a manner likely to cause confusion, Plaintiff necessarily prevails on its parallel common-law claims.

In sum, the Amended Complaint’s well-pleaded allegations establish each element of Plaintiff’s claims, warranting default judgment under Federal Rule of Civil Procedure 55.

B. Relief

Plaintiff seeks both equitable relief and monetary damages on its trademark counterfeiting and infringement claim in Count I. (*See* Mot. 7–14). Because the remedies Plaintiff requests in Counts II, IV, and V — false designation of origin, common law unfair competition, and common-law trademark infringement — duplicate the equitable relief sought under Count I, the Court considers the request for relief only in the context of Count I. (*See id.* 14, 16–17).

Injunctive Relief. The Lanham Act authorizes district courts to grant injunctions “according to the principles of equity and upon such terms as the court may deem reasonable,” to prevent violations of trademark law. 15 U.S.C. § 1116(a). Indeed, “injunctive relief is the remedy of choice for trademark and unfair competition cases, since there is no adequate remedy at law for the injury caused by a defendant’s continuing infringement.” *Burger King Corp. v. Agad*, 911 F. Supp. 1499, 1509–10 (S.D. Fla. 1995) (alteration adopted; citation and quotation marks omitted). This is particularly true in default judgment settings where a defendant’s refusal to appear leaves the court with no assurance that the infringing conduct will cease absent a permanent injunction. *See PetMed Express, Inc. v. MedPets.com, Inc.*, 336 F. Supp. 2d 1213, 1222–23 (S.D. Fla. 2004).

Permanent injunctive relief is warranted where the plaintiff shows: (1) irreparable injury; (2) the absence of an adequate remedy at law; (3) that the balance of hardships favors equitable relief; and (4) that an injunction serves the public interest. *See eBay, Inc. v. MercExchange, LLC*, 547 U.S. 388, 392–93 (2006) (citations omitted). Plaintiff has met its burden on each element.

In trademark infringement actions, “a sufficiently strong showing of likelihood of confusion . . . may by itself constitute a showing of a substantial threat of irreparable harm.”

McDonald's Corp. v. Robertson, 147 F.3d 1301, 1310 (11th Cir. 1998) (alterations adopted; other alteration added; citations, footnote call number, and quotation marks omitted); *see also Levi Strauss & Co. v. Sunrise Int'l Trading Inc.*, 51 F.3d 982, 986 (11th Cir. 1995) (observing that continued sales of counterfeit goods inevitably harm the brand's reputation and legitimate sales).

Plaintiff asserts that Defendants' unlawful conduct has caused and will continue to cause irreparable harm absent a permanent injunction. (*See* Am. Compl. ¶¶ 4, 43, 49, 51, 59, 69, 74, 80). Plaintiff's allegations and supporting evidence establish that Defendants promote, advertise, offer for sale and/or sell goods bearing and/or using identical copies of Plaintiff's Marks, creating a strong likelihood that consumers will mistake the counterfeit products for genuine goods certified by Plaintiff. (*See, e.g., id.* ¶ 27 ("Defendants' actions are likely to cause confusion [for] consumers . . . who will believe all of Defendants' goods offered for sale in or through Defendants' e-commerce store websites are genuine goods originating from, associated with, and/or approved by [Plaintiff].") (alterations added)); *see also* First Thierry Decl. ¶¶ 9, 11, 13–14, 21–22).

Plaintiff also sufficiently alleges that monetary relief alone cannot remedy the harm caused by Defendants' continued operation of the Subject Domain Names, because Plaintiff has no ability to control the quality of goods that appear to bear its Marks. (*See id.* ¶¶ 42, 49, 59, 68, 74, 80). Left unchecked, such infringement erodes Plaintiff's reputation and goodwill, undermines consumer trust. By contrast, prohibiting Defendants from unlawfully using Plaintiff's Marks imposes no legitimate hardship on Defendant.

The public interest likewise favors injunctive relief to protect consumers from deception and potential harm from inferior counterfeits. *See Nike, Inc. v. Leslie*, No. 85-960-Civ, 1985 WL 5251, at *1 (M.D. Fla. June 24, 1985) ("[A]n injunction to enjoin infringing behavior serves the public interest in protecting consumers from such behavior." (alteration added)).

Given the continuing nature of Defendants' online counterfeiting scheme, the Court exercises its broad equitable authority to impose comprehensive measures to halt the infringement and prevent its recurrence. *Chanel, Inc.*, 2019 WL 451174, at *5 (citing *Swann v. Charlotte-Mecklenburg Bd. of Educ.*, 402 U.S. 1, 15 (1971); *United States v. Bausch & Lomb Optical Co.*, 321 U.S. 707, 724 (1944)). The Court will cancel or transfer the Subject Domain Names; assign all rights, title, and interest to the Subject Domain Names to Plaintiff; and instruct all search engines and service providers to permanently delist or deindex the Subject Domain Names to prevent Defendants from using these means to further the sale of counterfeit goods (*See* Mot. 7–11).

Statutory Damages. In a case involving counterfeit marks in connection with a sale, offering for sale, or distribution of goods, 15 U.S.C. section 1117(c) provides that a plaintiff may elect an award of statutory damages at any time before final judgment is rendered in the sum of not less than \$1,000.00 nor more than \$200,000.00 per counterfeit mark per type of good. *See id.* § 1117(c)(1). In addition, if the Court finds that Defendants' counterfeiting actions were willful, it may impose damages above the maximum limit up to \$2,000,000.00 per mark per type of good. *See id.* § 1117(c)(2). Under section 1117(c), Plaintiff has elected to recover an award of statutory damages as to Count I of the Amended Complaint. (*See generally* Mot.).

The Court has broad discretion in determining statutory damages in a trademark infringement and counterfeiting action. *See PetMed Express, Inc.*, 336 F. Supp. 2d at 1219 (citations omitted). Such relief is available even when a plaintiff cannot prove the exact amount of harm caused by the infringement. *See Burger King Corp. v. Mason*, 855 F.2d 779, 781 (11th Cir. 1988). Congress authorized statutory damages in counterfeiting cases precisely because a defendant's profits are often difficult — if not impossible — to determine, and this case is no different. *See PetMed Express, Inc.*, 336 F. Supp. 2d at 1219–20 (citations omitted).

The Court may award statutory damages “without holding an evidentiary hearing based upon affidavits and other documentary evidence if the facts are not disputed.” *Perry Ellis Int’l, Inc. v. URI Corp.*, No. 06-22020-Civ, 2007 WL 3047143, at *1 (S.D. Fla. Oct. 18, 2007) (citation omitted). While Federal Rule of Civil Procedure 55(b)(2)(B) allows the Court to hold a hearing on damages in a default judgment, such a hearing is unnecessary when the record provides sufficient evidence to support the damages sought. *See S.E.C. v. Smyth*, 420 F.3d 1225, 1232 n.13 (11th Cir. 2005) (“Rule 55(b)(2) speaks of evidentiary hearings in a permissive tone[, and] [w]e have held that no such hearing is required where all essential evidence is already of record.” (alterations added; citations omitted)); *see also PetMed Express, Inc.*, 336 F. Supp. 2d at 1217, 1223 (awarding default judgment, injunction, and statutory damages in a Lanham Act case without a hearing).

Plaintiff’s well-pleaded allegations show Defendants deliberately copied registered Trademarks to exploit Plaintiff’s established reputation. (*See generally* Am. Compl.). Defendants’ default permits the Court to infer willfulness. *See Arista Recs., Inc. v. Beker Enters., Inc.*, 298 F. Supp. 2d 1310, 1313 (S.D. Fla. 2003) (citations omitted). The Lanham Act authorizes statutory damages of up to \$2,000,000 per mark per type of good for willful counterfeiting, a remedy designed to halt ongoing infringement and deter its recurrence. *See* 15 U.S.C. § 1117(c)(2).

The evidence reflects that Defendants promoted, advertised, distributed, offered for sale, and/or sold at least one type of good bearing marks that were counterfeits of at least one of Plaintiff’s federally registered Trademarks. (*See* Am. Compl. ¶¶ 16, 46–50; First Thierry Decl. ¶¶ 5, 10–12; *see also* Second Thierry Decl. ¶¶ 5–6; Mot., Ex. 1, Statutory Damages Calculation Chart (“Statutory Damages”) [ECF No. 38-2] 2–4). Based on the above considerations, Plaintiff

seeks \$180,000.00 per counterfeit mark per type of good offered for sale and/or sold against each Defendant. (See Mot. 11–14; Statutory Damages 2–4).

Such an award serves all purposes of section 1117(c): compensating Plaintiff, punishing Defendants, and deterring Defendants and others from engaging in similar counterfeiting schemes. See *Chanel, Inc. v. The Individuals*, No. 24-cv-22823, 2024 WL 5267144, at *5 (S.D. Fla. Sept. 25, 2024) (citations omitted). The Court finds the requested award well within the statutory range and appropriate here, consistent with other decisions in this District. See *Burberry Ltd. v. Individuals*, No. 23-60198, Order & Final J. [ECF Nos. 41, 42] filed May 1, 2023 (S.D. Fla. 2023) (entry of statutory damages award using a baseline number that was trebled to reflect willfulness and doubled for the purpose of deterrence); *Gucci Am., Inc. v. Individuals*, No. 22-62267, Order & Final J. [ECF Nos. 49, 50] filed March 15, 2023 (S.D. Fla. 2023) (same).

Plaintiff's Amended Complaint also sets forth a cause of action for cybersquatting under the ACPA, 15 U.S.C. section 1125(d). As admitted by default, and established by the evidence submitted, each Cybersquatting Defendant has acted with the bad-faith intent to profit from at least one of the Goyard Marks and the goodwill associated with the Goyard Marks by registering their respective Subject Domain Names — cheapgoyardstore.com, goyardcheapoutlet.com, goyard-greece.com, goyard.com.se, goyards.com.mx, and goyards.ro — which are identical, confusingly similar to, or dilutive of at least one of the Goyard Marks (“Cybersquatted Subject Domain Names”). (See Am. Compl. ¶¶ 34–39, 62–67; see also [ECF No. 38] 20). The Cybersquatted Subject Domain Names incorporate at least one of Plaintiff's trademarks in its entirety surrounded by a descriptive or generic term, rendering the domain name nearly identical to at least one of Plaintiff's trademarks. Upon a finding of liability, the ACPA authorizes the court to “order the forfeiture or cancellation of the domain name or the transfer of the domain

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name to the owner of the mark.” 15 U.S.C. § 1125(d)(1)(C); *see also Victoria’s Cyber Secret Ltd. P’ship v. Secret Catalogue, Inc.*, 161 F. Supp. 2d 1339, 1356 (S.D. Fla. Sept. 10, 2001). Accordingly, Plaintiff is entitled to the transfer and ownership of the Cybersquatted Subject Domain Names because they are confusingly similar to at least one of Plaintiff’s trademarks.

In a case involving a violation of section 1125(d)(1), a plaintiff may elect at any time before final judgment to recover actual damages or statutory damages of not less than \$1,000.00 and not more than \$100,000.00 per domain name, as the Court considers just. *See id.* Plaintiff has elected to recover an award of statutory damages as to Count III of the Amended Complaint and requests an award of \$10,000.00 in statutory damages under section 1117(d) for each of the domain names violating the provisions of 15 U.S.C. section 1125(d)(1). *See also Taverna Opa Trademark Corp. v. Ismail*, No. 08- 20776-Civ, 2010 WL 1838384, at *3 (S.D. Fla. May 6, 2010) (awarding \$10,000.00 in statutory damages for domain name at issue). The Court finds this amount is just.

Accordingly, it is

ORDERED AND ADJUDGED Plaintiff, Goyard St-Honore’s Motion for . . . Default Final Judgment [ECF No. 38] is **GRANTED** against Defendants, Defendants, the Individuals, Business Entities, or Unincorporated Associations identified on Schedule “A” to Plaintiff’s Amended Complaint (Am. Compl. 29). Final judgment and a permanent injunction will be entered by separate order.

DONE AND ORDERED in Miami, Florida, this 15th day of January, 2026.



CECILIA M. ALTONAGA
CHIEF UNITED STATES DISTRICT JUDGE

cc: counsel of record
cc: counsel of record
cheapgoyardstore.com
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