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15 *Attorneys for Plaintiff*
 16 Locata LBS LLC

17 UNITED STATES DISTRICT COURT
 18 CENTRAL DISTRICT OF CALIFORNIA
 19 WESTERN DIVISION

20 LOCATA LBS LLC, a California limited
 21 liability company,

CASE NO.: 2:13-cv-07664

22 Plaintiff,

**COMPLAINT FOR PATENT
 INFRINGEMENT**

23 v.

24 YELLOWPAGES.COM LLC, a
 25 Delaware limited liability company, and
 26 YP Holdings LLC, a Delaware limited
 27 liability company

28 Defendants.

1 Plaintiff Locata LBS LLC (“Locata LBS”) hereby alleges patent infringement
2 against Defendants Yellowpages.com LLC (“YP”) and YP Holdings LLC (“YP
3 Holdings”) on personal knowledge and information and belief, as follows:

4 **THE PARTIES**

5 1. Locata LBS is a California limited liability company with a principal
6 location at 5716 Corsa Avenue, Suite 110, Westlake Village, CA 91362.

7 2. On information and belief, Defendant YP is a Delaware limited liability
8 company with a principal place of business at 611 North Brand Boulevard Suite 500,
9 Glendale, CA 94085. Defendant YP is a wholly owned subsidiary of Defendant YP
10 Holdings. Defendant YP Holdings is a Delaware limited liability company with a
11 principal place of business at 2247 Northlake Parkway, Tucker, GA 30084.

12 **JURISDICTION AND VENUE**

13 3. This action arises under the patent laws of the United States, Title 35 of
14 the United States Code. This Court has subject matter jurisdiction pursuant to 28
15 U.S.C. §§ 1331 and 1338(a).

16 4. Personal jurisdiction and venue are proper in this district under 28 U.S.C.
17 §§ 1391 and 1400(b). On information and belief, Defendants YP and YP Holdings
18 have a regular and established place of business in this district, have transacted
19 business in this district, and/or has committed, contributed to, and/or induced acts of
20 patent infringement in this district.

21 5. On information and belief, Defendants are subject to this Court’s specific
22 and general personal jurisdiction consistent with the principles of due process and/or
23 the California Long Arm Statute, due at least to its substantial business in this forum
24 directly related to the allegations set forth herein, including: (i) a portion of the
25 infringement alleged herein, including making, using, selling, offering to sell, and/or
26 importing products, methods and/or systems that infringe the patent-in-suit; (ii) the
27 presence of established distribution and/or marketing channels; and (iii) regularly
28 doing or soliciting business, engaging in other persistent courses of conduct, and/or

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1 deriving substantial revenue from goods and services provided to individuals and
2 entities in California and this judicial district.

3 **COUNT I**

4 **INFRINGEMENT OF UNITED STATES PATENT NO. 6,259,381**

5 6. United States Patent No. 6,259,381, entitled “Method of Triggering An
6 Event” (“‘381 Patent”), was duly issued by the United States Patent and Trademark
7 Office on July 10, 2001 to Locata Corporation Pty. Ltd. (“Locata PTY”), an
8 Australian company specializing in location based technologies since 1997. Locata
9 LBS is the exclusive owner by assignment of all rights in and to the ‘381 Patent,
10 including but not limited to the right to sue for past and present damages. A true and
11 correct copy of the ‘381 Patent is attached to this Complaint as Exhibit A.

12 7. On information and belief, Defendants YP and YP Holdings have been
13 and are directly infringing, inducing others to infringe, and/or contributorily
14 infringing, literally, under the doctrine of equivalents, and/or jointly, one or more
15 claims of the ‘381 Patent in the State of California, in this judicial district, and
16 elsewhere in the United States by, among other things, making, using, selling,
17 offering to sell, and/or importing systems and methods that implement, utilize or
18 otherwise embody the patented invention, including by way of example location-
19 based services, such as Dynamic Store Locator and Mobile Display Ads, which are
20 described or have been described at least in part online at
21 <http://www.yellowpages.com/welcome/store-locator> and <http://adsolutions.yp.com/>.
22 Therefore, Defendants YP and YP Holdings are liable for infringement of the ‘381
23 Patent.

24 8. Defendants YP and YP Holdings have been and are inducing and/or
25 contributing to the direct infringement of the ‘381 Patent by at least, but not limited to,
26 customers and end-users of its products, including but not limited Dynamic Store
27 Locator and Mobile Display Ads, who directly implement or use the accused systems,
28 products and services, which have no substantial non-infringing uses, by at least the

1 following affirmative acts: (1) advertising in public and marketing the features,
 2 benefits and availability of the accused systems, products, and services; (2) promoting
 3 the adoption and installation of the accused systems, products and services; and (3)
 4 providing instructions on how to use the accused systems, products and services.

5 9. Defendants YP and YP Holdings have knowledge of the ‘381 Patent and
 6 have had the specific knowledge that its location-based services described above
 7 infringe the ‘381 Patent, since at least the filing of this complaint.

8 10. Locata LBS has been and is irreparably harmed by Defendants YP and
 9 YP Holdings’ infringement of the ‘381 Patent. Locata LBS has incurred and will
 10 continue to incur substantial damages, including monetary damages, unless
 11 Defendants are enjoined from further acts of infringement.

12 **PRAYER FOR RELIEF**

13 WHEREFORE, Locata LBS respectfully requests that this Court:

14 (a) enter judgment in favor of Locata LBS that Defendants have infringed,
 15 and continue to infringe, a valid and enforceable ‘381 Patent;

16 (b) enjoin Defendants, its officers, subsidiaries, agents, servants, employees,
 17 and all persons in active concert with any of them, from any further infringement of
 18 the ‘381 Patent;

19 (c) award Locata LBS all monetary relief available under the patent laws of
 20 the United States, including but not limited to actual damages, pre- and post-
 21 judgment interest, enhanced damages, and costs pursuant to 35 U.S.C. § 284;

22 (d) declare this case exceptional and award Locata LBS its reasonable
 23 attorneys’ fees pursuant to 35 U.S.C. § 285; and

24 (e) grant Locata LBS such other relief as the Court deems just and equitable.

25 **DEMAND FOR JURY TRIAL**

26 Locata LBS demands a trial by jury on all issues so triable pursuant to Rule 38
 27 of the Federal Rules of Civil Procedure.

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Respectfully submitted,

/s/ Adrian M. Pruetz
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