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Plaintiffs Dioptics Medical Products, Inc. ("Dioptics") and Live Evewear, Inc. ("Live Eyewear") (collectively, "Plaintiffs"), for their second amended joint pleading, hereby complain of Defendants IdeaVillage Products Corporation ("IdeaVillage") and Anand Khubani ("Khubani"), and allege as follows:

PARTIES

- 1. Plaintiff Dioptics is a corporation organized and existing under the laws of the state of California with its principal place of business in San Luis Obispo, California.
- 2. Plaintiff Live Eyewear is a corporation organized and existing under the laws of the State of California, having a principal place of business in San Luis Obispo, California.
- 3. On information and belief, Defendant IdeaVillage Products Corp. d/b/a HD Vision is a corporation organized and existing under the laws of the State of New Jersey with its principal place of business at 155 Route 46 W., 4th Floor, Wayne, New Jersey 07470.
- 4. On information and belief, Defendant Anand Khubani a/k/a Andy Khubani is an individual residing in Fairfield, New Jersey. On information and belief, Khubani is the president, chief executive officer, and principal shareholder of IdeaVillage. On information and belief, Khubani effectively controls and makes all major decisions for IdeaVillage.

JURISDICTION AND VENUE

- 5. This Court has subject matter jurisdiction over this action upon at least the following grounds:
 - 28 U.S.C. § 1331, this being a civil action arising under the laws of the United (a) States;
 - 28 U.S.C. § 1338(a), this being a civil action arising under the Patent Laws of (b) the United States, namely, Title 35 U.S.C. § 1 et seq.;

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(c)	28 U.S.C. § 1338(a), this being a civil action arising under the trademark laws
	of the United States, namely, the Lanham Act, 15 U.S.C. §§ 1051-1127;

- (d) Section 39 of the Lanham Act, 15 U.S.C. § 1121, this being an action arising under that act;
- 28 U.S.C. § 1337(a), this being a civil action arising under an Act of Congress (e) regulating commerce;
- (f) 28 U.S.C. § 1338(b), this being a civil action asserting a claim of unfair competition joined with a substantial and related claim under the patent and trademark laws; and
- 28 U.S.C. § 1367(a), this being a civil action including claims that are so (g) related to claims that are within the original jurisdiction of this Court that they form part of the same case or controversy under Article III of the United States Constitution.
- 6. This Court has personal jurisdiction over IdeaVillage inasmuch as it is doing business in this State and District; it has significant contacts with this State and District; it has offered for sale and sold infringing products in this State and District; it has committed acts in this State and District that are the subject of the allegations set forth herein; and it has asserted counterclaims in this action.
- 7. This Court has personal jurisdiction over Khubani based upon his substantial business activities in and/or affecting California. Upon information and belief, Khubani is responsible for and has actively directed, managed, controlled, approved, participated in, and carried out the promotion of IdeaVillage's products, including the accused products, into the stream of commerce with the expectation that those products will be sold and offered for sale throughout the United States, including within California and within this judicial district. Upon information and belief, he has actively directed, managed, controlled, approved, participated in and carried out IdeaVillage's

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infringing activities described herein and has done so with knowledge of Plaintiffs' intellectual property rights and with the specific intent to encourage and induce IdeaVillage's infringement of Plaintiffs' intellectual property rights. Further, upon information and belief, he actively directed, managed, controlled, approved, participated in and carried out the manufacture, promotion, and sale of the accused products with the expectation that the advertisements for the accused products and the accused products themselves will be offered for sale, sold, promoted and distributed nationwide, including in California and specifically in this judicial district.

Venue is proper in this judicial district pursuant to 28 U.S.C. §§ 1391(b)-(c) and 1400(b) in that Defendants have done business in California and in this judicial district, have committed acts of infringement nationwide and in this district, and continue to commit acts of infringement nationwide and in this district.

INTRADISTRICT ASSIGNMENT

9. This is an Intellectual Property Action and shall therefore be assigned on a districtwide basis in accordance with Local Rule 3-2(c).

FACTUAL ALLEGATIONS

- 10. Dioptics is a leading presence in the medical, mass market, sporting goods and professional eye care marketplaces with a stable of proprietary brands of sunglasses, reading glasses, and associated eye care products and accessories.
- 11. Live Eyewear is a leading manufacturer of "over-prescription" sunglasses, sunglasses specifically designed to be worn over prescription eyewear. Live Eyewear has manufactured overprescription collections that are worn by consumers around the world. Until approximately September 2008, Live Eyewear was a sister company to Dioptics, with both companies owned and controlled by the same owners. Live Eyewear and Dioptics are now independent of one another.

12	On December 5, 2000, United States Design Patent No. D434,789 (the "789 Pater	nt'
was duly	legally issued for an invention entitled "Eyeglasses" (Exhibit A). Dioptics was	
assigned	789 Patent and continues to hold all rights and interest in it.	

- 13. On November 28, 2006, United States Design Patent No. D532,814 (the "814 Patent") was duly and legally issued for an invention entitled "Eyeglasses" (Exhibit B). Dioptics was the original assignee of the '814 patent.
- 14. On September 30, 2008, Live Eyewear and Dioptics executed a Patent Assignment Agreement (the "Assignment") whereby Dioptics assigned to Live Eyewear its entire right, title, and interest in and to the '814 Patent. The Assignment was recorded with the USPTO on November 5, 2008. Live Eyewear is now the current record assignee of the '814 Patent.
- 15. Live Eyewear introduced a collection of eyewear known as the Vistana collection, which is covered by the design claimed in the '814 Patent. The arrival of the Vistana collection was recognized as a momentous event in that it departed from traditional over-prescription sunglass styling, delivering an unrestricted, panoramic view not available in prior styles.
- 16. Upon information and belief, IdeaVillage was aware of the '789 Patent and '814 Patent when it arranged for the HD Vision Wraparound products to be manufactured and when it began to offer to sell and sell the HD Vision Wraparound products. Upon information and belief, notwithstanding its knowledge of the '789 Patent and '814 Patent, IdeaVillage is continuing to sell and offer to sell the HD Vision Wraparound products.
- 17. Upon information and belief, Khubani actively and knowingly assisted with IdeaVillage's infringement of the '789 Patent and '814 Patent when he managed, directed, controlled, approved, participated in and carried out IdeaVillage's manufacture of the HD Vision Wraparound products. Among other things, Khubani was interested in having IdeaVillage sell a line of over-prescription sunglasses. On or about August 27, 2007, Khubani was told by his employee

that Plaintiffs' glasses were selling on QVC at a rate of "\$3k a minute," that reviews of the product were "excellent," and that his employees "have ordered samples *to review patents and design*."

- 18. Upon information and belief, after having had his staff "review patents and design," Khubani expressly sought to copy plaintiffs' patented designs. On or about August 29, 2007, Khubani wrote the following in an email to his designer: "These are the glasses that I was told we should follow for our design. Andy." Khubani included a link to Live Eyewear's Vistana product, which is covered by the '814 Patent. Upon information and belief, Khubani had his staff on the following day locate a manufacturer for the infringing products, sending an email to his representative in Hong Kong with links to both Dioptics's Cocoon product (covered by the '789 Patent) and Live Eyewear's Vistana product (covered by the '814 Patent).
- 19. Khubani acted with the specific intent to encourage and induce IdeaVillage's infringement, and Khubani actively aided and abetted the infringement and induced infringement by IdeaVillage despite Khubani's awareness of the '789 Patent and '814 Patent when he managed, directed, controlled, approved, participated in and carried out IdeaVillage's sale and offer for sale of the HD Vision Wraparound products. Notwithstanding his knowledge of, and specific intent to encourage IdeaVillage's infringement of, the '789 Patent and '814 Patent, Khubani is continuing to manage, direct, control, approve, participate in, and carry out IdeaVillage's sale and/or offer of sale of the HD Vision Wraparound products.
- 20. Still further, IdeaVillage has used, and continues to use, Live Eyewear's "Vistana" product and/or a product substantially similar to Live Eyewear's "Vistana" product (which is covered by the '814 Patent), along with other accused products, in its commercial advertising, despite repeated complaints that the commercials infringe the patents in suit and despite repeated misrepresentations by Defendant that the commercials have ceased. Khubani has actively and knowingly managed, directed, controlled, approved, participated in, and carried out, and continues to

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manage, direct, control, approve, participate in, and carry out, IdeaVillage's use of Live Eyewear's "Vistana" product and/or a product substantially similar to Live Eyewear's "Vistana" product (which is covered by the '814 Patent), along with the other accused products, in its commercial advertising.

CLAIM ONE

(Infringement of the '789 Patent)

- 21. Dioptics and Live Eyewear incorporate Paragraphs 1-20 by reference.
- 22. Pursuant to 35 U.S.C. § 282, the '789 Patent is presumed valid.
- 23 IdeaVillage has infringed and continues to infringe the '789 Patent. Its infringing acts include, but are not limited to, the manufacture, use, sale, importation, and/or offer for sale of infringing sunglasses and inducement of others to manufacture, use, sell, import, and/or offer to sell such sunglasses, including but not limited to certain of IdeaVillage's HD Vision Wraparounds sunglass products with a side panel (image of one such product at Exhibit C). IdeaVillage is therefore liable for infringement of the '789 Patent pursuant to 35 U.S.C. § 271. Dioptics is informed and believes that IdeaVillage has sold and/or made offers to sell and/or that IdeaVillage continues to sell and/or offer to sell products infringing the '789 Patent nationwide via the Internet and in this judicial district.
- 24. IdeaVillage's infringement of Dioptics's exclusive rights under the '789 Patent have harmed and will continue to harm Dioptics, causing irreparable injury for which there is no adequate remedy at law unless enjoined by this Court.
- 25. Dioptics has complied with the requirements of 35 U.S.C. § 287(a) and is entitled to collect damages for infringement occurring prior to suit with respect to the '789 Patent.
- 26. On information and belief, IdeaVillage's infringing products were directly copied from Dioptics products that are covered by the '789 Patent. Thus, on information and belief,

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IdeaVillage's infringement of the '789 Patent is willful and deliberate, entitling Dioptics to attorney's fees and costs incurred in prosecuting this action under 35 U.S.C. § 285.

CLAIM TWO

(Infringement of the '814 Patent against IdeaVillage and Khubani)

- 27. Dioptics and Live Eyewear incorporate Paragraphs 1-20 by reference.
- 28. Pursuant to 35 U.S.C. § 282, the '814 Patent is presumed valid.
- 29. In August 2007, IdeaVillage decided to launch an over-prescription sunglass product. Rather than creating its own product, IdeaVillage searched the market for popular, state-of-the-art, wraparound sunglasses that provide an unrestricted, panoramic view. On information and belief, IdeaVillage obtained samples of Live Eyewear's Vistana product (that is covered by the '814 Patent) and/or located Live Eyewear's Vistana product (that is covered by the '814 Patent) on Live Eyewear's website. On August 29, 2007, Khubani, IdeaVillage's President and Chief Executive Officer, wrote the following in an email to his designer: "These are the glasses that I was told we should follow for our design. Andy." Khubani included a link to Live Eyewear's Vistana product, which is covered by the '814 Patent. IdeaVillage directly and knowingly copied products covered by the '814 Patent.
- 30. IdeaVillage is directly infringing, is contributing to the infringement of, and/or is inducing the infringement of the '814 Patent. Its infringing acts include, but are not limited to, the manufacture, use, sale, importation, and/or offer for sale of infringing sunglasses and inducement of others to manufacture, use, sale, importation, and/or offer to sell infringing sunglasses such as certain of IdeaVillage's HD Vision Wraparounds (image at Exhibit D). IdeaVillage is therefore liable for infringement of the '814 Patent pursuant to 35 U.S.C. § 271.
- 31. On information and belief, Khubani has actively induced, and is actively inducing, infringement of the '814 Patent by actively and knowingly assisting with IdeaVillage's infringement

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of the '814 Patent when he managed, directed, controlled, approved, participated in and carried out
IdeaVillage's manufacture of the HD Vision Wraparound products. Khubani has acted with the
specific intent to encourage and induce IdeaVillage's infringement, and Khubani actively aided and
abetted the infringement and induced infringement by IdeaVillage despite Khubani's awareness of
the '814 Patent when he managed, directed, controlled, approved, participated in and carried out
IdeaVillage's sale and offer for sale of the infringing products.

- 32. On information and belief, IdeaVillage has sold and/or offered to sell and continues to sell and/or offer to sell products infringing the '814 Patent nationwide via the Internet and in this judicial district. By way of example, IdeaVillage continues to include in its advertising and commercials clear depictions of products that infringe the '814 Patent.
- 33. Defendants acted despite an objectively high likelihood that their actions constituted infringement of the '814 Patent and despite the fact that Defendants knew or should have known of their infringement. Indeed, Khubani possessed a specific intent to induce infringement of the '814 Patent. Accordingly, Defendants' infringement of the '814 Patent is willful and deliberate, entitling Dioptics and Live Eyewear to attorney's fees and costs incurred in prosecuting this action under 35 U.S.C § 285 as well as enhanced damages under 35 U.S.C. § 284.
- 34. Defendants' infringing activities have harmed Dioptics and Live Eyewear and will continue to harm Live Eyewear, causing irreparable injury for which is there is no adequate remedy at law unless enjoined by the Court.

CLAIM THREE

(Violation of 15 U.S.C. § 1125(a) against IdeaVillage and Khubani)

- 35. Dioptics and Live Eyewear incorporate Paragraphs 1-20 by reference.
- 36. Plaintiffs and IdeaVillage are competitors in the relevant market.

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	37.	IdeaVillage has used samples or photographs of Live Eyewear's "Vistana" product
and	or a produ	act substantially similar to Live Eyewear's "Vistana" product (which is covered by the
' 814	4 Patent) i	n its commercial advertising. When consumers order the product that they believe to
be I	ive Eyew	ear's "Vistana" product and/or a product substantially similar to Live Eyewear's
"Vi	stana" pro	duct (which is covered by the '814 Patent), IdeaVillage supplies a different,
subs	stantially i	nferior product.

- 38. On information and belief, Khubani actively and knowingly caused IdeaVillage to use samples or photographs of Live Eyewear's "Vistana" product and/or a product substantially similar to Live Eyewear's "Vistana" product (which is covered by the '814 Patent) in its commercial advertising. On information and belief, Khubani actively and knowingly directed, controlled, ratified, participated in, and is the moving force behind IdeaVillage's use of samples or photographs of Live Eyewear's "Vistana" product and/or a product substantially similar to Live Eyewear's "Vistana" product (which is covered by the '814 Patent) in its commercial advertising.
- 39. IdeaVillage's use in its advertisements of Live Eyewear's advertising material and/or a sample or photograph of Live Eyewear's "Vistana" product and/or a product substantially similar to Live Eyewear's "Vistana" product (which is covered by the '814 Patent) tends falsely to associate in the mind of Live Eyewear's customers and the public the products of IdeaVillage with the business and products of Live Eyewear, and tends to describe, represent, and designate that IdeaVillage and its products in some manner enjoy the sponsorship of Live Eyewear, or some manner of association with Live Eyewear or its products, to the damage of Live Eyewear. Still further, IdeaVillage's use of Live Eyewear's advertising material and/or a sample or photograph of Live Eyewear's "Vistana" product and/or a product substantially similar to Live Eyewear's "Vistana" product (which is covered by the '814 Patent) in its commercial advertising or promotion,

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misrepresents the nature, characteristics, qualities, and/or geographic origin of IdeaVillage's goods, services, and commercial activities.

- 40. Defendants' conduct is wrongful because, among other reasons, it involves an attempt by IdeaVillage to misappropriate or profit from another's talents and workmanship.
- 41. Upon information and belief, Defendants' actions are willful, deliberate and done with knowledge of Plaintiffs' exclusive proprietary rights and with knowledge that these actions are likely to confuse, mislead, and deceive Plaintiffs' customers and the public and/or that its actions have the tendency to misrepresent the nature, characteristics, qualities, and/or geographic origin of IdeaVillage's goods, services, and commercial activities. Still further, Defendant has misrepresented that the infringing advertising has ceased, when in fact it has not.
- 42. The unlawful activities of Defendants described herein have caused or will cause, and if not enjoined will continue to cause, serious economic damage and irreparable injury to Plaintiffs, to Plaintiffs' intellectual property rights, and to the business reputation and goodwill of Plaintiffs.

CLAIM FOUR

(Common Law Unfair Competition/Palming Off against IdeaVillage and Khubani)

- 43. Dioptics and Live Eyewear incorporate Paragraphs 1-20 by reference.
- 44. Plaintiffs and IdeaVillage are competitors in the relevant market.
- 45. IdeaVillage has used samples or photographs of Live Eyewear's "Vistana" product and/or a product substantially similar to Live Eyewear's "Vistana" product (which is covered by the '814 Patent) in its commercial advertising. When consumers order the product that they believe to be Live Eyewear's "Vistana" product and/or a product substantially similar to Live Eyewear's "Vistana" product (which is covered by the '814 Patent), IdeaVillage supplies a different, substantially inferior product.

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46. On information and belief, Khubani actively and knowingly caused IdeaVillage to use
samples or photographs of Live Eyewear's "Vistana" product and/or a product substantially similar
to Live Eyewear's "Vistana" product (which is covered by the '814 Patent) in its commercial
advertising. On information and belief, Khubani actively and knowingly directed, controlled,
ratified, participated in, and is the moving force behind IdeaVillage's use of samples or photographs
of Live Eyewear's "Vistana" product and/or a product substantially similar to Live Eyewear's
"Vistana" product (which is covered by the '814 Patent) in its commercial advertising.

- 47 IdeaVillage's use in its advertisements of Live Eyewear's advertising material and/or a sample or photograph of Live Eyewear's "Vistana" product and/or a product substantially similar to Live Eyewear's "Vistana" product (which is covered by the '814 Patent) constitute unfair competition, palming off/passing off. IdeaVillage tends falsely to associate in the mind of Live Eyewear's customers and the public the products of IdeaVillage with the business and products of Live Eyewear, and tends to describe, represent, and designate that IdeaVillage and its products in some manner enjoy the sponsorship of Live Eyewear, or some manner of association with Live Eyewear or its products, to the damage of Live Eyewear. Still further, IdeaVillage's use of Live Eyewear's advertising material and/or a sample or photograph of Live Eyewear's "Vistana" product and/or a product substantially similar to Live Eyewear's "Vistana" product (which is covered by the '814 Patent) in its commercial advertising or promotion, misrepresents the nature, characteristics, qualities, and/or geographic origin of IdeaVillage's goods, services, and commercial activities. Still further, Defendant has misrepresented that the infringing advertising has ceased, when in fact it has not.
- 48. Defendants' conduct is wrongful because, among other reasons, it involves an attempt by Defendants to misappropriate or profit from another's talents and workmanship.

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49. The unlawful activities of Defendants described herein has caused or will cause, and if not enjoined will continue to cause, serious economic damage and irreparable injury to Plaintiffs, to Plaintiffs' intellectual property rights, and to the business reputation and goodwill of Plaintiffs.

CLAIM FIVE

(Violation of California Business & Professions Code Section 17200 against IdeaVillage and Khubani)

- 50. Dioptics and Live Eyewear incorporate Paragraphs 1-20 by reference.
- 51. IdeaVillage has engaged in unfair competition by committing unfair, fraudulent and deceptive acts within the meaning of Bus. & Prof. Code Section 17200 et seq., including but not limited to the following:
 - Manufacturing, using, selling, importing, and/or offering to sell infringing a. sunglasses;
 - Advertising on television in infomercials, on the Internet, and elsewhere the b. sale of product that infringes on the '789 Patent and the '814 Patent;
 - Advertising on television in infomercials, on the Internet, and elsewhere the c. sale of products that infringe the '789 Patent and the '814 Patent and providing consumers a different, inferior product;
 - d. Representing that it has ceased its television advertising of the infringing products and/or a products substantially similar to Live Eyewear's "Vistana" product (which is covered by the '814 Patent), when in fact IdeaVillage has continued to cause the infringing advertisements to air;
 - Advertising on television in infomercials, on the Internet, and elsewhere e. Plaintiffs' products and providing consumers with materially different products;

f.	Misap	prop	riating	or p	rofiti	ng fr	om	another'	's talents	and	work	mansl	nip;
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- g. Continuing the unfair, fraudulent, and deceptive manufacture, importation, advertising and sale of infringing product even after being notified that its product infringed the '789 Patent and the '814 Patent;
- h. Inducing others to manufacture, use, sell, import, and/or offer to sell infringing sunglasses; and
- i. Using samples or photographs of Live Eyewear's "Vistana" product and/or a product substantially similar to Live Eyewear's "Vistana" product (which is covered by the '814 Patent) in its commercial advertising, but when consumers order the product that they believe to be Live Eyewear's "Vistana" product and/or a product substantially similar to Live Eyewear's "Vistana" product (which is covered by the '814 Patent), supplying a different, substantially inferior product.
- 52. Khubani has actively and knowingly directed, managed, controlled, approved, participated in and carried out IdeaVillage's activities described herein and has done so with knowledge of Plaintiffs' intellectual property rights and with the specific intent to encourage IdeaVillage's unlawful conduct.
- 53. Such misconduct is unlawful within the meaning of Section 17200 *et seq.*, and therefore constitutes unfair competition. Defendants' conduct was undertaken with knowledge and hence intent of unlawfully injuring Dioptics and Live Eyewear, for the purpose of advancing the competitive business interests of IdeaVillage at the expense of Dioptics and Live Eyewear.
- 54. Defendants' conduct constitutes, among other things, patent infringement in violation of 35 U.S.C. § 271 and passing off in violation of 15 U.S.C. § 1125(a) and common law.

	55.	Dioptics and Live Eyewear have suffered injury in fact as a result of Defendants'
misco	onduct,	and will continue to suffer injury and harm if Defendants are not restrained from their
activi	ities.	

- 56. Dioptics and Live Eyewear are entitled to an injunction enjoining and restraining Defendants from continuing their wrongful manufacture, importation, advertising, sale, and offers to sell Plaintiffs' products and/or products that infringe the '789 Patent and the '814 Patent, either directly or through others. Dioptics and Live Eyewear seek temporary, preliminary and permanent injunctive relief to enjoin and restrain Defendants from further unlawful and wrongful conduct.
- 57. Dioptics and Live Eyewear seek injunctive relief under California Business & Professions Code Sections 17200 *et seq.*, to remedy the unfair, unlawful and/or fraudulent business practices described herein, in addition to restitution and/or disgorgement of funds obtained by Defendants from their unlawful, unfair and fraudulent practices as described herein.
- 58. Specifically, Dioptics and Live Eyewear seek, among other things, that Defendants and those associated with them be enjoined from manufacturing, importing, selling, offering to sell, or advertising (including without limitation by airing infomercials in any medium such as television and the Internet) Plaintiffs' products and/or any over-prescription sunglass product that infringe the '789 Patent and the '814 Patent or infringes any other patent to which Dioptics and/or Live Eyewear is the patent holder or assignee, as well as all other injunctive relief requested herein.

PRAYER FOR RELIEF

WHEREFORE, Plaintiffs request entry of judgment in its favor and against Defendants as follows:

FIRST CLAIM FOR RELIEF

a. Declaring that IdeaVillage has infringed the '789 Patent;

	b.	Preliminarily and permanently enjoining Defendants, their officers, agents, servants,
emplo	oyees, an	d those acting in privity with them, from further infringement, contributory
infrin	gement a	and/or inducing the infringement of the '789 Patent;

- c. Awarding a monetary remedy of the greater of no less than a reasonable royalty (35 U.S.C. § 284) or the total profits (35 U.S.C. § 289) of Defendants for their infringing activities, together with interest, to compensate Dioptics for the past and willful infringement by Defendants of the '789 Patent, and that in light of the nature of that willful infringement, such award be increased three times the amount of the damages or profits found or assessed;
- d. Declaring this case "exceptional" within the meaning of 35 U.S.C. § 285, and awarding to Plaintiffs their costs and reasonable attorney fees in respect thereto; and
- e. Granting such other and further relief as the Court may deem just and proper, including relief sought or available under other claims asserted herein.

SECOND CLAIM FOR RELIEF

- f. Declaring that IdeaVillage has infringed the '814 Patent, and that Khubani has induced infringement of the '814 Patent;
- g. Preliminarily and permanently enjoining Defendants, their officers, agents, servants, employees, and those acting in privity with them, from further infringement, contributory infringement and/or inducing the infringement of the '814 Patent;
- h. Awarding a monetary remedy of the greater of no less than a reasonable royalty (35 U.S.C. § 284) or the total profits (35 U.S.C. § 289) of Defendants for their infringing activities, together with interest, to compensate Live Eyewear for the past and willful infringement by Defendants of the '814 Patent, and that in light of the nature of that willful infringement, such award be increased three times the amount of the damages or profits found or assessed;

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i.	Declaring this case "exceptional" within the meaning of 35 U.S.C. § 285, and
awarding to P	aintiffs their costs and reasonable attorney fees in respect thereto; and

j. Granting such other and further relief as the Court may deem just and proper, including relief sought or available under other claims asserted herein.

THIRD CLAIM FOR RELIEF

- k. Preliminarily and permanently enjoining Defendants, their agents, servants, employees, and attorneys, and any other persons or entities in active concert or participation with it, from continuing the acts complained of herein and, more particularly, that Defendants and such other persons or entities be preliminarily and permanently enjoined and restrained from:
 - (1) Using or employing, directly or indirectly, Plaintiffs' advertising material and/or a sample or photograph of Live Eyewear's "Vistana" product and/or a product substantially similar to Live Eyewear's "Vistana" product (which is covered by the '814 Patent) in IdeaVillage's commercial advertising or promotion;
 - Using or employing, directly or indirectly, in any manner Plaintiffs' (2) advertising material and/or a sample or photograph of Live Eyewear's "Vistana" product and/or a product substantially similar to Live Eyewear's "Vistana" product (which is covered by the '814 Patent);
 - (3) Falsely representing or causing confusion in any manner such that Live Eyewear's customers and/or the public would tend to falsely associate IdeaVillage's business or products as being the same as, related to, approved by, sponsored by, affiliated with, or otherwise having any relationship with Live Eyewear or its business and products; and

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(4)	Unfairly competing with Plaintiffs in the manner complained of herein,
	passing off IdeaVillage's products as and/or for products of or sponsored by
	Live Eyewear, injuring the business reputation of Live Eyewear in any
	manner, and falsely describing, representing, advertising, or designating the
	origin of IdeaVillage's products, or otherwise engaging in unfair competition
	or deceptive trade practices.

- 1. IdeaVillage to recall from each distributor, dealer, and other customer or recipient thereof all HD Vision Wraparounds or any products substantially similar thereto;
- m. IdeaVillage to destroy all HD Vision Wraparounds or any products substantially similar thereto in its possession, custody, or control, including all products returned pursuant to the foregoing paragraph;
- IdeaVillage to destroy all of its promotional literature, catalogs, advertisements, n. commercials, sales aids, stationery, unexecuted business forms, business cards, and other material, in all tangible or intangible media, in its possession, custody, or control, and to deactivate or modify each website, on which appears IdeaVillage's HD Vision Wraparounds or any products substantially similar thereto;
- IdeaVillage to publish and publicize to all manufacturers, distributors, recipients and 0. purchasers of the HD Vision Wraparounds or any products substantially similar thereto, or any recipients of any promotional literature, catalogs, advertisements, commercials, sales aids, stationery, business forms, business cards and other material, in all tangible or intangible media, a corrective notice affirming the rights of Plaintiffs in their intellectual property and directing all manufacturers, distributors, recipients and purchasers to Plaintiffs for genuine and authorized products, and to do so with the same prominence and in all media and distribution channels and for

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Vision Wraparounds or any products substantially similar thereto;

p. IdeaVillage to file with this Court and serve on Plaintiffs within thirty (30) days after the entry of any preliminary injunction or permanent injunction granted in this lawsuit, a report in

writing and under oath, setting forth in detail the manner and form in which IdeaVillage has

the same duration for which IdeaVillage offered, advertised, marketed or sold the infringing HD

complied with the injunction;

q. That an accounting be had and Defendants be required to disgorge to Plaintiffs the greater of no less than a reasonable royalty or the total profits Defendants have earned as a result of its unlawful conduct as described herein;

r. That Defendants be required to pay Plaintiffs actual, enhanced, and treble damages in light of Defendants' unlawful actions as set forth herein;

s. That IdeaVillage be required to pay Plaintiffs the costs of this action and the reasonable attorneys' fees and expenses Plaintiffs incur in connection with this action consistent with the provisions of 15 U.S.C. § 1117 and any other applicable law; and

t. That Plaintiffs be awarded such other and further relief, whether general, special, at law or in equity, to which Plaintiffs may be entitled, including relief sought or available under other claims asserted herein.

FOURTH CLAIM FOR RELIEF

u. For temporary, preliminary and permanent injunctive relief as described above at paragraphs j-o;

v. For restitution and/or disgorgement;

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	W.	That Defendants be required to pay Plaintiffs actual, enhanced, and treble damages in
light o	of Defen	idants' unlawful actions as set forth herein;
	Χ.	That Defendants be required to pay punitive damages;

- y. That Defendants be required to pay Plaintiffs the costs of this action and the reasonable attorneys' fees and expenses Plaintiffs incur in connection with this action; and
- z. That Plaintiffs be awarded such other and further relief, whether general, special, at law or in equity, to which Plaintiffs may be entitled, including relief sought or available under other claims asserted herein.

FIFTH CLAIM FOR RELIEF

- aa. For temporary, preliminary and permanent injunctive relief as described above at paragraphs j-o;
- bb. For restitution and/or disgorgement of funds obtained by Defendants from their unlawful, unfair and fraudulent practices as described herein;
 - cc. For private attorney general attorneys fees and costs; and
 - dd. For such other and further relief as the Court deems just and proper, including relief sought or available under other claims asserted herein.

Dated: October 6, 2009	Andrew P. Bridges David S. Bloch Nicole M. Norris WINSTON & STRAWN, LLP
	/s/ David S. Bloch Attorneys for Plaintiff, Dioptics Medical Products, Inc.

ALSTON & BIRD LLP 333 South Hope Street, Sixteenth Floor Los Angeles, California 90071 (213) 576-1000	.		
	1 2	Dated: October 6, 2009 Michael Benjam	D. Young in F. Sidbury
	3	Theresa	Conduah
	4	ALSTO	ON & BIRD LLP
	5		/s/ Benjamin F. Sidbury
	6	Attorne	ys for Plaintiff
	7	Live Ey	ewear, Inc.
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CASE No. CV-08-03538 (PVT)

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SIGNATURE ATTESTATION

I am the ECF User whose identification and password are being used to file the
foregoing document Second Amended Complaint In compliance with General Order 45.X.B.,
hereby attest that the other signatories to this filing have concurred in this filing.

Dated: October 6, 2009

By: <u>/s/ Benjamin F. Sidbury</u> Benjamin F. Sidbury

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CERTIFICATE OF SERVICE

I hereby certify that on October 6, 2009, I electronically filed the foregoing document with the Clerk of Court using the CM/ECF system, which will send notification of such filing to the following counsel of record:

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CASE No. CV-08-03538 (PVT)

Case5:08-cv-03538-PSG Document127 Filed10/06/09 Page24 of 24