

II. JURISDICTION & VENUE

- 2. This Court has subject matter jurisdiction pursuant to 35 U.S.C. §292(b) and 28 U.S.C. § 1338(a).
- 3. Defendant is subject to personal jurisdiction in this District because it conducts business in this district and the exercise of jurisdiction over it would not offend traditional notions of fair play and substantial justice. Indeed, it is believed that Defendant has sold more units of the products at issue in this Judicial District than in any other.
- 4. Venue is proper in this District under 28 U.S.C. §§1391(c) and 1395(a), because Defendant's products that are the subject of this Complaint are advertised for sale, offered for sale, and sold within this judicial district.
- 5. Plaintiff possesses the requisite standing required by Article III of the United States Constitution pursuant to 35 U.S.C. §292(b), which confers upon any person the right to sue for civil monetary penalties, restitution, and injunctive relief for false patent marking.

III. THE PARTIES

- 6. Plaintiff Michael Gonzales ("Plaintiff") is a California citizen who believes in the importance of a fair and competitive market for the manufacture, marketing, sale, and distribution of consumer products.
- 7. Defendant HEALTH ENTERPRISES, INC. ("Health Enterprises") is a business corporation doing business throughout the United States with its principal place of business in Massachusetts.
- 8. The purpose of this lawsuit is to act in the public interest to enforce the policy underlying the false marking statute, 35 U.S.C. §292.

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A. The Policy of the Patent Marking Statutes.

- 9. The patent marking statute (35 U.S.C. §287(a)) and the false patent marking statute (35 U.S.C. §292) exist to ensure that the public has accurate information on the existence of patent rights.
- 10. The purposes of the patent marking statute were explained by the Federal Circuit in *Nike, Inc. v. Wal-Mart Stores, Inc.*, 138 F.3d 1437, 1443 (Fed. Cir. 1998), as: (1) helping to avoid innocent infringement, (2) encouraging patentees to give notice to the public that the article is patented, and (3) aiding the public to identify whether an article is patented.
- 11. Over half a century ago, the Supreme Court stated in *Precision Instrument Mfg. Co. v. Automotive Maintenance Machinery*, 324 U.S. 806, 816 (1945), that patents by their very nature are affected with a public interest:

The possession and assertion of patent rights are 'issues of great moment to the public.' A patent by its very nature is affected with a public interest. As recognized by the Constitution, it is a special privilege designed to serve the public purpose of promoting the 'Progress of Science and useful Arts.' At the same time, a patent is an exception to the general rule against monopolies and to the right to access to a free and open market.

- 12. The Patent Act of 1952 provides a *qui tam* cause of action on behalf of the public to fine the offender in an amount of up to \$500 for each offense, with half going to the use of the United States, and the other half going to the person bringing the action.
- 13. False marking of unpatented articles as "patented" is injurious to the public interest, as explained by the United States Court of Appeals, in at least the following ways:
 - Acts of false marking deter innovation and stifle competition in the marketplace.

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- False marks deter scientific research when an inventor sees a mark and decides to forgo continued research to avoid possible infringement.
- False marking can cause unnecessary investment in design around or costs incurred to analyze the validity or enforceability of a patent whose number has been marked upon a product with which a competitor would like to compete.
- Additionally, consumers who see a product as "patented" are likely to infer
 the product possesses design or utilitarian features that are unique to such
 article, and not available in substitute articles from other producers, thus
 inducing consumer demand for the marked article and causing consumers to
 pay an artificial premium for the product.

IV. BACKGROUND FACTS

- 14. CVS Hot/Cold Therapy Braces ("CVS Braces") are supplied to CVS by Defendant Health Enterprises.
- 15. In an effort to distinguish itself from its competitors and to gain an unfair competitive advantage, Health Enterprises labels their CVS Braces on the product packaging as having a "patented Treat, Protect, and Support Design." The products are also labeled as "Patent Pending."
- 16. Health Enterprises sells these CVS Braces across the United States. These false patent claims were observed at a CVS store in Los Angeles, California in early 2011.
- 17. Counsel for Plaintiff has exhaustively researched public and private records, including the records of the United States Patent & Trademark office (found at www.uspto.gov) that are presumed to be conclusively accurate, and have confirmed that there is no validly issued or pending patent upon which to base Defendant's patent marking claims.

- 18. Defendant is a large, sophisticated corporation with experienced counsel. It is inconceivable that it could mark a product as patented and "patent pending", when no such relevant patent exists, without knowledge as to the falsity of those statements.
- 19. Defendant knew, at the time it labeled and sold its CVS Braces, that the patent claims were false. Despite that knowledge, Defendant nevertheless continuously and repeatedly labeled and sold its products as being patented and "patent pending".
- 20. Based on these facts, Defendant has engaged in this false marking scheme to deceive the public and to stifle legitimate competition, and to gain a competitive advantage in the market. Defendant's continuous promotion of the CVS Braces products as patented and "patent pending" despite its knowledge that they are not demonstrates that Defendant's false marking was intentional and committed with the specific design to profit from misleading consumers. Under these circumstances, this case is "exceptional" for purposes of 35 U.S.C. § 285.

V. CAUSE OF ACTION

FALSE PATENT MARKING

(Against Defendant and Does 1-10, inclusive)

- 21. Plaintiff re-alleges the preceding paragraphs and incorporates them herein by reference.
- 22. Defendant knows that it can charge a premium for products that the public perceives to be unique and protected by a patent.
- 23. Defendant has marked and labeled the CVS Braces as being patented and "patent pending" when, in reality, they are not.
- 24. Defendant has violated 35 U.S.C. § 292(a), which provides in relevant part:

Whoever without the consent of the patentee, marks upon, or affixes to, or uses in advertising in connection with anything made, used, offered for sale, or sold by such person within the United States, or imported by the person into the United

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States, the name or any imitation of the name of the patentee, the patent number, or the words "patent," "patentee," or the like, with the intent of counterfeiting or imitating the mark of the patentee, or of deceiving the public and inducing them to believe that the thing was made, offered for sale, sold, or imported into the United States by or with the consent of the patentee; or Whoever marks upon, or affixes to, or uses in advertising in connection with any unpatented article the word "patent" or any word or number importing the same is patented, for the purpose of deceiving the public; or Whoever marks upon, or affixes to, or uses in advertising in connection with any article the words "patent applied for," "patent pending," or any word importing that an application for patent has been made, when no application for patent has been made, or if made, is not pending, for the purpose of deceiving the public - Shall be fined not more than \$500 for every such offense.

- 25. Each false marking is likely to discourage or deter persons and companies from commercializing competing products.
- 26. Defendant's false marking of the CVS Braces has wrongfully stifled competition with respect to similar and potentially competing products, thereby causing harm to Plaintiff, the United States, and the public.
- 27. Defendant has wrongfully and illegally advertised a patent monopoly that it does not possess and, as a result, have benefitted commercially and financially by maintaining false statements of patent rights.
- 28. Defendant is therefore liable to Plaintiff and to the United States under 35 U.S.C. §292 (b). The public interest requires that Defendant be enjoined from further acts of false marking, pay civil penalties, and make restitution for their ill-gotten gains.

PRAYER FOR RELIEF

Plaintiff seeks entry of judgment against Defendant as follows:

1. A judicial determination that Defendant has violated 35 U.S.C. §292;

- 2. An order fining Defendant for false marking in an amount that is reasonable in light of the total revenue and gross profits derived from the sale of the CVS Braces;
- 3. An order preliminarily and permanently enjoining Defendant from committing new acts of false patent marking and to cease all existing acts of false patent marking;
- 4. An award of attorneys' fees and costs incurred in bringing and maintaining this action, in part because it is "exceptional" for purposes of the Patent Act; and
- 5. Any such other relief to which Plaintiff, the United States, or the general public may be entitled.

Dated: May 9, 2011

NEWPORT TRIAL GROUP A Professional Corporation Scott J. Ferrell

Scott J. Ferrell Attorneys for Plaintiff

DEMAND FOR JURY TRIAL Pursuant to Federal Rule of Civil Procedure Section 38(b), Plaintiff demands a trial by jury on all issues so triable. NEWPORT TRIAL GROUP A Professional Corporation Scott J. Ferrell Dated: May 9, 2011 Attordeys for Plaintiff

UNITED STATES DISTRICT COURT CENTRAL DISTRICT OF CALIFORNIA

NOTICE OF ASSIGNMENT TO UNITED STATES MAGISTRATE JUDGE FOR DISCOVERY

This case has been assigned to District Judge Virginia A. Phillips and the assigned discovery Magistrate Judge is Oswald Parada.

The case number on all documents filed with the Court should read as follows:

EDCV11- 732 VAP (OPx)

Pursuant to General Order 05-07 of the United States District Court for the Central District of California, the Magistrate Judge has been designated to hear discovery related motions.

All discovery r	elated motion	s should be	noticed on	the calendar	of the M	agistrate J	udge

NOTICE TO COUNSEL

A copy of this notice must be served with the summons and complaint on all defendants (if a removal action is filed, a copy of this notice must be served on all plaintiffs).

Subsequent documents must be filed at the following location:

Western Division 312 N. Spring St., Rm. G-8 Los Angeles, CA 90012	hand	Southern Division 411 West Fourth St., Rm. 1-053 Santa Ana, CA 92701-4516	[X]	Eastern Division 3470 Twelfth St., Rm. 134 Riverside, CA 92501

Failure to file at the proper location will result in your documents being returned to you.

Case 5:11-cv-00732-VAP -OP Document 1	Filed 05/09/11 Page 10 of 12 Page ID #:24
Name & Address: Scott J. Ferrell, SBN 202091 NEWPORT TRIAL GROUP 895 Dove Street, Suite 425 Newport Beach, CA 92660 (949) 706-6464	
	DISTRICT COURT CT OF CALIFORNIA
UNITED STATES OF AMERICA, Ex. Rei., MICHAEL GONZALES, PLAINTIFF(S) V.	EDCV11-732 VAP(OPx)
HEALTH ENTERPRISES, INC.; and DOES 1-10, Inclusive, DEFENDANT(S).	SUMMONS
must serve on the plaintiff an answer to the attached ☐ counterclaim ☐ cross-claim or a motion under Rule 1	2 of the Federal Rules of Civil Procedure. The answer ott J. Ferrell, Newport Trial Group, whose address is If you fail to do so,
Dated:	Clerk, U.S. District Court By:
CV-01A (12/07) SUMM	MONS

UNITED STATES DISTRICT COURT, CENTRAL DISTRICT OF CALIFORNIA CIVIL COVER SHEET

I (a) PLAINTIFFS (Check box if UNITED STATES OF AMI	DEFENDANTS HEALTH ENTERPRISES, INC.; and DOES 1-10, Inclusive,					
(b) Attorneys (Firm Name, Addr yourself, provide same.) Newport Trial Group, 895 D Newport Beach, CA 92660 (representing	Attorneys (If Know	n)			
II. BASIS OF JURISDICTION	(Place an X in one box only.)	III. CITIZEN (Place an	SHIP OF PRINCIP X in one box for plai	AL PARTIES - intiff and one for	For Diversity Cases C defendant.)	
☐ 1 U.S. Government Plaintiff	Federal Question (U.S. Government Not a Party)	Citizen of This	: State	PTF DE		PTF DEF ncipal Place □ 4 □ 4 State
☐ 2 U.S. Government Defendant	☐ 4 Diversity (Indicate Citizenship of Parties in Item III)		other State ject of a Foreign Cou		of Business in And	rincipal Place □ 5 □ 5 ther State □ 6 □ 6
IV. ORIGIN (Place an X in one	box only.)					
	from 3 Remanded from 4 R	teinstated or E Reopened	5 Transferred from	another district (specify): ☐ 6 Multi- Distric Litiga	et Judge from
V. REQUESTED IN COMPLA			es' only if demanded MONEY DEMAN		LAINT: S	
CLASS ACTION under F.R.C.I	P. 23: Tyes M No the U.S. Civil Statute under which you					tutes unless diversity.)
VI. CAUSE OF ACTION (Cite	the U.S. Civil Statute under which you 87(a) regarding false patent marking.	i are ming and v	VIIIC & UITOI SEALOMOIN			
VII. NATURE OF SUIT (Place						
□ 410 Antitrust □ 430 Banks and Banking □ 450 Commerce/ICC Rates/etc. □ 460 Deportation □ 470 Racketeer Influenced and Corrupt Organizations □ 480 Consumer Credit □ 490 Cable/Sat TV □ 810 Selective Service □ 850 Securities/Commodities/ Exchange □ 875 Customer Challenge 12 USC 3410 □ 890 Other Statutory Actions □ 891 Agricultural Act □ 892 Economic Stabilization Act □ 893 Environmental Matters □ 894 Energy Allocation Act □ 895 Freedom of Info. Act	☐ 120 Marine ☐ 31 ☐ 31 ☐ 31 ☐ 31 ☐ 31 ☐ 31 ☐ 31 ☐ 3	TORTS ERSONAL INIU O Airplane 5 Airplane Prod Liability O Assault, Libe Slander Fed. Employe Liability Marine Marine Product Liability Motor Vehic Product Liab Other Personal Injury Personal Injury Personal Injury Product Liability Med Malpra Fersonal Injury Product Liability Med Malpra Abestos Per Injury Produ Liability Mid Rabestos Per Injury	PROPE PROPE PROPE 370 Other 371 Truth 380 Other Prope Produ BENNEN 422 Appe 158 le 423 With USC With USC	MAL RTY Fraud in Lending Personal Ty Damage Liability Pacy al 28 USC drawal 28 157 IGHES Ing Longment Liabilities - Loyment Lican with Company Loyment Lican with Company Loyment Lican with Lilities - Lican with Lilities - Loyment Lican with Lilities - Loyment Lican with Lilities -	10 Motions to Vacate Sentence Habeas Corpus 30 General 35 Death Penalty	LABOR 710 Fair Labor Standards Act Relations Reporting & Disclosure Act 720 Railway Labor/Mgmt Reporting & Disclosure Act 740 Railway Labor Act 740 Railway Labor Act 740 Pailway Labor Act 840 Pailway Laghtis 840 Patent 840 Trademark 840 Trademark 860 Pailway Pailway 861 HIA (1395ff) 862 Black Lung (923) 863 DIWC/DIWW (405(g)) 864 SSID Tritle XVI 865 RSI (405(g)) 150 Pailway 870 Taxes (U.S. Plaintiff or Defendant) 871 IRS-Third Party 26 USC 7609
FOR OFFICE USE ONLY:	Case Number:	DCV11-7	32 VAP(OP	x)		

Page 1 of 2

UNITED STATES DISTRICT COURT, CENTRAL DISTRICT OF CALIFORNIA CIVIL COVER SHEET

VIII(a). IDENTICAL CASES: f yes, list case number(s):	Has this action been pre	eviously filed in this court an	ad dismissed, remanded or closed? WNo 🗆 Yes				
VIII(b). RELATED CASES: If yes, list case number(s):	Have any cases been pre-	viously filed in this court tha	it are related to the present case? ☑ No ☐ Yes				
Civil cases are deemed related if a previously filed case and the present case: Check all boxes that apply) A. Arise from the same or closely related transactions, happenings, or events; or B. Call for determination of the same or substantially related or similar questions of law and fact; or C. For other reasons would entail substantial duplication of labor if heard by different judges; or D. Involve the same patent, trademark or copyright, and one of the factors identified above in a, b or c also is present.							
(X. VENUE: (When completing (a) List the County in this Distr	rict: California County o	utside of this District; State i	if other than California; or Foreign Country, in which EACH named plaintiff resides.				
Check here if the governme	ent, its agencies or emplo	yees is a named plainuu. It	If this box is checked, go to item (b). California County outside of this District; State, if other than California, or Foreign Country				
San Bernardino							
(b) List the County in this Dist	rict; California County o	utside of this District; State	if other than California; or Foreign Country, in which EACH named defendant resides.				
	ent, its agencies or emplo	yees is a named defendant.	If this box is checked, go to item (c). California County outside of this District; State, if other than California; or Foreign Country				
County in this District:*			Unknown				
Unknown			Unknown				
(c) List the County in this Distr Note: In land condemnati	rict; California County o	utside of this District; State on of the tract of land invol	if other than California; or Foreign Country, in which EACH claim arose.				
County in this District:*			California County outside of this District; State, if other than California; or Foreign Country				
San Bernardino			Unknown				
* Los Angeles, Orange, San Be Note: In land condemnation case	rnardino, Riverside, V	entura, Santa Barbara, or	San Luis Obispo Counties				
Note: In land condemnation case X. SIGNATURE OF ATTORN		S tract or raine involved	Date 5/9/11				
	lass. This form owners	and buthe Indiaial Conterent	ormation contained herein neither replace nor supplement the filing and service of pleadings ce of the United States in September 1974, is required pursuant to Local Rule 3-1 is not filed ating the civil docket sheet. (For more detailed instructions, see separate instructions sheet.)				
Key to Statistical codes relating	to Social Security Cases						
Nature of Suit Co	ode Abbreviation	Substantive Statement	of Cause of Action				
861	HIĄ	All claims for health insurance benefits (Medicare) under Title 18, Part A, of the Social Security Act, as amended. Also, include claims by hospitals, skilled nursing facilities, etc., for certification as providers of services under the program. (42 U.S.C. 1935FF(b))					
862	BL	All claims for "Black Lung" benefits under Title 4, Part B, of the Federal Coal Mine Health and Safety Act of 1969. (30 U.S.C. 923)					
863	DIWC	All claims filed by insured workers for disability insurance benefits under Title 2 of the Social Security Act, as amended; plus all claims filed for child's insurance benefits based on disability. (42 U.S.C. 405(g))					
863	DIWW	All claims filed for widows or widowers insurance benefits based on disability under Title 2 of the Social Security Act, as amended. (42 U.S.C. 405(g))					
864	SSID	All claims for supplement Act, as amended.	ntal security income payments based upon disability filed under Title 16 of the Social Security				
865	RSI	All claims for retirement (old age) and survivors benefits under Title 2 of the Social Security Act, as amended. (42 U.S.C. (g))					