Page 1 of 13 Case 8:08-cv-01405-DOC-RNB Document 1 Filed 12/11/2008 Courtesy www.iptrademarkattorney.com 1 X-PATENTS, APC JONATHAN HANGARTNER, Cal. Bar No. 196268 2 5670 La Jolia Blvd. La Jolla, CA 92037 3 Telephone: 858-454-4313 Facsimile: 858-454-4314 jon@x-patents.com 5 Attorneys for Plaintiff SUREFIRE, LLC 6 7 UNITED STATES DISTRICT COURT 8 CENTRAL DISTRICT OF CALIFORNIA 9 BY FAX SANTA ANA DIVISION 10 11 SACV 08-1405 DOC(RNBx) SUREFIRE, LLC, a California limited Case No. 12 liability company, COMPLAINT 13 Plaintiff, 14 JURY TRIAL DEMANDED 15 ADVANCED ARMAMENT CORP., a Georgia corporation 16 Defendant. 17 18 19 Plaintiff SureFire, LLC ("SureFire"), for its Complaint against Defendant 20 Advanced Armament Corp. ("Advanced Armament" or "Defendant"), avers as follows: 21 JURISDICTION 22 23 ١. This is a civil action for false advertising and unfair competition under 24 the federal Lanham Act, 15 U.S.C. § 1051, et al., California Bus. & Prof. Code §17500, 25 and California Bus. & Prof. Code §17200, et seq. 26 2. This Court has jurisdiction over the subject matter of the Complaint 27 pursuant to 28 U.S.C. §§1331 & 1338. 28 -1-COMPLAÎN

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- 10. The suppressor shown on the left side of the Comparative Advertisement is identified as a "COMPETITOR BRAND SILENCER," but is immediately and distinctively identifiable as a SureFire suppressor.
- 11. The suppressor shown on the right side of the Comparative Advertisement is identified as an "ADVANCED ARMAMENT CORP. SILENCER."
- 12. On information and belief, the SureFire suppressor shown in the Comparative Advertisement has been subjected to extremely heavy use and has been modified to enhance the impression that its components have broken and/or separated.
- On information and belief, the Advanced Annament suppressor shown in the Comparative Advertisement has not been used.
- 14. The Comparative Advertisement is intended to create and does create the false impression that suppressors manufactured using "spot welds" are inherently less durable than suppressors manufactured and sold by Advanced Armament.
- 15. The Comparative Advertisement is intended to create and does create the false impression that the welds used on suppressors manufactured and sold by Advanced Armament will not fatigue, crack, or break under the "high-stress environment of semi and full-auto firing."
- 16. The Comparative Advertisement is intended to create and does create the false impression that suppressors manufactured and sold by SureFire are unreliable and are likely to fail during ordinary use.
- 17. The Comparative Advertisement is intended to create and does create the false impression that suppressors manufactured and sold by Advanced Armament are the strongest suppressors on the market, and that suppressors manufactured and sold by Advanced Armament are stronger and more durable than competing suppressors sold by SureFire.
- 18. The 2008 catalog published by Advanced Armament includes certain test data and instructs consumers that those seeking "independent verification of the dB

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reduction figures" it has reported need look no further than "the independent website Silencertests.com."

19. On information and belief, the website <u>www.silencertest.com</u> is authored by an individual named Robert Silvers, who currently designs suppressors for Advanced Armament.

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FIRST CAUSE OF ACTION

(False Advertising In Violation Of 15 USC § 1125(a))

- 20. SureFire realleges and incorporates the previous paragraphs of this Complaint as though set forth in full herein.
- 21. In its advertisements, Advanced Armament has made express and/or impliedly false and misleading statements about SureFire and Advanced Armament's products.
- 22. These advertisements actually mislead or have a tendency to mislead a substantial segment of their audience.
- Such deception is material, in that it is likely to influence the purchasing decision.
 - The falsely advertised goods are in interstate commerce.
- 25. SureFire has been or is likely to be injured as a result of the advertisements, either by direct diversion of sales from itself to Advanced Armament or by a lessening of its goodwill.

SECOND CAUSE OF ACTION

(False Advertising In Violation of Cal. Bus. & Prof. Code §17500 et seq.)

26. SureFire realleges and incorporates the previous paragraphs of this Complaint as though set forth in full herein.

| 1 | 27. Advanced Armament publicly disseminated advertising in connection |
|---|--|
| 2 | with its sales of its suppressor products that contained a statement which was untrue or |
| 3 | misleading. |
| 4 | 28. Advanced Armament knew, or in the exercise of reasonable care |
| 5 | should have known, the advertising was untrue or misleading. |
| 5 | 29. The advertising concerned the performance of Advanced Armament's |
| 7 | products. |
| 8 | 30. SureFire has been or is likely to be injured as a result of the |
|) | advertisements, either by direct diversion of sales from itself to Advanced Armament or by |

THIRD CAUSE OF ACTION (Unfair Competition Pursuant to Cal. Bus. & Prof. Code §17200 et seq.)

a lessening of its goodwill.

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- 31. SureFire realleges and incorporates the previous paragraphs of this Complaint as though set forth in full herein
- 32. Defendant's false advertising constitutes unfair competition under Cal. Bus. & Prof. Code § 17200 et seq. Such false advertising has been done willfully with the intent to harm SureFire.
- 33. Defendant's unfair competition has and is causing damages and irreparable harm to SureFire in the form of lost profits, loss of market share, and loss of direct and convoyed sales.

PRAYER FOR RELIEF

WHEREFORE, Plaintiff prays this Court enter judgment in its favor on all counts granting relief as follows:

28 COMPLAIN

Case 8:08-cv-01405-DOC-RNB Document 1 Filed 12/11/2008 Page 6 of 13 Courtesy www.iptrademarkattorney.com 1 l. Entering preliminary and permanent injunctive relief prohibiting Advanced Armament from making these false and misleading statements, and requiring Advanced Armament to use best efforts to prevent any further publication of these false 4 and misleading statements, and to publish appropriate corrective advertising; 5 2. Awarding SureFire damages in an amount to be determined; 6 3. Disgorging all profits obtained by Advanced Armament; 7 4. Awarding SureFire its costs of suit and reasonable attorneys' fees 8 incurred in this action; 9 5. Awarding SurcFire enhanced damages for Advanced Armament's willful false advertising; 10 6. Π Entering any other relief the Court deems just and proper. 12 13 DATED: December 11, 2008 14 X-PATENTS, APC 15 16 Ву 17 ATHAN HANGARTNER 18 Attorneys for Plaintiff SureFire, LLC 19 20 21 22 23 24 25 26 27

-6-

COMPLAINT

Courtesy www.iptrademarkattorney.com

EXHIBIT A



www.iptrademarkattorney.com COMPETITOR BRAND SILENCER CUTAWAY

STRENGTH MEANS DURABILITY.

Advanced technology yields advanced results. Advanced Armament Corp. sound suppressors employ 260° circumfrential fusion welds to achieve maximum strength and durability. Most manufacturers do not. Traditional spot welds can fatigue, crack, and break under the high-stress environment of semi and full-auto firing. AAC's " automated robots weld an extremely precise, incredibly strong core. Rely on the strongest. Depend on the best. Choose Advanced Armament Corp.



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 David O. Carter and the assigned discovery Magistrate Judge is Robert N. Block.

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

8:CV08- 1405 DOC (RNBx)

| All discovery related motions should be | e noticed on the calendar of the Magistrate Judge |
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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 | | | | | | |

[X] Southern Division 411 West Fourth St., Rm. 1-053 Santa Ana, CA 92701-4516

| 1 | 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.

Page 11 of 13/

Courtesy www.iptrademarkattorney.com UNITED STATES DISTRICT COURT, CENTRAL DISTRICT OF CALIFORNIA CIVIL COVER SHEET

| I (a) PLAINTIFFS (Check box if you are representing yourself (i)) | | | | | DEFENDANTS | | | | | | |
|---|--|--|----------|---|--|-----------------------------|----------------------|-----------------------------------|-------------------------|-------------------------|---------|
| SUREFIRE, LLC, a California limited liability company | | | | | ADVANCED ARMAMENT CORP., a Georgia corporation | | | | | | |
| (b) Attorneys (Firm Name, At yourself, provide same) Jonathan Hangartner, Esq X-Patenty, APC 5670 La Jolfa Boulevard. | ., (Tele | phone. 858-454-43(3) | you are | representing A | .nlorneys | (If Known) | | | | | |
| II. BASIS OF JURISDICTIO | | | | | | | | For Diversity Case | s Only | | |
| 🗅 1 U.S. Government Plaintiff | χď | Federal Question (U.S. Government Not a Party |) | (Place on X) Cutizen of This St | | | TF DEF | | | £TF c □4 | DEF |
| □ 2 U.S. Government Defender | u 🗆 4 | Diversity (Indicate Citiz of Parties in Item III) | enship | Citizen of Anothe | r Stale | Ţ | 02 🗆 2 | Incorporated and of Business to A | | ecc □ 5 | □5 |
| | | | | Citizen er Subject | of a For | eign Country (| 33 173 | Foreiga Nation | | □6 | □6 |
| of Original □ 2 Remov | IV. ORIGIN (Place an X in one box only.) 1 Original | | | | | | | | | | |
| V. REQUESTED IN COMP), CLASS ACTION under F.R.C | | | Yes □ | | - | manded in com EMANDED 13 | | AINT: S | | | |
| VI. CAUSE OF ACTION (Cit Lanham Act, 15 U.S.C. see | | | - | _ | | | | - | rantes unless | diversity. |) |
| VII. NATURE OF SUIT (Plat | c 20 X | n one box only.) | | | | | • | | | • | |
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| 11 400 State Reapportionment | | Insurance | | SONAL INJURY | | PERSONAL | 3 3 2 | Motions to | □ 710 Fair | Labor Sta | andards |
| □ 410 Antitrust | | Marine | | Airplanc | | | [遼□S10 | | | | |
| C 430 Banks and Banking | | Miller Act | 315 | Airplane Product Liability | | Other Fraud | | Vacate Sentence | | | |
| □ 450 Commerce/ICC Rates/etc. | | Negotiable Insurantent Recovery of | □ 320 | Assault, Libel & | | Truth in Lend Other Persons | | Habeas Corpus General | □ 730 Lab | itions no/Momt. | |
| □ 460 Deportation | [| Overpayment & | | Slaryler | | | | Death Penalty | | orting & | |
| 1470 Racketeer Influenced | i | Enforcement of | □ 330 | Fed. Employers' Leability | C: 385 | Property Dam | go 🗆 540 | | | tosure Ac | |
| and Compt | | Judgment | D 240 | Mariae | ana. | Product Liabi | | Other | (□ 240 Rai) | | ar Act |
| Organizations G-430 Consumer Credit | | Medicare Act Recovery of Defaulted | - | Marine Product | | ANKREETEV | | Prison Condition | ☐ 790 Othe | er Labot telion | |
| E 490 Cable/Sat TV | W 174 | Student Loan (Excl. | | Liability | 422 | 158 | | ORFERENCE | (2) 791 Emp | | c. |
| □ 810 Selective Service | | Veterana) | | Motor Vehicle Motor Vehicle | □ 423 | Withdrawal 2 | | PENALE IN 2 | Soci | urity Act | |
| □ 850 Securities/Commodities/ | □ 153 | | | Product Liability | 75-77-1-21 17-1-11-11-11-11-11-11-11-11-11-11-11-11 | USC 157 | 四 610 (25) | Agriculture | ZEROPE | C#WRIC | 1000 |
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| USC 3410 | ₽ 160 | Stockholders' Stills | C 362 | Injury Personal Injury- | | Employment | □ 625 | Drug Related | 28 840 Trac | lemack | |
| 7 890 Other Statutory Actions | IJ190 | Other Contract | | Med Malpractice | | Housing/Acco | | Seizure of | 96-S0 6 A | SEGER | 重数是 |
| □ 891 Agricultural Act | D 195 | Contract Product | □ 365 | Personal Injury- | L | mmodations | | Property 21 USC | | | |
| ☐ 892 Economic Stabilization Act | C 104 | Liabiluy Franchise | n 750 | Product Liability Ashestos Personal | | Weifare Aunerican with | | 881 Liquor Laws | □ 862 Blac | | |
| | 300 | EARPROPER INSTANT | U 366 | Injury Product | 3 443 | Disabilities - | | R.R. & Truck | (405 | | • |
| | | Laud Condomation | | Liability | _ | Employment | | Airline Regs | □ 864 SSII | -0.6 | Vī |
| 🖺 895 Freedom of Info. Act | □ 220 | Foreclosure | ASSD. | MIGRATION | 1 □ 446 | American wit | i ⊒660 | Occupational | □ 865 RSI | | |
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| Access to histing | | | □ 463 | Набезь Сотриз- | | | - 1 | | | | |
| Aucess to Justice D 950 Constitutionality of | 245 | Tors Product Liability All Other Real Property | | Alien Detained | | | 1 | | □ 871 IRS- | | |
| | 245 | Tors Product Liability | | | | Rights | | | □ 871 IRS- | | |

FOR OFFICE USE ONLY: Case Number:

AFTER COMPLETING THE FRONT SIDE OF FORM CV-71, COMPLETE THE INFORMATION REQUESTIBLE IV.

CV-71 (05/08)

CIVIL COVER SHEET

Page Lof 2

Courtesy www.iptrademarkattorney.com united states district court, central district of california civil cover sheet

| VIII(a). IDENTICAL CASES: Has If yes, list case number(s): | this action been pro | eviously filed in this court an | d dismissed, remanded or closed? 5√No □ Yes | | | |
|--|---|--|--|--|--|--|
| VIII(b). RELATED CASES: Have If yes, list case number(s): | any cases been pre | viously filed in this court tha | at are related to the present case? So No Yes | | | |
| □ C. I | Arise from the same Call for determinations For other reasons w | or closely related transaction on of the same or substantial could entail substantial duplic | ns, happenings, or events; or ly related or similar questions of law and fact; or ation of labor if heard by different judges; or , <u>and</u> one of the factors identified above in a, b or c also is present. | | | |
| IX. VENUE: (When completing the | | | | | | |
| (a) List the County in this District; C □ Check here if the government, its | California County o s agencies or emplo | utside of this District; State i yees is a named plaintiff. If | f other than California; or Foreign Country, in which EACH named plaintiff resides. this box is checked, go to item (b). | | | |
| County in this District:* | | | California County outside of this District; State, if other than California; or Foreign Country | | | |
| County of Orange | | | | | | |
| (b) List the County in this District; C ☐ Check here if the government, it | California County o s agencies or emplo | utside of this District; State i | if other than California; or Foreign Country, in which EACH named defendant resides. If this box is checked, go to item (c). | | | |
| County in this District:* | | | California County outside of this District; State, if other than California; or Foreign Country | | | |
| | | | State of Georgia | | | |
| (c) List the County in this District; C Note: In land condemnation ca | | | 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 | | | |
| County of Orange | | | | | | |
| * Los Angeles, Orange, San Bernar Note: In land condemnation cases, us | dino, Riverside, Ve | entura, Santa Barbara, or s | San Luis Obispo Counties | | | |
| X. SIGNATURE OF ATTORNEY (| | 1 Aft | Date December 11, 2008 | | | |
| Notice to Counsel/Parties: The | e CV-71 (JS-44) C | ved by the Judicial Conference | rmation contained herein neither replace nor supplement the filing and service of pleadings se of the United States in September 1974, is required pursuant to Local Rule 3-1 is not filed ting the civil docket sheet. (For more detailed instructions, see separate instructions sheet.) | | | |
| Key to Statistical codes relating to So | cial Security Cases: | | | | | |
| Nature of Suit Code | Abbreviation | Substantive Statement o | f Cause of Action | | | |
| 861 | НІА | All claims for health insur Also, include claims by he program. (42 U.S.C. 1933) | rance benefits (Medicare) under Title 18, Part A, of the Social Security Act, as amended. ospitals, skilled nursing facilities, etc., for certification as providers of services under the SFF(b)) | | | |
| 862 | BL | All claims for "Black Lun (30 U.S.C. 923) | ng" benefits under Title 4, Part B, of the Federal Coal Mine Health and Safety Act of 1969. | | | |
| 863 | DIWC | All claims filed by insured amended; plus all claims i | d workers for disability insurance benefits under Title 2 of the Social Security Act, as filed for child's insurance benefits based on disability. (42 U.S.C. 405(g)) | | | |
| 863 | DIWW | All claims filed for widow Act, as amended. (42 U.S | vs or widowers insurance benefits based on disability under Title 2 of the Social Security S.C. 405(g)) | | | |
| 864 | SSID | All claims for supplement Act, as amended. | tal security income payments based upon disability filed under Title 16 of the Social Security | | | |
| 865 | RSI | All claims for retirement (U.S.C. (g)) | (old age) and survivors benefits under Title 2 of the Social Security Act, as amended. (42 | | | |

| % AO 440 | (Rev. | S/G1) | Summors | iп | a Civil | Action |
|-----------------|-------|-------|---------|----|---------|--------|
| | | | | | | |

UNITED STATES DISTRICT COURT

Central District of California

SUREFIRE, LLC, a California limited liability company,

Plaintiff,

SUMMONS IN A CIVIL CASE

V.

ADVANCED ARMAMENT CORP., a Georgia corporation,

Defendant,

CASE NUMBER: SACV 08-1405 DOC(RNBx)

TO: (Name and address of Defendant)

ADVANCED ARMAMENT CORP. 1434 Hillcrest Road Norcress, GA 20093

YOU ARE HEREBY SUMMONED and required to serve on PLAINTIFF'S ATTORNEY (name and address)

Jonathan Hangartner, Esq. X-PATENTS, APC 5579 La Jolla Boulevard La Jella, California 92037

| an answer to the complaint which is served on you with this summons, within of this summons on you, exclusive of the day of service. If you fail to do so, judgment if for the relief domanded in the complaint. Any answer that you serve on the parties to Clerk of this Court within a reasonable period of time after service. | 20 by default to this actio | days after service will be taken against you n must be filed with the |
|--|-----------------------------------|---|
| manage of the same | | |

DATE

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(Āy) DEPUTY CLERK