

**IN THE UNITED STATES DISTRICT COURT  
FOR THE NORTHERN DISTRICT OF ILLINOIS  
EASTERN DIVISION**

FRIDABABY, LLC and DIPROSERVA  
MEDICAL AB,

Plaintiffs,

v.

THE PARTNERSHIPS and  
UNINCORPORATED ASSOCIATIONS  
IDENTIFIED ON SCHEDULE "A",

Defendants.

Case No. 24-cv-09189

**COMPLAINT**

Plaintiffs Fridababy, LLC and DiProServa Medical AB (together, "Plaintiff") hereby bring the present action against the Partnerships and Unincorporated Associations identified on Schedule A attached hereto (collectively, "Defendants") and allege as follows:

**I. JURISDICTION AND VENUE**

1. This Court has original subject matter jurisdiction over the claims in this action pursuant to the provisions of the Lanham Act, 15 U.S.C. § 1051, *et seq.*, 28 U.S.C. § 1338(a)-(b) and 28 U.S.C. § 1331.

2. Venue is proper in this Court pursuant to 28 U.S.C. § 1391, and this Court may properly exercise personal jurisdiction over Defendants since each of the Defendants directly targets business activities toward consumers in the United States, including Illinois, through at least the fully interactive e-commerce stores<sup>1</sup> operating under the seller aliases identified in Schedule A attached hereto (the "Seller Aliases"). Specifically, Defendants have targeted sales to

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<sup>1</sup> The e-commerce store URLs are listed on Schedule A hereto under the Online Marketplaces.

Illinois residents by setting up and operating e-commerce stores that target United States consumers using one or more Seller Aliases, offering shipping to the United States, including Illinois, accepting payment in U.S. dollars and/or funds from U.S. bank accounts, and, on information and belief, selling products using infringing and counterfeit versions of Plaintiff's federally registered trademarks to residents of Illinois. Each of the Defendants is committing tortious acts in Illinois, is engaging in interstate commerce, and has wrongfully caused Plaintiff substantial injury in the State of Illinois.

## II. INTRODUCTION

3. This action has been filed by Plaintiff to combat e-commerce store operators who trade upon Plaintiff's reputation and goodwill by offering for sale and/or selling unauthorized and unlicensed products, including baby care, personal care, pregnancy, post-partum, and other family wellness products, using infringing and counterfeit versions of Plaintiff's federally registered trademarks (the "Counterfeit Products"). Defendants create e-commerce stores operating under one or more Seller Aliases that are advertising, offering for sale, and selling Counterfeit Products to unknowing consumers. E-commerce stores operating under the Seller Aliases share unique identifiers, establishing a logical relationship between them and the Defendants' counterfeiting operation that arises out of the same transaction, occurrence, or series of transactions or occurrences. Defendants attempt to avoid and mitigate liability by operating under one or more Seller Aliases to conceal both their identities and the full scope and interworking of their counterfeiting operation. Plaintiff is forced to file this action to combat Defendants' counterfeiting of its federally registered trademarks, as well as to protect unknowing consumers from purchasing Counterfeit Products over the Internet. Plaintiff has been and continues to be irreparably damaged

through consumer confusion, dilution, and tarnishment of its valuable trademarks as a result of Defendants' actions and seeks injunctive and monetary relief.

### III. THE PARTIES

#### **Plaintiff**

4. Plaintiff Fridababy, LLC is a Delaware limited liability company with its headquarters at 82 NE 26th Street, Suite 102, Miami, Florida, 33137.

5. Plaintiff DiProServa Medical AB is a Swedish corporation with its headquarters at S:T Johannesgatan 2, Malmö, Sweden 21146. Plaintiff DiProServa Medical AB is a wholly-owned subsidiary of Plaintiff Fridababy, LLC.

6. Over the past decade, Plaintiff has become a leading innovator in the pregnancy, birth, infant, postpartum, and breastfeeding care industries. With its simple-yet-innovative solutions, Plaintiff is on a mission to prepare parents for the unfiltered realities of parenthood.

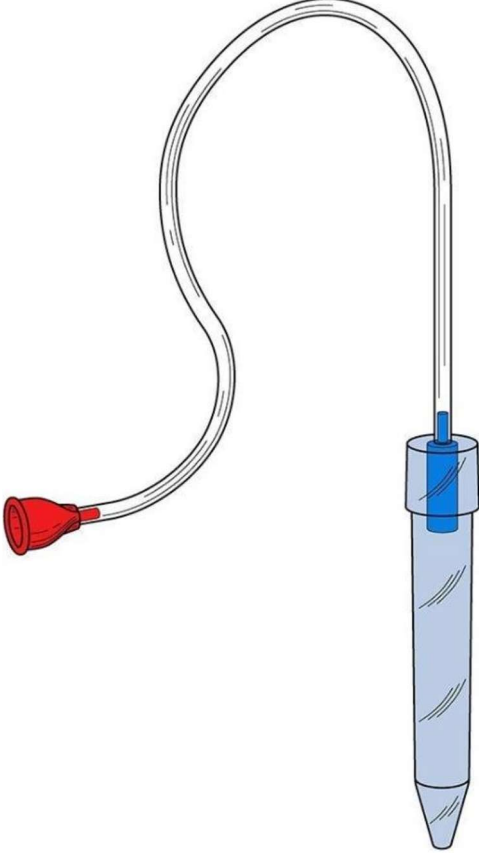
7. Since the launch of its fan favorite product, the NoseFrida, Plaintiff has innovated and launched dozens of baby care, personal care, pregnancy, post-partum, and other family wellness products (collectively, the "Frida Products"). Frida Products are distributed and sold directly by Plaintiff, and through authorized retailers internationally and throughout the United States, including in Illinois, through frida.com, online marketplaces like Amazon and Walmart, and brick and mortar retailers.

8. Plaintiff has amassed a cult-like following among consumers and its Frida Products have been widely recognized and praised by experts, and in the media by the likes of Good Housekeeping, Vogue, People Magazine, Business Insider, Cosmopolitan, The Oprah Network, New York Magazine, USA Today, Parents.com, and was recently named one of Time's Most Influential Companies on the Time100 Most Influential Companies 2024 list.

9. Plaintiff incorporates a variety of distinctive marks in the design of its various Frida Products, marketing, and packaging. As a result of its long-standing use, Plaintiff owns common law trademark rights in its trademarks. Many of Plaintiff's trademarks are also registered with the United States Patent and Trademark Office. Frida Products typically include at least one of its federally registered trademarks. Plaintiff uses its trademarks in connection with the marketing of the Frida Products, including the following federally registered marks, which are collectively referred to as the "FRIDA Trademarks."

Registration No.	Trademark
6,532,417 6,708,437 6,328,473 6,981,925 6,799,148 6,790,676	FRIDA
6,229,086 6,615,814 6,616,245 6,450,112 7,101,660 6,190,838 6,754,730 6,740,309 6,828,058	FRIDA MOM
6,747,293 6,548,348 6,218,342 6,548,350 6,274,402 6,310,872 6,218,343 6,615,961 6,840,024 6,284,580 6,284,581 5,155,772	FRIDA BABY
5,660,978	FRIDABABY FRIDABALLS
7,264,211	FRIDA FERTILITY

6,486,389	MEDIFRIDA
3,078,025	WINDI
5,023,736	THE FUSS STOPS HERE
6,919,511	SUCK IT, SNOT
7,114,956	FREE FARTS FAST!
6,502,421	SNOTSUCKER
6,777,635	FUSSBUSTERS
7,111,885	BE MOTHERHOOD PREPARED
7,111,886	SUPPORT YOUR NEED FOR PLAN C
6,079,861	GET YOUR VAGINA ON THE ROCKS
7,081,683	PUT THE BRUSHING BATTLE TO BED
5,919,743	SNIPPERCLIPPER
6,615,445	THIS KIT'S THE TITS
6,759,349 7,069,302	YOU NURSE YOUR BABY, WE'LL NURSE YOUR GIRLS
6,914,273	OH CR*P! CRADLE CAP
6,914,274	WASH ME GROW
6,486,387	NOSEFRIDA
6,502,423	FLAKEFIXER
6,079,858	A BIDET FOR YOUR VAJAY
6,080,026	THE GOWN FOR WHEN IT GOES DOWN
5,919,745	WHAT'S THE FUSS?
7,136,606	RELIEF FOR ALL THE PAIN IN THE BUMP
6,113,714	BOOGERS, BUTTS & BEYOND
7,196,880 6,615,444	LIVE YOUR BREAST LIFE
6,675,902	MOMWASHER
5,919,744	SKINSOOTHER
6,615,446	CALM THE FLAKE DOWN

6,080,036	TRUST US, YOUR VAGINA WILL THANK YOU
6,548,382	BE POSTPARTUM PREPARED
6,502,422	GASPASSER
7,232,929	

10. The above U.S. registrations for the FRIDA Trademarks are valid, subsisting, in full force and effect, and some are incontestable pursuant to 15 U.S.C. § 1065. The registrations for the FRIDA Trademarks constitute *prima facie* evidence of their validity and of Plaintiff's exclusive right to use the FRIDA Trademarks pursuant to 15 U.S.C. § 1057(b). The FRIDA Trademarks have been used exclusively and continuously by Plaintiff for many years, and have never been abandoned. True and correct copies of the United States Registration Certificates for the above-listed FRIDA Trademarks are attached hereto as **Exhibit 1**.

11. The FRIDA Trademarks are distinctive when applied to the Frida Products, signifying to the purchaser that the products come from Plaintiff and are manufactured to Plaintiff's quality standards. Plaintiff has ensured that products bearing the FRIDA Trademarks are manufactured to the highest quality standards.

12. The FRIDA Trademarks are widely recognized by the consuming public and have been continuously used and never abandoned. The innovative marketing and product designs of the Frida Products have enabled the Frida brand to achieve widespread recognition and fame and have made the FRIDA Trademarks some of the most well-known marks in the world for these types of products. The widespread fame, outstanding reputation, and significant goodwill associated with the Frida brand have made the FRIDA Trademarks valuable assets of Plaintiff.

13. Plaintiff has expended substantial time, money, and other resources in developing, advertising, and otherwise promoting the FRIDA Trademarks. In fact, Plaintiff has expended significant sums annually in advertising, promoting, and marketing featuring the FRIDA Trademarks. Frida Products have also been the subject of extensive unsolicited publicity resulting from their high quality, performance, and innovative design. As a result, products bearing the FRIDA Trademarks are widely recognized and exclusively associated by consumers, the public, and the trade as being high-quality products sourced from Plaintiff. Frida Products have become among the most popular of their kind in the U.S. and the world. The FRIDA Trademarks have achieved tremendous fame and recognition which has only added to the distinctiveness of the marks. As such, the goodwill associated with the FRIDA Trademarks is of incalculable and inestimable value to Plaintiff.

14. Frida Products are distributed and sold to consumers online through authorized retailers and via the frida.com website and online marketplaces. Sales of Frida Products via the

frida.com website and online marketplaces are significant. The frida.com website features proprietary content, images, and designs exclusive to Plaintiff.

### **The Defendants**

15. Defendants are individuals and business entities of unknown makeup who own and/or operate one or more of the e-commerce stores under at least the Seller Aliases identified on Schedule A and/or other seller aliases not yet known to Plaintiff. On information and belief, Defendants reside and/or operate in the People's Republic of China or other foreign jurisdictions with lax trademark enforcement systems, or redistribute products from the same or similar sources in those locations. Defendants have the capacity to be sued pursuant to Federal Rule of Civil Procedure 17(b).

16. On information and belief, Defendants, either individually or jointly, operate one or more e-commerce stores under the Seller Aliases listed in Schedule A attached hereto. Tactics used by Defendants to conceal their identities and the full scope of their operation make it virtually impossible for Plaintiff to learn Defendants' true identities and the exact interworking of their counterfeit network. If Defendants provide additional credible information regarding their identities, Plaintiff will take appropriate steps to amend the Complaint.

### **IV. DEFENDANTS' UNLAWFUL CONDUCT**

17. Plaintiff's success has resulted in significant counterfeiting of the FRIDA Trademarks. Consequently, Plaintiff has a worldwide anti-counterfeiting program and regularly investigates suspicious e-commerce stores identified in proactive Internet sweeps and reported by consumers. In recent years, Plaintiff has identified many fully interactive, e-commerce stores offering Counterfeit Products on online marketplace platforms such as Amazon, eBay, AliExpress, Alibaba, Wish.com, Walmart, Etsy, DHgate, and Temu, including the e-commerce stores operating under the Seller Aliases. The Seller Aliases target consumers in this Judicial District



and throughout the United States. According to a U.S. Customs and Border Protection (“CBP”) report, in 2021, CBP made over 27,000 seizures of goods with intellectual property rights (“IPR”) violations totaling over \$3.3 billion, an increase of \$2.0 billion from 2020. *Intellectual Property Rights Seizure Statistics, Fiscal Year 2021*, U.S. Customs and Border Protection, attached as **Exhibit 2**. Of the 27,000 in total IPR seizures, over 24,000 came through international mail and express courier services (as opposed to containers), most of which originated from China and Hong Kong. *Id.*

18. Counterfeits pose significant health and safety risks to consumers, especially for children’s and personal care products. *See* report on “Combating Trafficking in Counterfeit and Pirated Goods” prepared by the U.S. Department of Homeland Security’s Office of Strategy, Policy, and Plans (Jan. 24, 2020), attached as **Exhibit 3**, at 16-18 (discussing significant risks associated with counterfeit personal care goods). Counterfeit personal care products, such as the Counterfeit Products, often contain ingredients such as arsenic, mercury, aluminum, cadmium, or lead. Moreover, these products are often manufactured in unsanitary conditions, which further exacerbates the health and safety risks for children, who come into contact with these types of products. *See id.* at 18.

19. Third party service providers like those used by Defendants do not adequately subject new sellers to verification and confirmation of their identities, allowing counterfeiters to “routinely use false or inaccurate names and addresses when registering with these e-commerce platforms.” Daniel C.K. Chow, *Alibaba, Amazon, and Counterfeiting in the Age of the Internet*, 40 NW. J. INT’L L. & BUS. 157, 186 (2020), attached as **Exhibit 4**; *see also* report on “Combating Trafficking in Counterfeit and Pirated Goods” prepared by the U.S. Department of Homeland Security’s Office of Strategy, Policy, and Plans (Jan. 24, 2020), (**Exhibit 3**), and finding that on

“at least some e-commerce platforms, little identifying information is necessary for a counterfeiter to begin selling” and recommending that “[s]ignificantly enhanced vetting of third-party sellers” is necessary. Counterfeiters hedge against the risk of being caught and having their websites taken down from an e-commerce platform by preemptively establishing multiple virtual store-fronts. **Exhibit 3** at 22. Since platforms generally do not require a seller on a third-party marketplace to identify the underlying business entity, counterfeiters can have many different profiles that can appear unrelated even though they are commonly owned and operated. **Exhibit 3** at 39. Further, “E-commerce platforms create bureaucratic or technical hurdles in helping brand owners to locate or identify sources of counterfeits and counterfeiters.” **Exhibit 4** at 186-87.

20. Defendants have targeted sales to Illinois residents by setting up and operating e-commerce stores that target United States consumers using one or more Seller Aliases, offering shipping to the United States, including Illinois, accepting payment in U.S. dollars and/or funds from U.S. bank accounts, and, on information and belief, selling Counterfeit Products to residents of Illinois.

21. Defendants concurrently employ and benefit from substantially similar advertising and marketing strategies. For example, Defendants facilitate sales by designing the e-commerce stores operating under the Seller Aliases so that they appear to unknowing consumers to be authorized online retailers, outlet stores, or wholesalers. E-commerce stores operating under the Seller Aliases look sophisticated and accept payment in U.S. dollars and/or funds from U.S. bank accounts via credit cards, Alipay, Amazon Pay, and/or PayPal. E-commerce stores operating under the Seller Aliases often include content and images that make it very difficult for consumers to distinguish such stores from an authorized retailer. Plaintiff has not licensed or authorized

Defendants to use the FRIDA Trademarks, and none of the Defendants are authorized retailers of genuine Frida Products.

22. Many Defendants also deceive unknowing consumers by using the FRIDA Trademarks without authorization within the content, text, and/or meta tags of their e-commerce stores to attract various search engines crawling the Internet looking for websites relevant to consumer searches for Frida Products. Other e-commerce stores operating under the Seller Aliases omit using FRIDA Trademarks in the item title to evade enforcement efforts while using strategic item titles and descriptions that will trigger their listings when consumers are searching for Frida Products.

23. E-commerce store operators like Defendants commonly engage in fraudulent conduct when registering the Seller Aliases by providing false, misleading and/or incomplete information to e-commerce platforms to prevent discovery of their true identities and the scope of their e-commerce operation.

24. E-commerce store operators like Defendants regularly register or acquire new seller aliases for the purpose of offering for sale and selling Counterfeit Products. Such seller alias registration patterns are one of many common tactics used by e-commerce store operators like Defendants to conceal their identities and the full scope and interworking of their counterfeiting operation, and to avoid being shut down.

25. Even though Defendants operate under multiple fictitious aliases, the e-commerce stores operating under the Seller Aliases often share unique identifiers, such as templates with common design elements that intentionally omit any contact information or other information for identifying Defendants or other seller aliases they operate or use. E-commerce stores operating under the Seller Aliases include other notable common features such as use of the same registration

patterns, accepted payment methods, check-out methods, keywords, advertising tactics, similarities in price and quantities, the same incorrect grammar and misspellings, and/or the use of the same text and images. Additionally, Counterfeit Products for sale by the Seller Aliases bear similar irregularities and indicia of being counterfeit to one another, suggesting that the Counterfeit Products were manufactured by and come from a common source and that Defendants are interrelated.

26. E-commerce store operators like Defendants are in constant communication with each other and regularly participate in QQ.com chat rooms and through websites such as sellerdefense.cn and kuajingvs.com regarding tactics for operating multiple accounts and evading detection, pending litigation, and potential new lawsuits.

27. Counterfeiters such as Defendants typically operate under multiple seller aliases and payment accounts so that they can continue operation in spite of Plaintiff's enforcement. E-commerce store operators like Defendants maintain off-shore bank accounts and regularly move funds from their financial accounts to off-shore accounts outside the jurisdiction of this Court to avoid payment of any monetary judgment awarded to Plaintiff. Indeed, analysis of financial account transaction logs from previous similar cases indicates that off-shore counterfeiters regularly move funds from U.S.-based financial accounts to off-shore accounts outside the jurisdiction of this Court.

28. Defendants are working in active concert to knowingly and willfully manufacture, import, distribute, offer for sale, and sell Counterfeit Products in the same transaction, occurrence, or series of transactions or occurrences. Defendants, without any authorization or license from Plaintiff, have jointly and severally, knowingly and willfully used and continue to use the FRIDA

Trademarks in connection with the advertisement, distribution, offering for sale, and sale of Counterfeit Products into the United States and Illinois over the Internet.

29. Defendants' unauthorized use of the FRIDA Trademarks in connection with the advertising, distribution, offering for sale, and sale of Counterfeit Products, including the sale of Counterfeit Products into the United States, including Illinois, is likely to cause and has caused confusion, mistake, and deception by and among consumers and is irreparably harming Plaintiff.

**COUNT I**  
**TRADEMARK INFRINGEMENT AND COUNTERFEITING (15 U.S.C. § 1114)**

30. Plaintiff hereby re-alleges and incorporates by reference the allegations set forth in the preceding paragraphs.

31. This is a trademark infringement action against Defendants based on their unauthorized use in commerce of counterfeit imitations of the federally registered FRIDA Trademarks in connection with the sale, offering for sale, distribution, and/or advertising of infringing goods. The FRIDA Trademarks are highly distinctive marks. Consumers have come to expect the highest quality from Frida Products offered, sold, or marketed under the FRIDA Trademarks.

32. Defendants have sold, offered to sell, marketed, distributed, and advertised, and are still selling, offering to sell, marketing, distributing, and advertising products using counterfeit reproductions of the FRIDA Trademarks without Plaintiff's permission.

33. Plaintiff is the exclusive owner of the FRIDA Trademarks. Plaintiff's United States Registrations for the FRIDA Trademarks (**Exhibit 1**) are in full force and effect. On information and belief, Defendants have knowledge of Plaintiff's rights in the FRIDA Trademarks and are willfully infringing and intentionally using counterfeits of the FRIDA Trademarks. Defendants' willful, intentional, and unauthorized use of the FRIDA Trademarks is likely to cause and is

causing confusion, mistake, and deception as to the origin and quality of the Counterfeit Products among the general public.

34. Defendants' activities constitute willful trademark infringement and counterfeiting under Section 32 of the Lanham Act, 15 U.S.C. § 1114.

35. Plaintiff has no adequate remedy at law, and if Defendants' actions are not enjoined, Plaintiff will continue to suffer irreparable harm to its reputation and the goodwill of its well-known FRIDA Trademarks.

36. The injuries and damages sustained by Plaintiff have been directly and proximately caused by Defendants' wrongful reproduction, use, advertisement, promotion, offering to sell, and sale of Counterfeit Products.

**COUNT II**  
**FALSE DESIGNATION OF ORIGIN (15 U.S.C. § 1125(a))**

37. Plaintiff hereby re-alleges and incorporates by reference the allegations set forth in the preceding paragraphs.

38. Defendants' promotion, marketing, offering for sale, and sale of Counterfeit Products has created and is creating a likelihood of confusion, mistake, and deception among the general public as to the affiliation, connection, or association with Plaintiff or the origin, sponsorship, or approval of Defendants' Counterfeit Products by Plaintiff.

39. By using the FRIDA Trademarks in connection with the sale of Counterfeit Products, Defendants create a false designation of origin and a misleading representation of fact as to the origin and sponsorship of the Counterfeit Products.

40. Defendants' false designation of origin and misrepresentation of fact as to the origin and/or sponsorship of the Counterfeit Products to the general public involves the use of counterfeit marks and is a willful violation of Section 43 of the Lanham Act, 15 U.S.C. § 1125.

41. Plaintiff has no adequate remedy at law and, if Defendants' actions are not enjoined, Plaintiff will continue to suffer irreparable harm to its reputation and the goodwill of its brand.

**PRAYER FOR RELIEF**

WHEREFORE, Plaintiff prays for judgment against Defendants as follows:

- 1) That Defendants, their affiliates, officers, agents, servants, employees, attorneys, confederates, and all persons acting for, with, by, through, under, or in active concert with them be temporarily, preliminarily, and permanently enjoined and restrained from:
  - a. using the FRIDA Trademarks or any reproductions, counterfeit copies, or colorable imitations thereof in any manner in connection with the distribution, marketing, advertising, offering for sale, or sale of any product that is not a genuine Frida Product or is not authorized by Plaintiff to be sold in connection with the FRIDA Trademarks;
  - b. passing off, inducing, or enabling others to sell or pass off any product as a genuine Frida Product or any other product produced by Plaintiff that is not Plaintiff's or not produced under the authorization, control, or supervision of Plaintiff and approved by Plaintiff for sale under the FRIDA Trademarks;
  - c. committing any acts calculated to cause consumers to believe that Defendants' Counterfeit Products are those sold under the authorization, control or supervision of Plaintiff, or are sponsored by, approved by, or otherwise connected with Plaintiff;
  - d. further infringing the FRIDA Trademarks and damaging Plaintiff's goodwill; and
  - e. manufacturing, shipping, delivering, holding for sale, transferring or otherwise moving, storing, distributing, returning, or otherwise disposing of, in any manner, products or inventory not manufactured by or for Plaintiff, nor authorized by Plaintiff to be sold or

- offered for sale, and which bear any of Plaintiff's trademarks, including the FRIDA Trademarks, or any reproductions, counterfeit copies, or colorable imitations thereof;
- 2) Entry of an Order that, upon Plaintiff's request, those with notice of the injunction, including, without limitation, any online marketplace platforms such as eBay, AliExpress, Alibaba, Amazon, Wish.com, Walmart, Etsy, Temu, and DHgate (collectively, the "Third Party Providers") shall disable and cease displaying any advertisements used by or associated with Defendants in connection with the sale of counterfeit and infringing goods using the FRIDA Trademarks;
  - 3) That Defendants account for and pay to Plaintiff all profits realized by Defendants by reason of Defendants' unlawful acts herein alleged, and that the amount of damages for infringement of the FRIDA Trademarks be increased by a sum not exceeding three times the amount thereof as provided by 15 U.S.C. § 1117;
  - 4) In the alternative, that Plaintiff be awarded statutory damages for willful trademark counterfeiting pursuant to 15 U.S.C. § 1117(c)(2) of \$2,000,000 for each and every use of the FRIDA Trademarks;
  - 5) That Plaintiff be awarded its reasonable attorneys' fees and costs; and
  - 6) Award any and all other relief that this Court deems just and proper.



Dated this 30th day of September 2024.

Respectfully submitted,

/s/ Justin R. Gaudio

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