

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

HONG KONG YU'EN E-COMMERCE CO.  
LIMITED,

Plaintiff,

v.

THE INDIVIDUALS, CORPORATIONS,  
LIMITED LIABILITY COMPANIES,  
PARTNERSHIPS AND UNINCORPORATED  
ASSOCIATIONS IDENTIFIED IN  
SCHEDULE "A" HERETO,

Defendants.

**Case No. 1:25-cv-12132-MFK-MV**

**Honorable Matthew F. Kennelly**

**Magistrate Maria Valdez**

**PLAINTIFF'S RENEWED MOTION FOR ENTRY OF DEFAULT AND  
DEFAULT JUDGMENT AGAINST DEFENDANT**

Plaintiff Hong Kong Yu'En E-Commerce Co. Ltd. ("Plaintiff") hereby moves for entry of Default and Default Judgment against Defendant 8, MELYUM; as identified by Defendant number and name in Schedule A and attached hereto. Plaintiff files herewith a Memorandum of Law in support, Declaration of Joseph W. Droter, and accompanying Exhibit. Plaintiff has specifically excluded from its request for entry of default and default judgment against Defendant 10, Floerns, who has appeared. All other Defendants have been dismissed.

DATED: January 15, 2026

Respectfully submitted,

By: /s/ Joseph W. Droter  
Joseph W. Droter (Bar No. 6329630)  
**BAYRAMOGLU LAW OFFICES LLC**  
233 S. Wacker Drive, 44th Floor, #57  
Chicago, IL 60606  
Tel: (702) 462-5973 | Fax: (702) 553-3404  
joseph@bayramoglu-legal.com  
*Counsel for Plaintiff*

**SCHEDULE A**

<b>Defendant No.</b>	<b>Seller Name/Alias</b>	<b>Link to Seller's Site</b>
<b>1</b>	<del>2025 Spring Summer Sale</del>	DISMISSED 12/15/25 Dkt. No. 43
<b>2</b>	<del>CuckooVerse</del>	DISMISSED 1/2/26 Dkt. No. 48
<b>3</b>	<del>★★★★★PETCDIM</del>	DISMISSED 12/1/25 Dkt. No. 37
<b>4</b>	<del>Preppy Clothes Clearance Sale ★★★★★</del>	DISMISSED 12/15/25 Dkt. No. 43
<b>5</b>	<del>★★★★★yaoeye Boutique Clothing Specialty Store</del>	DISMISSED 1/2/26 Dkt. No. 48
<b>6</b>	<del>SYHISHERE</del>	DISMISSED 1/2/26 Dkt. No. 48
<b>7</b>	<del>PinkQueen</del>	DISMISSED 12/15/25 Dkt. No. 43
<b>8</b>	MELYUM	<a href="https://www.amazon.com/sp?ie=UTF8&amp;seller=A2IN4TW9XYZTHI&amp;asin=B0CWR58NBB&amp;ref=dp_merchant_link&amp;isAmazonFulfilled=1">https://www.amazon.com/sp?ie=UTF8&amp;seller=A2IN4TW9XYZTHI&amp;asin=B0CWR58NBB&amp;ref=dp_merchant_link&amp;isAmazonFulfilled=1</a>
<b>9</b>	<del>ZAFUL Rongjor</del>	DISMISSED 11/17/25 Dkt. 30
<b>10</b>	<del>Floerns</del>	Excluded from this Motion
<b>11</b>	<del>Jolefile</del>	DISMISSED 1/2/26 Dkt. 48

**CERTIFICATE OF SERVICE**

I hereby certify that on the 15th day of January 2026, I electronically filed the foregoing document with the clerk of the court for the U.S. District Court, Northern District of Illinois, Eastern Division, using the electronic case filing system. The electronic case filing system sent a “Notice of Electronic Filing” to the attorneys of record who have consented in writing to accept this Notice as service of this document by electronic means. Notice of this filing is provided to unrepresented parties for whom contact information has been provided via email and by posting the filing on a URL contained on our website <http://blointernetenforcement.com>, and distributed to e-commerce platform, Amazon.

By: /s/ Joseph W. Droter  
Joseph W. Droter (Bar No. 6329630)

<b>Store Name</b>	<b>Seller ID</b>	<b>Email</b>
MELYUM	A2IN4TW9XYZTHI	<a href="mailto:jjniexihua@outlook.com">jjniexihua@outlook.com</a>

**IN THE UNITED STATES DISTRICT COURT  
FOR THE NORTHERN DISTRICT OF ILLINOIS  
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HONG KONG YU'EN E-COMMERCE CO.  
LIMITED,

Plaintiff,

v.

THE INDIVIDUALS, CORPORATIONS,  
LIMITED LIABILITY COMPANIES,  
PARTNERSHIPS AND UNINCORPORATED  
ASSOCIATIONS IDENTIFIED IN  
SCHEDULE "A" HERETO,

Defendants.

**Case No. 1:25-cv-12132-MFK-MV**

**Honorable Matthew F. Kennelly**

**Magistrate Maria Valdez**

**PLAINTIFF'S MEMORANDUM OF LAW IN SUPPORT OF RENEWED MOTION  
FOR ENTRY OF DEFAULT AND DEFAULT JUDGMENT AGAINST DEFENDANT**

Plaintiff Hong Kong Yu'En E-Commerce Co. Limited ("Plaintiff") hereby submits this Memorandum of Law in support of its Renewed Motion for Entry of Default and Default Judgment (the "Motion") pursuant to Federal Rule of Civil Procedure 55 ("Rule 55") against Defendant No. 8, MEYLUM (the "Defaulting Defendant" or "Defendant"). Plaintiff's Renewed Motion is made and based upon this Memorandum of Law, the Joseph W. Droter Declaration ("Droter Declaration"), the papers and pleadings on file in this action, and any argument of counsel the Court may entertain. Plaintiff has specifically excluded from its request for entry of default and default judgment against Defendant 10, Floerns, who has appeared. All other Defendants have been dismissed.

**I. INTRODUCTION**

Plaintiff's request for entry of default is straightforward, the Court authorized electronic service of process on the Defendants via email along with issuing a Temporary Restraining Order

(the “TRO”) in this matter on October 23, 2025 [Dkt. Nos. 22 and 23]. Plaintiff effectuated service on Defendant 8, MEYLUM, and filed a Return of Service on November 25, 2025 [Dkt. No. 34]. As set forth in the docket entry for the Return of Service, a response to Plaintiff’s operative Complaint was due on or before December 16, 2025, for Defendant 8, MEYLUM.

Pursuant to Federal Rule of Civil Procedure 12(a)(1)(A) (“Rule 12(a)(1)(A)”), the Defaulting Defendant had twenty-one (21) days to answer or otherwise respond to Plaintiff’s Complaint in this action. As of the filing of this Motion, more than fifty (50) days have expired since electronic service was effectuated on the Defendant (Droter Decl. ¶ 4.) To date, the Defaulting Defendant has not answered or otherwise responded to Plaintiff’s Complaint. (*Id.*) Accordingly, the Clerk of the Court is compelled to enter default pursuant to Rule 55(a) against the Defaulting Defendant.

Pursuant to Rule 55(b)(2), Plaintiff now also respectfully moves this Court for entry of a default judgment finding the Defaulting Defendant liable on all counts asserted in Plaintiff’s Complaint. [Dkt. No. 1]. These asserted counts include claims for Trademark Infringement and Counterfeiting (Count I), and Unfair Competition (Count II), False Designation of Origin (Count III), and violation of the Illinois Uniform Deceptive Trade Practices Act (the “Uniform Deceptive Trade Practices Act”) (Count IV).

In connection with its asserted claims for relief, Plaintiff seeks an award of statutory damages pursuant to 15 U.S.C. § 1117(c) against the Defaulting Defendant, which should be enhanced, for their willful infringement of the MODLILY Trademark, as shown in United States Registration Certificate, 5,994,759 (the “Brand Trademark”). Plaintiff additionally requests the Court issue a permanent injunction against the Defaulting Defendant. *See* 15 U.S.C. § 1116(d).

Alternatively, Plaintiff requests issuance of a permanent injunction based on the Defaulting Defendant's willful violation of the Uniform Deceptive Trade Practices Act.

As alleged in the Complaint, the Defaulting Defendant has offered for sale and/or sold counterfeit products, including clothing and other merchandise, through the unauthorized use of the MODLILY Brand Trademark (the "Counterfeit Products") on the Amazon.com online sales platform (the "Platform") to market and sell counterfeit products resembling Plaintiff's authentic MODLILY brand products, thereby deceiving public consumers as to the quality, nature, and source of goods being purchased. [Dkt. No. 1]. Moreover, the Defaulting Defendant is alleged to be operating as part of a coordinated, sophisticated counterfeit product network that utilizes a common supply chain and manufacturing source to fulfill consumer orders for counterfeit MODLILY brand products. These circumstances clearly demonstrate the Defaulting Defendant has willfully and intentionally infringed Plaintiff's Brand Trademark, thereby supporting Plaintiff's request for enhanced statutory damages.

Procedurally, Rule 55(b)(2) provides for a court-ordered default judgment which establishes, as a matter of law, that defendants are liable to plaintiff on each cause of action alleged in the complaint. *United States v. Di Mucci*, 879 F.2d 1488, 1497 (7th Cir. 1989). When the Court determines that a defendant is in default, the factual allegations of the complaint are taken as true and may not be challenged, and the defendants are liable as a matter of law as to each cause of action alleged in the complaint. *Black v. Lane*, 22 F.3d 1395, 1399 (7th Cir. 1994). Plaintiff meets the requirements for entry of the requested default judgment under Rule 55(b)(2).

## **II. ARGUMENT**

### **A. Jurisdiction And Venue Are Proper in This Court**

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. [Dkt. No. 1] Venue is proper in this Court pursuant to 28 U.S.C. § 1391, and this Court may properly exercise personal jurisdiction over Defendant since the Defendant directly targets business activities toward consumers in Illinois and causes harm to Plaintiff's business within this judicial district. [*Id.*]; *see also uBID, Inc. v. GoDaddy Grp., Inc.*, 623 F.3d 421, 423-24 (7th Cir. 2010) (without benefit of an evidentiary hearing, plaintiff bears only the burden of making a prima facie case for personal jurisdiction; all of plaintiff's asserted facts should be accepted as true and any factual determinations should be resolved in its favor).

In addition to the foregoing, the Court has determined that it can properly exercise specific personal jurisdiction over the Defendant, in issuing the TRO on October 23, 2025 [Dkt. No. 23]. Moreover, the Court additionally issued a Preliminary Injunction against Defendant 8, MEYLUM, on December 8, 2025, further solidifying this determination. [Dkt. No. 39]. Accordingly, it is unquestionable that the Defaulting Defendant is subject to personal jurisdiction in this action.

**B. Plaintiff Has Met the Requirements for Entry of Default Under Rule 55(A)**

Pursuant to Rule 55(a), “when a party against whom a judgment for affirmative relief is sought has failed to plead or otherwise defend, and that failure is shown by affidavit or otherwise, the clerk must enter the party's default.” Fed. R. Civ. P. 55(a). Plaintiff clearly meets these requirements.

On October 3, 2025, Plaintiff filed its Complaint in this action alleging, among other claims, Trademark Infringement and Counterfeiting (Count I), and Unfair Competition (Count II), False Designation of Origin (Count III), and violation of the Illinois Uniform Deceptive Trade Practices Act (the “Uniform Deceptive Trade Practices Act”) (Count IV) as asserted in Plaintiff's Complaint. [Dkt. No. 1]. Defendant 8, MEYLUM, was properly served with the Complaint, TRO, all supporting documents via electronic service on November 25, 2025 [Dkt. No. 34]. Specifically,

a response to Plaintiff's operative Complaint was due on or before December 16, 2025, for Defendant 8 [*Id.*] As such, the Defaulting Defendant had twenty-one (21) days to answer or otherwise respond to Plaintiff's complaint pursuant to Rule 12(a)(1)(A). As of the filing of this Motion, more than fifty (50) days have expired since electronic service was effectuated on the Defendant, that is the subject of Plaintiff's Motion. (Droter Decl. ¶ 4.) To date, the Defaulting Defendant has not answered or otherwise responded to Plaintiff's Complaint. (*Id.*) Accordingly, the Clerk of the Court is compelled to enter default and default judgment pursuant to Rule 55 against the Defaulting Defendant.

**C. Plaintiff is Entitled to Entry of the Requested Default Judgment.**

Rule 55(b)(2) of the Federal Rules of Civil Procedure generally provides for entry of a court-ordered default judgment against one or more defending parties that failure to appear, answer, and/or defend allegations asserted against them. Fed.R.Civ.P. 55(b)(2). A default judgment establishes, as a matter of law, that named, unresponsive; defendants are liable on each cause of action alleged against them in the complaint. *Di Mucci*, 879 F.2d at 1497. When a court determines that a defendant is in default, the factual allegations of the complaint are taken as true and may not be challenged, and the defendants are liable as a matter of law as to each cause of action alleged in the complaint upon entry of default judgment. *Black*, 22 F.3d at 1399.

More than twenty-one (21) days have passed since Defendant was served, and no answer or other responsive pleading has been filed by the Defaulting Defendant. *See* Fed. R. Civ. P. 12(a)(1)(A). Thus, default judgment is appropriate, and Plaintiff is entitled to entry of a default judgment pursuant to Rule 55(b)(2) against the Defaulting Defendant for Trademark Infringement and Counterfeiting, Unfair Competition, False Designation of Origin, and violation of the Uniform Deceptive Trade Practice Act as asserted in the Complaint. [Dkt. No. 1 at ¶ 68-111]

As argued below, Plaintiff is entitled to the following remedies through the issuance of a default judgment against the Defaulting Defendant: (1) an award of statutory damages pursuant to 15 U.S.C. § 1117(c)(1); (2) an award of enhanced statutory damages for willful infringement pursuant to 15 U.S.C. § 1117(c)(2); (3) entry of a permanent injunction pursuant to 15 U.S.C. § 1116(d); and (4) alternatively, entry of a permanent injunction pursuant to 815 ILCS § 510/3.

**D. Plaintiff is Entitled to the Relief Requested.**

Through entry of default, Plaintiff has established that the Defaulting Defendant: (1) is liable for intentionally and willfully infringing the Brand Trademark; and (2) liable for Unfair Competition, (3) liable for False Designation of Origin, and (4) has willfully violated the Uniform Deceptive Trade Practices Act. As such, the only the following issues remain to be adjudicated through the Motion: (1) Plaintiff's entitlement to an award of statutory damages for infringement of the Brand Trademark; (2) Plaintiff's request that any statutory damage award be enhanced based on the Defaulting Defendant's willful trademark infringement; and (3) Plaintiff's right to issuance of a permanent injunction against the Defaulting Defendant. Plaintiff asserts that it is entitled to all relief requested through its Motion.

**1. *Plaintiff is entitled to statutory damages under 15 U.S.C. § 1117(c).***

Turning first to the request for an award of statutory damages under 15 U.S.C. § 1117(c) against the Defaulting Defendant. Plaintiff is entitled to such relief for the Defaulting Defendant's infringement of Plaintiff's Brand Trademark, which it maintains was done willfully and intentionally.

Pursuant to the statutory damages provision of the Lanham Act, 15 U.S.C. § 1117(c), a plaintiff in a case involving the use of a counterfeit mark may elect to receive "not less than \$1,000 or more than \$200,000 per counterfeit mark per type of goods or services sold, offered for sale, or

distributed, as the court considers just.” 15 U.S.C. § 1117(c)(1). When the counterfeiting is found to be willful, 15 U.S.C. § 1117(c)(2) provides for statutory damages of up to “\$2,000,000 per counterfeit mark per type of goods or services sold, offered for sale, or distributed, as the court considers just.” 15 U.S.C. § 1117(c)(2). “[S]tatutory damages have been held to be appropriate on a motion for default judgment because the defaulting party has the information needed to prove actual damages.” *White v. Marshall*, 771 F.Supp.2d 952, 956 (E.D. Wis. 2011); *see also Wondie v. Mekuria*, 742 F.Supp.2d 118, 124-25 (D.D.C. 2010); *Lifted Research Grp., Inc. v. Behdad, Inc.*, 591 F.Supp.2d 3, 8 (D.D.C. 2008).

Although 15 U.S.C. § 1117(c) contains the dollar range for possible statutory damage awards, the only guidance provided by the statute for how to determine a damage award within the statutory dollar range is “as the court considers just.” 15 U.S.C. § 1117(c). Courts interpreting 15 U.S.C. § 1117(c) have analogized case law applying the statutory damage provision of the Copyright Act contained in 17 U.S.C. § 504(c). *See Lorillard Tobacco Co.*, 2004 U.S. Dist. LEXIS 22563, \*10; *Sara Lee v. Bags of New York, Inc.*, 36 F. Supp. 2d 161, 166 (S.D.N.Y. 1999). In *Sara Lee*, 36 F. Supp. 2d at 170, the court awarded statutory damages in the amount of \$750,000 after estimating the defendants' ill-gotten gains and trebling them to "deter and punish a willful continuous course of infringements and defiance of the judicial process." The *Sara Lee* analysis included seven factors: (1) the profits made by the defendants; (2) the revenues lost by plaintiff; (3) the value of the mark; (4) the deterrent effect on others; (5) whether the conduct was innocent or willful; (6) whether a defendant has cooperated in providing records; and (7) the deterrent effect on the defendant.

First, the Defaulting Defendant was provided with notice of these proceedings and, apparently, intentionally elected not to appear and defend. (Droter Decl. ¶ 7). As a result of the

Defaulting Defendant's intentional decision not to appear and defend this action, Plaintiff has been deprived of a meaningful opportunity to assess the true nature of its actual damages. (*Id.*).

In addition, Plaintiff's Brand has long been among the most popular women's clothing brands worldwide and has been heavily promoted and advertised at substantial cost. [Dkt. 14-1 ¶ 11.] This includes spending over \$10,000,000 annually to advertise and promote its Modlily brand in the United States. [*Id.*] These advertising efforts have enabled the Plaintiff to generate annual gross revenues exceeding \$25,000,000 from U.S. sales, including over \$1,500,000 in gross sales revenue from Illinois. [*Id.*]

Lastly, a significant consideration should be whether infringing sales were made over the Internet, the rationale being that sales over the Internet increase the amount of an award because use of the Internet made the infringement widely available. The lack of information regarding Defaulting Defendant's sales and profits makes statutory damages particularly appropriate for default cases like the instant case. *See Petmed Express, Inc. v. medpets.com, Inc.*, 336 F. Supp. 2d 1213, 1220 (S.D. Fla. 2004). Likewise, Courts have recognized that statutory damages should be awarded without requiring an evidentiary hearing. *See Lorillard Tobacco Co. v. Montrose Wholesale Candies & Sundries, Inc.*, 2008 U.S. Dist. LEXIS 31761, \*11 (N.D. Ill. Apr. 17, 2008.)

**2. Plaintiff is entitled to enhanced statutory damages.**

Next, the circumstances of the Defaulting Defendant's infringement clearly support awarding an enhanced statutory damage award of, at least, treble damages against them. Simply put, the Defaulting Defendant's infringing conduct in this action is unquestionably willful, thereby justifying enhanced damages under 15 U.S.C. § 1117(e).

It is without question that the Defaulting Defendant has engaged in the intentional misappropriation and unauthorized use of the Brand Trademark. (Droter Decl. ¶¶ 8, 10-11.)

“Willful infringement may be attributed to the defendant’s actions where he had knowledge that his conduct constituted infringement or where he showed a reckless disregard for the owner’s rights.” *Lorillard Tobacco Co. v. S & M Cent. Serv. Corp.*, 2004 LEXIS 22563, \*19-20 (N.D. Ill. Feb. 25, 2005). As such, knowledge need not be proven directly, but can be inferred from a defendant’s conduct. *Id.* at 20. Moreover, the Defaulting Defendant has clearly been operating its online stores using the misappropriated Brand Trademark through a sophisticated counterfeit network utilizing a highly developed supply chain capable of supplying thousands of knockoff products featuring an array of Plaintiff’s textile patterns and designs that could not otherwise be accomplished on an individual basis. (Droter Decl. ¶¶ 8, 10-11.)

Finally, District Courts have deemed counterfeiting willful when defendants default. *See Estee Lauder Cosmetics Ltd. & Make-up Art Cosmetics Inc. v. Ali-Beauties Store Store, et al.*, No. 1:19-cv-04579 (N.D. Ill. Sept. 12, 2019) (unpublished) (Dkt. No. 49); *Bose Corp. v. Amilineinc, et al.*, No. 1:19-cv-05347 (N.D. Ill. Oct. 9, 2019) (unpublished) (Dkt No. 44); *Eye Safety Systems, Inc. v. ICN7085, et al.*, No. 1:19-cv-06005 (N.D. Ill. Nov. 19, 2019) (unpublished) (Dkt No. 49); *Levi Strauss & Co. v. Acinth Girl Hy Store, et al.*, No. 1:19-cv-06200 (N.D. Ill. Nov. 19, 2019) (unpublished) (Dkt. No. 48).

In similar cases involving willful Internet-based counterfeiting, Courts in this district have awarded significant damages, including up to the maximum provided by law, to the plaintiff to serve the purposes of: (1) deterring the defendant and others situated like him from bringing into commerce counterfeit goods, (2) compensating the plaintiff for damages caused by defendant’s infringement, and (3) punishing the defendant appropriately for his counterfeiting activities. *See, e.g., Burberry Limited, et al. v. The Partnerships And Unincorporated Associations Identified On Schedule “A”*, No. 1:14-cv-04824 (N.D. Ill. Sep. 25, 2014) (unpublished) (Docket No. 38)

(awarding \$2,000,000 in statutory damages per defendant); *Calvin Klein Trademark Trust et al. v. Chen Xiao Dong, et al.*, No. 15-cv-2224 (N.D. Ill. May 12, 2015) (unpublished) (Docket No. 45) (awarding \$2,000,000 in statutory damages per defendant.)

Courts in this district have also considered the significant value of a plaintiff's brand and the efforts taken to protect, promote and enhance that brand in determining the appropriate dollar figure for the award. *Lorillard Tobacco Co.*, 2004 U.S. Dist. LEXIS 22563, \*16. Given the Court's clear discretion in determining the appropriate amount of the statutory damages award within the statutory limits of 15 U.S.C. § 1117(c), Plaintiff respectfully request the Court's entry of an award of one hundred thousand dollars (\$100,000).

Additionally, the remedy imposed under the statute must provide a sufficient deterrent effect to ensure that the guilty party will not engage in further infringing conduct. *Sands, Taylor & Wood v. Quaker Oats Co.*, 34 F.3d 1340, 1348 (7th Cir. 1994). For example, in *Phillip Morris USA Inc. v. Marlboro Express*, the Court stated that due to "the size of the potential profit given the quantities of [counterfeit goods] involved, and the need for a substantial deterrent to future misconduct by defendants and other counterfeit traffickers ... plaintiff is entitled to the maximum statutory award under 15 U.S.C. § 1117(c)(2)." 2005 U.S. Dist. LEXIS 40359, \*28 (E.D.N.Y. Aug. 26, 2005).

Finally, in determining an appropriate damage award, this Court should be guided by the *Lorillard* case and consider the "significant value of [the Plaintiff] brand and the efforts taken to protect, promote and enhance that brand." *Lorillard Tobacco Co.*, 2004 U.S. Dist. LEXIS 22563, \*16. Thus, Plaintiff's request for statutory damages award of one hundred thousand dollars (\$100,000) should be given favorable consideration in view of Plaintiff's effort to protect, promote and enhance the Modlily brand.

**3. *Plaintiff is entitled to a permanent injunction.***

Next, Plaintiff is entitled to entry of a permanent injunction against the Defaulting Defendant. This request is justified under either 15 U.S.C. § 1116 or, alternatively, under the Uniform Deceptive Practices Act pursuant to 815 ILCS § 510/3.

First, the Court has already determined that Plaintiff is entitled to preliminary injunctive relief in this action, which includes issuance against the Defaulting Defendant. [Dkt. No. 39.] Nothing has occurred since entry of the preliminary injunction that would alter or prohibit entry of a permanent injunction against the non-appearing Defaulting Defendant. In short, the compelling fact presented to the Court that justified entry of preliminary injunctive relief stand unchallenged by the Defaulting Defendant. As such, Plaintiff's right to permanent injunctive relief under 15 U.S.C. § 1116 or, alternatively, under the Uniform Deceptive Practices Act pursuant to 815 ILCS § 510/3, is uncontested and supported by the substantial evidentiary record previously provided to the Court when preliminary injunctive relief was issued. Accordingly, Plaintiff is entitled to issuance of permanent injunctive relief against the Defaulting Defendant.

**III. CONCLUSION**

Based on the foregoing, Plaintiff respectfully request entry of default and default judgment against the Defaulting Defendant 8, MEYLUM, pursuant to Rule 55. In granting its request, Plaintiff asks the Court to award the following: (1) statutory damages of \$100,000.00 per Defaulting Defendant per infringed Trademark based on their willful infringement pursuant to 15 U.S.C. § 1117(c); (2) issuance of a permanent injunction against the Defaulting Defendant pursuant to 15 U.S.C. § 1116 or, alternatively, under the Uniform Deceptive Practices Act pursuant to 815 ILCS § 510/3; and (3) such other relief as the Court deems just and proper.

DATED: January 15, 2026

Respectfully submitted,

By: /s/ Joseph W. Droter

Joseph W. Droter (IL Bar No. 6329630)

**BAYRAMOGLU LAW OFFICES LLC**

233 S. Wacker Drive, 44th Floor, #57

Chicago, IL 60606

Tel: (702) 462-5973 | Fax: (702) 553-3404

joseph@bayramoglu-legal.com

*Counsel for Plaintiff*

**CERTIFICATE OF SERVICE**

I hereby certify that on the 15th day of January 2026, I electronically filed the foregoing document with the clerk of the court for the U.S. District Court, Northern District of Illinois, Eastern Division, using the electronic case filing system. The electronic case filing system sent a “Notice of Electronic Filing” to the attorneys of record who have consented in writing to accept this Notice as service of this document by electronic means. Notice of this filing is provided to unrepresented parties for whom contact information has been provided via email and by posting the filing on a URL contained on our website <http://blointernetenforcement.com>, and distributed to e-commerce platform, Amazon.

By: /s/ Joseph W. Droter  
Joseph W. Droter (Bar No. 6329630)

<b>Store Name</b>	<b>Seller ID</b>	<b>Email</b>
MELYUM	A2IN4TW9XYZTHI	jjniexiuhua@outlook.com

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

HONG KONG YU'EN E-COMMERCE CO.  
LIMITED,

Plaintiff,

v.

THE INDIVIDUALS, CORPORATIONS,  
LIMITED LIABILITY COMPANIES,  
PARTNERSHIPS AND UNINCORPORATED  
ASSOCIATIONS IDENTIFIED IN  
SCHEDULE "A" HERETO,

Defendants.

**Case No. 1:25-cv-12132-MFK-MV**

**Honorable Matthew F. Kennelly**

**Magistrate Maria Valdez**

**DECLARATION OF JOSEPH W. DROTER IN SUPPORT OF RENEWED MOTION  
FOR ENTRY OF DEFAULT AND DEFAULT JUDGMENT AGAINST DEFENDANT**

I, Joseph W. Droter, of Chicago, Illinois, declare as follows:

1. Except as otherwise expressly stated to the contrary, this declaration is based upon my personal knowledge of the following facts and, if called as a witness, I could and would competently testify to the statements made herein.

2. I make this declaration in support of Plaintiff's Renewed Motion for Entry of Default and Default Judgment against Defendant No. 8, MELYUM (the "Defaulting Defendant" or "Defendant").

3. I am an attorney at law, duly admitted to practice before the United States District Court for the Northern District of Illinois. I am one of the attorneys for Plaintiff Hong Kong Yu'En E-Commerce Co. Limited ("Plaintiff"). I make this declaration from my matters within my own knowledge unless stated otherwise.

4. I hereby certify that the Defaulting Defendant (as defined in the accompanying Memorandum) has failed to plead or otherwise defend this action within twenty-one (21) days after being served with the Summons and Complaint in this action in violation of Federal Rule of Civil Procedure 12(a)(1)(A). Specifically, Defendant 8, MELYUM, was served with copies of the Summons and Complaint via electronic service November 25, 2025, which is reflected in the Return of Summons filed in this case [Dkt. No. 34]. As of the filing of this Motion, more than fifty (50) days have expired since electronic service was effectuated on the Defaulting Defendant. The Defaulting Defendant has not answered or otherwise responded to Plaintiff's Complaint in this action.

5. Plaintiff's asserted claims for relief in this action involve the intentional, willful infringement of the federally registered trademark: (1) 5,994,759 (the "Trademark" or "Brand Trademark").

6. As alleged in the Complaint, the Defaulting Defendant has displayed, without authorization, the Trademark on the Amazon online sales platform (the "Platform") to market and sell knockoff, counterfeit products resembling Plaintiff's authentic Modlily brand products through their online stores (the "Online Stores"), thereby deceiving public consumers as to the quality, nature, and source of goods being purchased.

7. Plaintiff is entitled to an enhanced statutory damage award of \$100,000.00 per Defaulting Defendant per Trademark infringed in this action for willful infringement. First, the Defaulting Defendant was provided with notice of these proceedings and, apparently, intentionally elected not to appear and defend this action. As a result of the Defaulting Defendant's intentional decision not to appear and defend this action, Plaintiff has been deprived of a meaningful

opportunity to assess the true nature of its actual damages. This uncertainty supports Plaintiff's requested statutory damages against the Defaulting Defendant.

8. In addition, defendants in multiple trademark enforcement actions in this judicial district, which includes the Defaulting Defendant, have been acting through their counterfeit network to actively monitor and post information on the Plaintiff's pending cases on the website [www.SellerDefense.cn](http://www.SellerDefense.cn). This has apparently been done to advise defendants in all pending actions of Plaintiff's successful prosecution of its claims, and the viability of appearing and asserting potential defenses. These circumstances reveal an overall strategy by all non-appearing defendants, including the Defaulting Defendant, to simply cut their losses where Plaintiff has a high likelihood of success, abandon any online platform restrained funds, and bask in the security that any judgment issued against them will almost certainly not be collectable in the Republic of China. Simply put, the Defaulting Defendant is watching the results of Plaintiff's trademark infringement enforcement actions in this judicial district.

9. To maximize the deterrent effect of the Court's anticipated default and default judgment, Plaintiff is asking that statutory damages be imposed on each individual Defaulting Defendant for each alleged infringement of the Trademark. Such an award precludes the Defaulting Defendant from shielding themselves from monetary responsibility for the collective infringement .... *Desire, LLC v. Manna Textiles, Inc.*, 986 F.3d 1253, 1264-1272 (9th Cir. 2021). Rather, Plaintiff expressly requests that the Defaulting Defendant, individually, be assessed a statutory damage award of \$100,000 for their willful infringement of the Trademark. Attached as **Exhibit 1** is Plaintiff's request for damages against Defendant and Schedule A.

10. Plaintiff has alleged, and has offered proof, that the Defaulting Defendant has not only engaged in the infringement of the Trademark, but they have done so through a highly

sophisticated counterfeit network. Moreover, the basic nature of the trademark infringement scheme employed demonstrates that the Defaulting Defendant not only knew of the impropriety of their conduct but had to implement their counterfeit scheme through sophisticated sources and established supply chains. This is the only possible scenario under which the Defaulting Defendant could immediately procure, without authorization, Plaintiff's Trademark and offer counterfeit products for sale through their online stores.

11. The presented facts not only establish the Defaulting Defendant's knowledge and intentional infringement of Plaintiff's Trademark. Accordingly, Plaintiff should be awarded statutory damages in the amount of \$100,000 per Defaulted Defendant per infringed Trademark based their willful infringement of the Trademark.

12. My office, with assistance from our client and those assisting our client, investigated the infringing activities of the Defaulting Defendant, including attempting to identify their contact information. Our investigation confirmed that the Defaulting Defendant is primarily domiciled in Asia. As such, I am informed and believe that the Defaulting Defendants are not active-duty members of the U.S. armed forces.

I declare under penalty of perjury that the foregoing is true and correct.

Executed this January 15, 2026, in Chicago, Illinois.

By: /s/ Joseph W. Droter  
Joseph W. Droter, Esq.  
**BAYRAMOGLU LAW OFFICES, LLC**

**CERTIFICATE OF SERVICE**

I hereby certify that on the 15th day of January 2026, I electronically filed the foregoing document with the clerk of the court for the U.S. District Court, Northern District of Illinois, Eastern Division, using the electronic case filing system. The electronic case filing system sent a “Notice of Electronic Filing” to the attorneys of record who have consented in writing to accept this Notice as service of this document by electronic means. Notice of this filing is provided to unrepresented parties for whom contact information has been provided via email and by posting the filing on a URL contained on our website <http://blointernetenforcement.com>, and distributed to e-commerce platform, Amazon.

By: /s/ Joseph W. Droter  
Joseph W. Droter (Bar No. 6329630)

<b>Store Name</b>	<b>Seller ID</b>	<b>Email</b>
MELYUM	A2IN4TW9XYZTHI	jjniexihua@outlook.com

# Exhibit 1

Hong Kong Yu'En E-Commerce Co. Limited v. The Individuals, Corporations, Limited Liability Companies, Partnerships and Unincorporated Associations Identified in Schedule A

**1:25-cv-12132 Defaulting Defendant**

Defendant 8 MELYUM Seller ID: A2IN4TW9XYZTHI

Seller Contact: jjniexiuhua@outlook.com

Defendant No. and Seller Alias	Trademark Infringed	Counterfeit Product ASINS	Statutory Damages Requested
8. MELYUM	5,994,759 Class 25	B0CWR58NBB B0CWR5ZVV3 B0CWR2PK7D B0CWR78R4C B0D2M77NFL B0D2M7BMTT B0D2M5LBFD B0DQTNM7D B0DQTHQP2X B0DQTSF5GD B0DQTFGGF9 B0DQTM6PNG B0DQTKJMWR B0DQTDZKJV B0DQV4TLB6 B0DQTFJZM7 B0CWR32LVR B0CWR67WM5 B0CWR7ZLSV B0CWR74LVR B0D2M7DHSK B0D2M6DS9T B0D2M7GRXB B0DQTPNV2G B0DQTF2Y7D B0DQTF4F17 B0D2M8DZ6X B0D2M6JYBP B0D2M8QFB4 B0DZGJ57KS B0DZGNQR8K B0DZGLCY2B B0DQTF4J3 B0DQTHFVFF B0DQTVGWCR B0DZGLBNNV B0DZGTKCN5 B0DZGTNBR4 B0DZGV14ZT	\$100,000.00

Hong Kong Yu'En E-Commerce Co. Limited v. The Individuals, Corporations, Limited Liability Companies, Partnerships and Unincorporated Associations Identified in Schedule A  
**1:25-cv-12132 Defaulting Defendant**

**SCHEDULE A**

<b>Defendant No.</b>	<b>Seller Name/Alias</b>	<b>Link to Seller's Site</b>
<b>1</b>	<del>2025 Spring Summer Sale</del>	DISMISSED 12/15/25 Dkt. No. 43
<b>2</b>	<del>CuckooVerse</del>	DISMISSED 1/2/26 Dkt. No. 48
<b>3</b>	<del>★★★★★PETCDIM</del>	DISMISSED 12/1/25 Dkt. No. 37
<b>4</b>	<del>Preppy Clothes Clearance Sale</del> ★★★★★	DISMISSED 12/15/25 Dkt. No. 43
<b>5</b>	<del>★★★★★yaoeye Boutique Clothing Specialty Store</del>	DISMISSED 1/2/26 Dkt. No. 48
<b>6</b>	<del>SYHISHERE</del>	DISMISSED 1/2/26 Dkt. No. 48
<b>7</b>	<del>PinkQueen</del>	DISMISSED 12/15/25 Dkt. No. 43
<b>8</b>	MELYUM	<a href="https://www.amazon.com/sp?ie=UTF8&amp;seller=A2IN4TW9XYZTHI&amp;asin=B0CWR58NBB&amp;ref_dp_merchant_link&amp;isAmazonFulfilled=1">https://www.amazon.com/sp?ie=UTF8&amp;seller=A2IN4TW9XYZTHI&amp;asin=B0CWR58NBB&amp;ref_dp_merchant_link&amp;isAmazonFulfilled=1</a>
<b>9</b>	<del>ZAFUL Rongjor</del>	DISMISSED 11/17/25 Dkt. 30
<b>10</b>	Floerns	Excluded from this Motion
<b>11</b>	<del>Jolefile</del>	DISMISSED 1/2/26 Dkt. 48