

**IN THE UNITED STATES DISTRICT COURT
FOR THE SOUTHERN DISTRICT OF FLORIDA**

CASE NO. 1:25-cv-26100–BLOOM/Elfenbein

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.

PLAINTIFF’S MOTION FOR PRELIMINARY INJUNCTION

Plaintiff Hong Kong Yu'En E-Commerce Co. Limited (“Plaintiff”), pursuant to 17 U.S.C. § 502, Fed. R. Civ. P. 65, and The All Writs Act, 28 U.S.C § 1651(a), respectfully moves for entry of a preliminary injunction order (the “Motion”) against the Individuals, Corporations, Limited Liability Companies, Partnerships, and Unincorporated Associations (the “Defendants”) identified on Schedule “A” to the Complaint (Dkt. Nos. 1-1 and 11-1), which enjoins the manufacture, importation, distribution, offering for sale, and sale of competing products in connection with and through the unauthorized use and display of the Plaintiff’s federally-registered, “MODLILY” Trademark (“Plaintiff’s Mark”).

Plaintiff’s Motion is made based on the pleadings on file in this action, Plaintiff’s *Ex Parte* Motion for Temporary Restraining Order [Dkt. No. 8] and the Declarations attached thereto, this Motion, and the Declaration of William R. Brees (the “Brees Decl.”).

I. INTRODUCTION

Plaintiff brought this action against the Defendants for federal trademark infringement pursuant to 15 U.S.C. §1114 (Count I) of Plaintiff’s Mark, false designation of origin pursuant to 15 U.S.C. §1125 (Count II), common law trademark infringement (Count III), and common law unfair competition (Count IV). [Dkt. No. 1] As the Complaint alleges, the Defendants promote, advertise, market, distribute, offer for sale, and sell competing products in connection with and through the use and display of Plaintiff’s federally registered Trademark, on their online storefronts (the “Online Stores”) identified on Schedule “A” which are maintained on the Amazon sales platform (the “Online Platform”).

Each Defendant’s ongoing unlawful activities should continue to be restrained. Plaintiff respectfully requests that this Court issue preliminary injunction order (1) restraining each Defendant’s continued manufacture, importation, distribution, offering for sale, and sale of Infringing Products and (2) restraining each Defendant’s assets to preserve Plaintiff’s right to an equitable accounting.

Plaintiff’s well-pled factual allegations, which must be accepted as true, and evidence submitted through declarations submitted in support with the Motion for Temporary Restraining Order [Dkt. No. 8], establish that issuing a preliminary injunction order against Defendants is necessary and proper. Plaintiff has already demonstrated a strong likelihood of success on the merits. Plaintiff is the owner of its valid federally registered trademark and the distributor of genuine Modlily brand products (“Modlily Products”), and each Defendant’s use of Plaintiff’s Mark to sell competing products deceives members of the public who seek to purchase genuine Modlily Products. The issuance of a preliminary injunction order is also in the public interest because it will prevent confusion among the public and prevent unknowing consumers from being

deceived into purchasing products of unknown quality from an unknown source based on the use of Plaintiff's Mark.

a. Procedural History

On January 8, 2026, this Court granted Plaintiff's request for a temporary restraining order ("TRO") on an *ex parte* basis. [Dkt. No. 12]. On January 8, 2026, the Court also authorized and directed Plaintiff to provide notice of these proceedings to the Defendants by electronically publishing a link to the Complaint, the TRO, and other relevant documents on a website, together with effectuating electronic service by email transmission to any addresses provided for the Defendants by third party online platforms. [Dkt. No. 10.] On January 12, 2026, Plaintiff effected service to the Amazon Platform. On January 22 and 23, 2026, Amazon produced the Defendants' email addresses. (Brees Decl. ¶ 7.) Plaintiff effectuated electronic service of process on the Defendants on January 26, 2026. (*Id.* ¶ 8.)

Based on the foregoing procedural history, including having effectuated electronic service of process to the Defendants as required by the Order Granting Motion for Alternate Service of Process by E-mail and/or Electronic Service [Dkt. No. 10], Plaintiff respectfully requests the Court now enter a Preliminary Injunction in this matter. Plaintiff further requests the Court issue a Minute Order setting a deadline for the Defendants to submit any oppositions to the Motion prior to conducting a scheduled hearing. Plaintiff will immediately serve the Defendants electronically with the requested Minute Order once it is issued by the Court. Substantively, as stated earlier, and as argued below, Plaintiff's request for issuance of a preliminary injunction is in full compliance with the applicable standards for granting such relief.

II. ARGUMENT

a. **This Court has already found that the requirements for a preliminary injunction have been met.**

Plaintiff respectfully requests that this Court convert the TRO to a preliminary injunction to prevent further illegal conduct by Defendants. Plaintiff asserts that no circumstances have changed since Plaintiff had previously requested relief in the form of a Temporary Restraining Order. As such, Plaintiff is unaware of any new information that would affect the Court's original analysis.

The requirements for issuing a preliminary injunction are the same as those for entering a TRO, namely, "(1) a substantial likelihood of success on the merits; (2) that irreparable injury will be suffered if the relief is not granted; (3) that the threatened injury outweighs the harm the relief would inflict on the non-movant; and (4) that the entry of the relief would serve the public interest." *Yeti Coolers, LLC v. Individuals, Bus. Entities, & Unincorporated Ass'ns Identified on Schedule "A"*, 2024 U.S. Dist. LEXIS 240407, *4 (S.D. Fla. November 18, 2024) (citing *Schiavo ex. rel Schindler v. Schiavo*, 403 F.3d 1223, 1225-26 (11th Cir. 2005)). As this Court has already entered a TRO on January 8, 2026, it has previously been found that the above requirements have been met. Therefore, the requirements for entry of a preliminary injunction extending the TRO have also been satisfied and Plaintiff's request should be granted.

"The determination of whether there is a substantial likelihood of success on the merits 'does not contemplate a finding of fixed quantitative value. Rather, a sliding scale can be employed, balancing the hardships associated with the issuance or denial of a preliminary injunction with the degree of likelihood of success on the merits.'" *Faculty S. of Fla. Int'l Univ. v. Winn*, 477 F. Supp. 2d 1198, 1203 (S.D. Fla. 2007) (citing *Fla. Med. Ass'n, Inc. v. U.S. Dept. of Health, Educ., & Welfare*, 601 F.2d 199, 203 n.2 (5th Cir. 1979)). For example, where "the balance

of equities weighs heavily in favor of granting the [injunction],” the movant[s] need only show a substantial case on the merits.” *Gonzalez v. Reno*, 2000 U.S. App. LEXIS 7025, 2000 WL 381901, *1 (11th Cir. 2000).

As established by the evidence in the Declarations of William Brees [Dkt. No. 8-1], En Fang [Dkt. No. 8-2], and Anisah Beaston [Dkt No. 8-3] with the submission of the Motion for TRO [Dkt. No. 8], and by this Court’s entry of the TRO [Dkt. No. 12], the above requirements for entry of a preliminary injunction have been satisfied. The record establishes that through the Defendants’ illegal operations the Defendants have infringed upon Plaintiff’s federally registered Trademark. Thus, Plaintiff is entitled to preliminary injunctive relief.

b. The current bond is sufficient to protect the Defendants’ interests.

The Court has previously required Plaintiff to post a bond in the sum of \$5,000.00 in connection with issuance of the TRO. The exact same circumstances, if not more, supporting the Court’s determination of this bond amount apply to Plaintiff’s request for entry of a Preliminary Injunction. Such a strong showing militates against a subsequent finding that injunctive relief was improperly granted. Accordingly, Plaintiff requests the Court maintain the current bond amount required for issuance of the TRO for issuance of the preliminary injunction.

IV. CONCLUSION

For the foregoing reasons, Plaintiff respectfully requests the Court enter a Preliminary Injunction. If required, a minute order setting a deadline for Defendant to oppose the Motion, which Plaintiff will immediately serve Defendant with the Minute Order if issued by the Court. If a hearing on the Preliminary Injunction Motion cannot be heard prior to the current expiration of the TRO, Plaintiff requests a further fourteen (14) day extension of the TRO or until there is a ruling on the Preliminary Injunction Motion. Plaintiff additionally respectfully requests the Court

maintain the current bond amount required under the TRO, together with issuing any other relief that it deems just and proper.

Dated: January 29, 2026

Respectfully Submitted,

By: /s/ William R. Brees
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Defendants.

**DECLARATION OF WILLIAM R. BREES IN SUPPORT OF
PLAINTIFF'S MOTION FOR PRELIMINARY INJUNCTION**

I, William R. Brees, Esq., of St. Petersburg, Florida, 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 Motion for Preliminary Injunction (the "Motion").

3. I am an attorney at law, duly admitted to practice before the Courts of the State of Florida and the United States District Court for the Southern District of Florida. I am one of the Attorneys for Plaintiff Hong Kong Yu'En E-Commerce Co. Limited ("Plaintiff").

4. Plaintiff's Motion for Temporary Restraining Order (the "TRO") was granted by the Court on January 8, 2026, [Dkt. No. 12].

5. On January 15, 2026, the required surety bond amount of \$5,000.00 was delivered to the clerk's office.

6. On January 21, 2026, the Court extended the TRO for an additional 14 days, up to and including February 5, 2026. [Dkt. No 16].

7. On January 22, 2026, and January 23, 2026, the designated online platform, Amazon, (the "Online Platform") provided Plaintiff with the email addresses for the named Defendants listed on Schedule "A", (the "Defendants") so that electronic service of process authorized under the TRO could be effectuated.

8. On January 26, 2026, Plaintiff effectuated electronic service of process on the Defendants. [Dkt. No. 17].

I declare under penalty of perjury under the laws of the United States of America the foregoing is true and correct.

Executed on January 29, 2026, in St. Petersburg, Florida.

By: /s/ William R. Brees
WILLIAM R. BREES, ESQ.

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Defendants.

[PROPOSED] PRELIMINARY INJUNCTION ORDER

THIS CAUSE comes before the Court on Plaintiff's Motion for Preliminary Injunction (the "Motion") [ECF No. 18] against the against the fully interactive, e-commerce stores¹ (the "Online Marketplaces") operating under the seller aliases identified in Schedule A to the Complaint and attached hereto (collectively, the "Defendants"). After reviewing the Motion and the accompanying record, this Court GRANTS Plaintiff's Motion.

This Court finds Plaintiff has provided notice to the Defendants in accordance with the Temporary Restraining Order ("TRO") entered on January 8, 2026, [Dkt. No. 12], the Order Granting Motion for Alternative Service [Dkt. No. 10], and Federal Rule

¹ The e-commerce store URLs are listed on Schedule A hereto.

of Civil Procedure 65(a)(1). This Court also finds, in the absence of adversarial presentation, that it has personal jurisdiction over the Defendants because the Defendants directly target their business activities toward consumers in the United States, including Florida. Specifically, Plaintiff has provided a basis to conclude that the Defendants have targeted sales to Florida residents by setting up and operating e-commerce stores that target United States consumers using one or more seller aliases, offer shipping to the United States, including to the State of Florida, and intentionally offering for sale women's apparel and fashion items that are substantially similar to those that Plaintiff sells in connection with the use and display of Plaintiff's federally-registered trademark "Modlily" ("Plaintiff's Trademark").

In this case, Plaintiff has presented evidence that each of the Defendants' e-commerce stores on the online Amazon.com marketplace platform is reaching out to do business with Florida residents by operating one or more commercial, interactive internet stores that use, without authorization, Plaintiff's Trademark. *See* Beaston Decl., Brees Decl., and Fang Decl. In support of the Renewed Motion for TRO [Dkt. Nos. 8-1, 8-2 and 8-3]. Through the Defendant's e-commerce stores, Florida residents can and do purchase competing products copying the subject matter of Plaintiff's Trademark; these lead consumers to think they are purchasing Plaintiff's legitimate products as shown in Plaintiff's Trademark. *Id.* Accordingly, the Court finds that

Plaintiff has a likelihood of success on the merits of its Trademark Infringement and Florida Unfair Competition claims for relief.

The Court additionally finds that issuance of the requested injunctive relief would be in the public interest by protecting consumers from being misled by Defendants' unauthorized use of Plaintiff's Trademark on their internet stores to entice the purchase of the competing products.

This Court also finds that the injunctive relief previously granted in the TRO should remain in place through the pendency of this litigation and that issuing this Preliminary Injunction is warranted under Federal Rule of Civil Procedure 65.

Accordingly, this Court orders that:

1. The Defendants, their officers, agents, servants, employees, attorneys, and all persons acting for, with, by, through, under, or in active concert with them be preliminarily enjoined and restrained from:
 - a. Using or displaying the Modlily Trademark, in any medium, whether it be print, digital or otherwise, in connection with the distribution, marketing, advertising, offering for sale, or sale of any product that is not a genuine Modlily product or is not authorized by Plaintiff to be sold in connection with the Modlily Trademark;

- b. passing off, inducing, or enabling others to sell or pass off any product as a genuine Modlily product or any other product produced by Plaintiff through the use or display of the Modlily Trademark;
- c. committing any acts calculated to cause consumers to believe that the Defendants' products are those sold under the authorization, control, or supervision of Plaintiff, or are sponsored by, approved by, or otherwise connected with Plaintiff; and
- d. 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 through the use or display of the Modlily Trademark.
- e. Transferring or disposing of any money or other assets in any of Defendants' financial accounts.

2. Upon Plaintiff's request, the Defendants and any third party with actual notice of this Order who is providing services for any of the Defendants, or in connection with any of the Defendants' Online Marketplaces, including, without limitation, any online marketplace platforms such as eBay, Inc., AliExpress, Alibaba Group Holding Ltd. ("Alibaba"), Amazon.com, Inc., ContextLogic Inc. d/b/a Wish.com ("Wish.com"), and Dhgate (collectively, the "Third Party Providers"), shall, within seven (7) calendar days

after receipt of such notice, provide to Plaintiff expedited discovery, limited to copies of documents and records in such person's or entity's possession or control sufficient to determine:

- a. the identities and locations of the Defendants, their officers, agents, servants, employees, attorneys, and any persons acting in active concert or participation with them, including all known contact information and all associated e-mail addresses;
- b. the nature of the Defendants' operations and all associated sales, methods of payment for services, and financial information, including, without limitation, identifying information associated with the Online Marketplaces and the Defendants' financial accounts, including the Defendants' sales and listing history related to their respective Online Marketplaces; and
- c. any financial accounts owned or controlled by the Defendants, including their officers, agents, servants, employees, attorneys, and any persons acting in active concert or participation with them, including such accounts residing with or under the control of any banks, savings and loan associations, payment processors or other financial institutions, including, without limitation, PayPal, Inc. ("PayPal"), Alipay, Wish.com, Alibaba, Ant Financial Services Group ("Ant Financial"), Amazon Pay, or other merchant

account providers, payment providers, third party processors, and credit card associations (e.g., MasterCard and VISA).

3. Upon Plaintiff's request, those with notice of this Order, including the Third-Party Providers as defined in Paragraph 3, shall within seven (7) calendar days after receipt of such notice, disable and cease displaying any advertisements used by or associated with the Defendants in connection with the sale of counterfeit and infringing goods using the Plaintiff's Trademark.

4. Any Third-Party Providers, including PayPal, Alipay, Alibaba, Ant Financial, Wish.com, and Amazon Pay, shall, within seven (7) calendar days of receipt of this Order:

- a. locate all accounts and funds connected to the Defendants' seller aliases, including, but not limited to, any financial accounts connected to the information listed in Schedule A hereto, any e-mail addresses provided for the Defendants by third parties; and
- b. restrain and enjoin any such accounts or funds from transferring or disposing of any money or other of the Defendants' assets until further order by this Court.

5. Any of the Defendants that are subject to this Order may appear and move to dissolve or modify the Order as permitted by and in compliance with the Federal Rules

of Civil Procedure and the Southern District of Florida Local Rules. Any third party impacted by this Order may move for appropriate relief.

6. The \$5,000 bond posted by Plaintiff shall remain with the Court until a final disposition of this case or until this Preliminary Injunction is terminated.

This Preliminary Injunction Order is entered at ____ on this ____th day of January, 2026.

DONE AND ORDERED in Chambers at Miami, Florida, this ____th day of January, 2026.

HONORABLE BETH BLOOM
UNITED STATES DISTRICT JUDGE

SCHEDULE A

NO.	SELLER'S NAME	LINK TO SELLER'S WEBSITE
1	CA-YI 7-14 Days Delivery	https://www.amazon.com/sp?ie=UTF8&seller=A96OHI6ZWH371&asin=B0DPMWBDSL&ref_=dp_merchant_link
2	Mumingsm	https://www.amazon.com/sp?ie=UTF8&seller=AJEK419OHSLEN&asin=B0DXPF1TTY&ref_=dp_merchant_link
3	haonuokang kl	https://www.amazon.com/sp?ie=UTF8&seller=A22V3NNW9V8KBH&asin=B0DD788VNP&ref_=dp_merchant_link
4	OSFVNOXV lightning deal	https://www.amazon.com/sp?ie=UTF8&seller=A1F34BBC9NUBDZ&asin=B0CW1RKN95&ref_=dp_merchant_link
5	Zhengqianqian	https://www.amazon.com/sp?ie=UTF8&seller=A2H1DFXTXC1LRJ&asin=B0D1QFCC27&ref_=dp_merchant_link
6	forerruti(Deals of The Day Clearance)	https://www.amazon.com/sp?ie=UTF8&seller=A11ZZS4BVA8BG3&asin=B0CZ7VYFC7&ref_=dp_merchant_link