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2	roth@caldwell-leslie.com 1000 Wilshire Boulevard, Suite 600 clerk U.S. DISTRICT COURT GENTRAL DIST. OF CALIF.				
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9	Attorneys for Plaintiff RENAISSANCE PICTURES, LTD.				
10	TENANSSITIVE FIGURES, 212.				
11	UNITED STATES	DISTRICT COURT			
12	CENTRAL DISTRICT OF CAL	IFORNIA, WESTERN DIVISION			
13		Case No. Case No. Co.			
14	RENAISSANCE PICTURES, LTD.,	Case No.			
15	Plaintiff,	COMPLAINT (Injunctive Relief Sought)			
16	V.	(1) False Designation of Origin, 15 U.S.C. § 1125(a)(1)(A);			
17	AWARD PICTURES, LLC,				
18	Defendant.	(2) Federal False Advertising, 15 U.S.C. § 1125(a)(1)(b);			
19		(3) Trademark Infringement and Unfair			
20		Competition Under California Common Law and Cal. Bus. & Prof. Code § 17200; and			
21		(4) Injury to Business Reputation			
22		Cal. Bus. & Prof. Code § 14247			
23		JURY TRIAL DEMANDED			
24	Distriction in the second	/((T)) : ('CO)			
25	Plaintiff Renaissance Pictures, Ltd. ("Plaintiff" or "Renaissance"), by its				
26	attorneys Fross Zelnick Lehrman & Zissu, P.C. and Caldwell Leslie & Proctor, P.C.,				
27	for its complaint against Defendant Award Pictures, LLC ("Award Pictures" or				
28	"Defendant") alleges as follows:				

SUBSTANCE OF THE ACTION

1. This action arises out of Defendant's attempt to trade on the cult hit EVIL DEAD movie series and other licensed entertainments by using the name and mark EVIL DEAD as or as part of a title for a motion picture, and in connection with the promotion, development and production of such motion picture, which use violates Plaintiff's rights in its EVIL DEAD trademark in connection with identical and/or highly related goods and services. Based on Defendant's unlawful conduct alleged herein, Plaintiff asserts claims for false designation of origin and unfair competition under §43(a)(1)(A) of the Lanham Act, 15 U.S.C. §1125(a)(1)(A), false advertising under Section 43(a)(1)(B) of the Lanham Act, 15 U.S.C. §1125(a)(1)(B), and substantial and related claims under California state and common law. Plaintiff seeks, *inter alia*, injunctive relief; an accounting and award of Defendant's profits and Plaintiff's damages flowing from Defendant's infringing activities, which amounts should be trebled; prejudgment interest; attorneys' fees; and any other relief the Court deems just and proper.

PARTIES

- 2. Plaintiff Renaissance Pictures, Ltd. is a limited partnership organized and existing under the laws of Michigan, with its principal place of business located at 450 North Roxbury Drive, 8th Floor, Beverly Hills, California 90210. At all relevant times, Renaissance Pictures, Ltd. used or otherwise controlled the use of the mark EVIL DEAD.
- 3. Upon information and belief, Defendant Award Pictures, LLC is a Connecticut limited liability company doing business at 112 Carmen 2 Hill, New Milford, Connecticut 06776-4511, and is using and attempting to market motion pictures under the names EVIL DEAD 4: Consequences and EVIL DEAD: Genesis of the Necronomicon. Award Pictures has exhibited at the annual American Film Market trade show in Santa Monica, California, advertised and promoted its services under the EVIL DEAD mark in this district and solicited business in this district.

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JURISDICTION AND VENUE

- 4. This Court has jurisdiction over the subject matter of this action pursuant to Section 39 of the Trademark Act of 1946 (the "Lanham Act"), 15 U.S.C. § 1121 and under Sections 1331, 1338(a) and 1338(b) of the Judicial Code, 28 U.S.C. §§ 1331, 1338(a)-(b). The Court has supplemental jurisdiction over the state law claims under Section 1367(a) of the Judicial Code, 28 U.S.C. §§ 1367(a).
- 5. Upon information and belief, this Court has personal jurisdiction over Defendant because Defendant has solicited business in this district, including by attending the annual American Film Market trade show in Santa Monica, California, has advertised and promoted its services in this district, including in Variety, promotes its movie production services, including by promoting its movies and television projects on a website accessible in California, and is targeting the motion picture industry in California, and the exercise of jurisdiction over it is not inconsistent with the Constitution of California or the United States. Cal. Code Civ. Proc. § 410.10.
- Upon information and belief, venue is proper in this district pursuant to Section 1391(b) and 1400(b) of the Judicial Code, 28 U.S.C. §§ 1391(b) and 1400(b), because a substantial part of the events at issue and Defendant's acts of infringement have occurred in this district and Plaintiff is suffering harm in this district.

FACTS COMMON TO ALL CLAIMS FOR RELIEF

Renaissance and Director Sam Raimi A.

Plaintiff Renaissance was formed in 1979 by its three general partners writer-director-producer Sam Raimi, producer Robert Tapert and actor-producer Bruce Campbell - for the purpose of producing the trio's first motion picture entitled The Evil Dead. Since its formation, Renaissance has continued to produce numerous motion pictures, including but not limited to the motion pictures The Evil Dead; Evil

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Dead II; Evil Dead III: Army of Darkness; Darkman; Hard Target; and Timecop, and the extremely successful television series Hercules: The Legendary Journeys and Xena: Warrior Princess.

8. Sam Raimi, who has directed all of the EVIL DEAD films, is one of the most sought-after directors in Hollywood. In the 1990's, Mr. Raimi directed numerous critically praised films, including *Darkman*, *The Quick and the Dead*, *A Simple Plan* and *For The Love of the Game*. Then in 2002, he directed the blockbuster *Spiderman* motion picture, which grossed more than \$800 million worldwide. In 2004 and 2007, he directed *Spiderman 2* and *Spiderman 3*, respectively, which collectively grossed another \$1.7 billion. All three films set opening day box office records upon their theatrical release in the United States and all three are included in the 25 highest-grossing domestic films of all time.

B. The EVIL DEAD Motion Picture Trilogy

- 9. The Renaissance team of Sam Raimi, Robert Tapert and Bruce Campbell are renowned for their series of EVIL DEAD motion pictures, which are among the top horror / cult movies of all time.
- 10. In the late 1970's, the team collaborated on a 30-minute horror film entitled *Into The Woods*, an abbreviated version of what they envisioned for their first feature film. *Into The Woods* was well-received and enabled the Renaissance team to secure the investors they needed to fund *The Evil Dead*.
- 11. Co-written (an original screenplay) and directed by Sam Raimi, and featuring an iconic performance by Bruce Campbell as lead character Ashley J. Williams (Ash for short), *The Evil Dead*, which was first released theatrically in the U.S. in 1983, is a horror film about a group of five friends that travel to a cabin in the woods where they find an ancient Sumerian text called The Necronomicon Ex-Mortis (a.k.a., The Necronomicon, translated in the film as the "Book of the Dead"), along with an audio recording containing incantations from the Necronomicon that summon evil spirits when spoken aloud. Made for less than half a million dollars,

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the film was an enormous success for a movie in the horror genre, grossing more than \$29 million theatrically to date.

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- audiences and is recognized as a cult / horror classic. In its 2010 list of the 50 Best Horror Movies of all time, movie review site Rotten Tomatoes ranked The Evil Dead at #11, ahead of horror classics such as Jaws, Rosemary's Baby, The Birds and Silence of the Lambs. In 2010, Wired magazine likewise ranked The Evil Dead among the Best 25 Horror Movies of all Time. The New York Times referred to The Evil Dead as the film that secured "young director [Sam Raimi's] cult status as a creative force to be reckoned with." And on September 30, 2011, Time magazine ranked The Evil Dead as among the Top 10 Haunted House Movies of all time, in the company of films such as The Shining and Poltergeist.
- 13. The popularity of *The Evil Dead* led the Renaissance trio to reunite for *Evil Dead II: Dead By Dawn*, with Mr. Raimi as co-writer, director and co-producer, Mr. Campbell as actor and co-producer, Mr. Tapert as co-producer and DeLaurentis Entertainment Group as co-producer. Released in 1987, *Evil Dead II: Dead By Dawn* features the return of Ash, the lone survivor from the first film played again by Bruce Campbell, as he continues his battle against the evil spirits conjured by the Necronomicon, this time armed with a shovel, a shotgun and a chainsaw. While maintaining the horror imagery of the original, Mr. Raimi injected the sequel with a comedic / slapstick edge. Mr. Raimi's styling, coupled with Mr. Campbell's inspired physical performance (which includes a no-holds-barred brawl with his own possessed hand, culminating with him vindictively "lopp[ing] it off at the wrist"), has led many to agree that *Evil Dead II* surpasses its predecessor in terms of cult renown.
- 14. Yahoo says of the sequel, "Evil Dead II is the second installment in Sam Raimi's infamous cult trilogy of horror/comedy films, arguably the best in his full lineup...." The New York Times refers to Evil Dead II: "This high-octane semi-

sequel to Sam Raimi's cult hit *The Evil Dead* has nearly eclipsed its predecessor's reputation thanks to an endless barrage of hyperkinetic camera acrobatics, rapid-fire editing and "splatstick" gore effects... " *Rotten Tomatoes* ranked *Evil Dead II: Dead By Dawn* as No. 20 in its 2010 list of the 50 Best Horror Movies. To date, the second installment of the EVII. DEAD trilogy has grossed theatrically more than \$12 million in the United States.

- 15. The final seconds of Evil Dead II has hero Ash and his automobile transported back in time to the middle ages, which is where the third installment of the series, entitled Army of Darkness: Evil Dead III, begins. Released theatrically in the United States in 1993, Army of Darkness: Evil Dead III again brought together the Renaissance production team of Mr. Raimi (co-writer, director), Mr. Campbell (lead actor, co-producer) and Mr. Tapert (co-producer), and was co-produced by Renaissance, Dino De Laurentis Communications and Universal Pictures. Army of Darkness: Evil Dead III continued the slapstick approach of Evil Dead II, following shotgun and chainsaw-toting Ash as he reluctantly fights alongside a medieval village besieged by spirits and demons that were released by the power of the Necronomicon. The gross domestic theatrical revenues to date for the third installment in the EVIL DEAD series exceeds \$11.5 million.
- 16. Each film in the EVIL DEAD trilogy has been shown in theaters throughout the United States, and each continues to be shown regularly at horror film festivals and conventions, resulting in a combined domestic, theatrical gross of more than \$50 million to date. Each EVIL DEAD picture also is available in a variety of home viewing formats, including VHS, DVD, Blu-Ray and on-demand streaming (e.g., through Amazon).
- 17. Given the cult status of the EVIL DEAD trilogy, dozens of websites, fanzines, books and blogs have been created dedicated to the films, such as *Raimi-Zine* (fanzine), *Bruce On A Stick* (fanzine), The Evil Dead Companion (book), The Evil Dead Blog, *deadites.net*, *evildeadnews.com*, *bookofthedead.ws* and

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ladiesoftheevildead.com to name a few. All of these sources recognize that Renaissance is the exclusive source of the films.

18. Fans of the series have long been eager for another installment. At motion picture and entertainment conventions and in other interview contexts, Mr. Raimi and Mr. Campbell have been asked repeatedly whether they would ever make an *Evil Dead 4*. Always entertaining the notion of another film, in 2011, the Renaissance team finally announced that they would be making another EVIL DEAD motion picture, this time a remake of the original *The Evil Dead*, which will once again be co-written by Sam Raimi and co-produced by Mr. Raimi, Mr. Campbell and Mr. Tapert. Evil Dead, LLC, a company set up by Mr. Raimi, Mr. Tapert and Mr. Campbell and licensed by Renaissance to use the EVIL DEAD trademark, is currently in pre-production on the new EVIL DEAD film, which is expected to be released some time in 2013.

B. The Enduring EVIL DEAD Brand

- 19. As is commonly donc in order to properly finance and distribute major motion pictures, Renaissance assigned certain copyright rights in the EVIL DEAD motion pictures to third party production companies and distributors that were involved with the films. Renaissance has, however, retained the copyright rights in the first motion picture *The Evil Dead* (including sole ownership of character rights and remake rights, among other rights, including co-ownership of sequel rights), and is the owner of U.S. Copyright Registration Nos. PA 131098, PAU 411-638 and PA 166-69 for the motion picture and its protectable elements.
- 20. Further, Renaissance is and has remained the owner of all rights in the EVIL DEAD trademark. Indeed, when consumers think of the EVIL DEAD series, they inevitably think of the Renaissance team Mr. Raimi, Mr. Campbell and Mr. Tapert which is the source of all three films and the upcoming fourth film.
- 21. As owner of the EVIL DEAD trademark, Renaissance has entered into a number of licenses for use of the EVIL DEAD trademark, including in connection

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with a series of EVIL DEAD video games, namely, The Evil Dead (1984); Evil Dead: Hail to the King (2000); Evil Dead: A Fistful of Boomstick (2003) and Evil Dead: Regeneration (2005). The EVIL DEAD video games all contain plot elements and characters created by Sam Raimi, and they all feature the vocal performance by Bruce Campbell playing the iconic Ash. Renaissance also authorized a stage musical production Evil Dead: The Musical, which began in Canada and has made numerous appearances in the United States including Off-Broadway in New York City.

- 22. Over the years, Renaissance has offered and licensed for sale various merchandise, including dolls, clothing and memorabilia from the films bearing the EVIL DEAD trademark. Renaissance also licensed an EVIL DEAD comic book series and a 3-issue paperback literary adaptation of the films penned by Sam Raimi.
- 23. On June 1, 2010, Renaissance filed U.S. Trademark Application Serial No. 85052146 to register the EVIL DEAD trademark in connection with "entertainment in the nature of theater productions; entertainment media production services for motion pictures, television and Internet; motion picture film production."
- 24. As a result of Renaissance's use of the EVIL DEAD mark and the cult success of the films and related products, the EVIL DEAD mark has acquired enormous value, has become famous among the relevant consuming public and motion picture trade, and is recognized as identifying and distinguishing Renaissance exclusively and uniquely as the source of goods sold and services provided under the EVIL DEAD mark.

C. <u>Defendant's Unlawful Conduct</u>

25. In February 2004, approximately two decades after Renaissance first established its rights in the EVIL DEAD mark, years after the EVIL DEAD movies had been commercially and continually shown, and well after EVIL DEAD became associated exclusively with entertainment produced and/or licensed by Renaissance, Renaissance received a letter from Defendant Award Pictures claiming it had the

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right to make a motion picture entitled *Evil Dead 4: Consequences*. Based on the letter and the proposed title of the motion picture, it was evident that Defendant contemplated and intended to cause consumers to falsely identify *Evil Dead 4: Consequences* as a fourth installment in Renaissance' famous EVIL DEAD series. Renaissance responded to Defendant's letter by informing Defendant that any attempt by Defendant to make a motion picture under the EVIL DEAD name and mark would constitute a violation of Renaissance's copyright and trademark rights.

- 26. Following the exchange of letters, Renaissance did not hear from Defendant again (until recently as alleged below), and to Renaissance's knowledge, Defendant did not release any motion picture or other entertainment under the EVIL DEAD name or mark. However, it recently came to Renaissance's attention that Defendant has announced on its website at www.awardpictures.com its "upcoming series of EVIL DEAD motion pictures" with EVIL DEAD: Genesis of the Necronomicon as the first installment. Defendant claims on its website that the film EVIL DEAD: Genesis of the Necronomicon is "in development."
- 27. On February 22, 2012, Defendant filed a Notice of Opposition with the U.S. Patent and Trademark Office (the "USPTO"), Trademark Trial and Appeal Board, against Renaissance's Application Serial No. 85052146 to register the EVIL DEAD trademark, alleging that it has a "bona fide intent to use the title, and/or, title element, in Award Pietures' upcoming motion picture productions of, but not limited to; Evil Dead: Genesis of the Necronomicon; Evil Dead: Genesis of the Necronomicon, Part 2; Evil Dead: Consequences, and all other Feature Motion Pictures that use the title, or title element, Evil Dead."
- 28. On information and belief, Defendant is using Renaissance's EVIL DEAD mark in this manner for the improper purpose of summoning interest in its own business and films by falsely associating itself with Renaissance's cult hits to induce investors.

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29. Renaissance never granted any copyright or trademark rights to Defendant, yet Defendant is advertising and promoting its contemplated EVIL DEAD films under Renaissance's EVIL DEAD trademark. Such promotion, development and production of EVIL DEAD motion pictures by Defendant, which entails prominent use by Defendant of Renaissance's precise EVIL DEAD trademark and includes a description of the its forecasted EVIL DEAD movies that holds them out as a continuation of Renaissance's EVIL DEAD trilogy, will inevitably confuse consumers and the motion picture industry into believing that Renaissance is associated with such motion pictures, when in fact it is not, or that Renaissance has endorsed or approved such motion pictures, when in fact it has not. Further, the use of EVIL DEAD by Defendant falsely describes and otherwise misrepresents Defendant's movies by creating the erroneous impression that Defendant's films are a continuation of Renaissance's pre-existing EVIL DEAD trilogy.

30. Renaissance has not reviewed or seen any screenplay, film, video or other work underlying Defendant's contemplated EVIL DEAD motion pictures, but on information and belief, any such work would inevitably infringe Renaissance's copyright rights in *The Evil Dead*, including key plot elements and character names, which Defendant refers to in the synopsis of its films as set forth on its website. Renaissance reserves the right to amend this pleading to assert such a claim to the extent it learns in this proceeding that any such infringing work exists.

31. Upon information and belief, Defendant selected and has used the mark EVIL DEAD in the titles of its anticipated films and otherwise to promote its business with actual and constructive knowledge of Renaissance's ownership of and/or exclusive rights to use the EVIL DEAD mark and with the intent to trade off the significant goodwill symbolized by and the strong industry recognition of the EVIL DEAD mark.

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FIRST CAUSE OF ACTION

(False Designation of Origin and Unfair Competition Under Section 43(a)(1)(A) of the Federal Trademark Act, 15 U.S.C. § 1125(a)(1)(A))

- 32. As a cause of action and ground for relief, Plaintiff alleges that Defendant is engaged in acts of false designation of origin and unfair competition under § 43(a) of the Federal Trademark Act, 15 U.S.C. § 1125(a) and incorporates by reference ¶¶ 1 through 31 of the complaint as a part of this count
- 33. Defendant's use of the EVIL DEAD mark as alleged above, is likely to confuse, mislead, or deceive consumers and the motion picture industry as to the origin, source, sponsorship, or affiliation of Defendant's motion pictures and motion picture promotion, development and production services, and is likely to cause such persons to believe, contrary to fact, that Defendant's motion pictures are created, authorized, endorsed or approved by Plaintiff and/or that Defendant's motion picture promotion, development and production services are provided, authorized, endorsed or sponsored by Plaintiff, or that Defendant is in some way affiliated with or sponsored by Plaintiff.
- 34. Defendant's actions in the manner alleged above constitute a false designation of origin and unfair competition, which have caused, and are likely to cause, confusion, mistake and deception, in violation of § 43(a)(1)(A) of the Federal Trademark Act, 15 U.S.C. § 1125(a)(1)(A).
- 35. Defendant's conduct has caused and is causing immediate and irreparable injury to Plaintiff and will continue to damage Plaintiff unless enjoined by this Court. Plaintiff has no adequate remedy at law.

SECOND CAUSE OF ACTION

(False Advertising Under Section 43(a)(1)(B) of the Federal Trademark Act, 15 U.S.C. § 1125(a)(1)(B))

36. As a cause of action and ground for relief, Plaintiff alleges that Defendant is engaged in acts of false advertising under § 43(a)(1)(B) of the Federal Trademark

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Act, 15 U.S.C. § 1125(a)(1)(B) and incorporates by reference ¶¶ 1 through 35 of the complaint as a part of this count.

- 37. Defendant's use of the EVIL DEAD mark as alleged above in connection with the advertisement of its motion pictures and its motion picture development and production services (e.g., in *Variety*, on the Internet, etc.) misrepresents to consumers and the motion picture industry the nature and characteristics of Defendant's motion pictures and motion picture development and production services by falsely suggesting that they are part of or associated with Plaintiff's EVIL DEAD franchise or are otherwise an authorized sequel.
- 38. Defendant's actions in the manner alleged above constitute false advertising, which have caused, and are likely to cause, confusion, mistake and deception, in violation of § 43(a)(1)(B) of the Federal Trademark Act, 15 U.S.C. § 1125(a)(1)(B).
- 39. Defendant's conduct has caused and is causing immediate and irreparable injury to Plaintiff and will continue to damage Plaintiff unless enjoined by this Court. Plaintiff has no adequate remedy at law.

THIRD CAUSE OF ACTION

(Trademark Infringement and Unfair Competition Under California Common Law And State Law - CAL. BUS. & PROF. CODE §17200)

- 40. As a cause of action and ground for relief, Plaintiff alleges that Defendant is engaged in acts of trademark infringement and unfair competition under California law and the common law and incorporates by reference ¶¶ 1 through 39 of the complaint as a part of this count.
- 41. Defendant has copied, used and continues to use a mark or name that is identical to Plaintiff's EVIL DEAD mark for goods and services that are highly related or identical to the goods and services that Plaintiff provides under the EVIL DEAD mark in this state.

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- 43. Defendant was on notice and had actual knowledge of Plaintiff's exclusive rights in the EVIL DEAD mark before adopting the identical EVIL DEAD name and mark in connection with its motion pictures and motion picture development and production services. Defendant's use of the EVIL DEAD mark and name is willful, in bad faith and with full knowledge of Plaintiff's prior use of, exclusive rights in, and ownership of the EVIL DEAD mark, with full knowledge of the reputation and goodwill associated with the EVIL DEAD mark, and with full knowledge that Defendant have no right, license or authority to use the EVIL DEAD mark. By using the EVIL DEAD mark and name, Defendant has been unjustly enriched and Plaintiff has been damaged.
- 44. Defendant's conduct has caused and is causing immediate and irreparable injury to Plaintiff and will continue to damage Plaintiff unless enjoined by this Court. Plaintiff has no adequate remedy at law.

FOURTH CAUSE OF ACTION

(Injury To Business Reputation California State Law - Cal. Bus. & Prof. Code §14247)

45. As a cause of action and ground for relief, Plaintiff alleges that

Defendant is engaged in acts that injure Plaintiff's business reputation in violation of

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Cal. Bus. & Prof. Code §14247 and incorporates by reference ¶¶ 1 through 44 of the complaint as a part of this count.

- 46. The EVIL DEAD mark for entertainment services is famous and distinctive in the State of California and became famous and distinctive long before Defendant commenced use of the EVIL DEAD name and mark in connection with its goods and services. In California, the EVIL DEAD mark is exclusively identified with Plaintiff and its goods and services and is immediately recognizable to consumers as signifying the goods and services of Plaintiff.
- 47. Defendant's use of the name and mark EVIL DEAD as alleged above is likely to dilute the distinctive qualities of Plaintiff's famous EVIL DEAD mark within the meaning of Cal. Bus. & Prof. Code §14247.
- 48. Defendant's conduct has been undertaken with a willful intent to trade on the reputation of Plaintiff and the reputation of the EVIL DEAD brand, and to dilute the famous EVIL DEAD mark, thereby entitling Plaintiff to damages and the other remedies available pursuant Cal. Bus. & Prof. Code §§ 14247, 14250, including monetary and injunctive relief.
- 49. Defendant's adoption and commercial use of a name and mark identical and confusingly similar to the EVIL DEAD mark in connection with goods and services identical to those sold and provided by Plaintiff under its EVIL DEAD mark, and its use of the EVIL DEAD name and mark in connection with the advertisement and promotion of such goods and services, have caused and are causing immediate and irreparable injury to Plaintiff and will continue to damage Plaintiff unless enjoined by this Court. Plaintiff has no adequate remedy at law.

WHEREFORE, Plaintiff Renaissance respectfully requests that the Court enter judgment as follows:

1. That judgment be entered for Plaintiff on all of its claims;

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- 2. Defendant, its principles, members, officers, partners, directors, agents, representatives, successors or assigns, and all persons acting in concert or in participation with any of them, be immediately and permanently enjoined from:
 - (a) Using the EVIL DEAD name or mark or any derivation or colorable imitations thereof, or any name or mark that is confusingly similar thereto, including but not limited to the names Evil Dead; Evil Dead: Genesis of the Necronomicon; Evil Dead: Genesis of the Necronomicon, Part 2; Evil Dead: Consequences, (collectively, "Prohibited Names"), as or as part of the title of a motion picture or any other work of entertainment or in connection with the promotion, development or production of any motion picture or work of entertainment;
 - (b) Using the EVIL DEAD name or mark in connection with the provision and/or promotion of motion picture promotion, development or production services, or any entertainment-related goods or services;
 - (c) making or employing any other commercial use of any of the Prohibited Names;
 - (d) representing to third parties by acts of omission or commission that Defendant owns rights in the EVIL DEAD name or mark, or that Defendant's works are associated with or approved by Plaintiff or were created, prepared or distributed with the consent or permission of Plaintiff;
 - (e) using any other false designation of origin or false description or representation or any other thing calculated or likely to cause confusion or mistake in the mind of the trade or public or to deceive the trade or public into believing that Defendant's activities are in any way sponsored, licensed, endorsed,

authorized by or affiliated or connected with Plaintiff, or originate from Plaintiff;

- (f) doing any other acts or things calculated or likely to cause confusion or mistake in the mind of the public or to lead purchasers or consumers or investors into the belief that the products or services promoted, offered or sponsored by Defendant emanate from or originate with Plaintiff or its licensees, or are somehow sponsored, licensed, endorsed, authorized by or affiliated or connected with Plaintiff, or originate from Plaintiff;
- (g) further infringing Plaintiff's EVIL DEAD mark and damaging Plaintiff's goodwill;
- (h) applying to register the EVIL DEAD mark, or any confusingly similar mark, with the USPTO or any other trademark office or governmental authority;
- using or registering any of the Prohibited Names as part of any domain name, regardless of cetld or gtld, or gtld;
- (j) purchasing any of the Prohibited Marks in connection with any sponsored advertising on the Internet or using any of the Prohibited Marks in any source code or otherwise using the Prohibited Marks such that a search for Plaintiff on the Internet will cause any domain name or website of Defendant to appear in search results;
- (k) otherwise competing unfairly with Plaintiff or any of its authorized licensecs in any manner; and
- (l) assisting, aiding, or abetting any other person or business entity in engaging in or performing any of the activities referred to in the above subparagraphs (a) through (k), or effecting any

- 3. Defendant be required to account for and pay to Plaintiff the profits attributable to the conduct complained of herein, including disgorgement of (a) all monies paid to Defendant for distribution rights of any movie advertised or promoted under any name that includes EVIL DEAD; (b) all of Plaintiff's damages arising out of the acts of unfair competition, false designation of origin and false advertising under §43(a) of the Federal Trademark Act, 15 U.S.C. § 1125(a) respectively and; (c) a sum equal to three times Defendant's profits or Plaintiff's damages (whichever is greater), pursuant to §§ 35(a) and 35(b) of the Federal Trademark Act, 15 U.S.C. §§ 1117(a) and 1117(b);
- 4. Defendant be required to pay to Plaintiff the amount of Plaintiff's damages arising out of Defendant's infringement and unfair competition under the common law of the State of California and violation of the California Unfair Business Practices Act, Cal. Bus. & Prof. Code § 17200 et seq.;
- 5. Defendant be required to pay to Plaintiff the amount of Plaintiff's damages arising out of Defendant's acts of dilution under Cal. Bus. & Prof. Code §§§ 14247, 14250.
- 6. Defendant be required to pay to Plaintiff exemplary and punitive damages to deter any further willful infringement as the Court finds appropriate pursuant to California Civil Code § 3294 et seq.;
- 7. Defendant be required to pay to Plaintiff the costs of this action under §35(a) of the Federal Trademark Act, 15 U.S.C. § 1117(a);
- 8. Defendant be directed to file with the Court and serve on counsel for Plaintiff within thirty (30) days after entry of any injunction issued by the Court in this action, a sworn written statement pursuant to § 34(a) of the Federal Trademark

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Act, 15 U.S.C. § 1116(a), setting forth in detail the manner and form in which Defendant has complied with any injunction which the Court may enter in this action;

- 9. Defendant be directed to pay Plaintiff its reasonable attorneys' fees along with the costs and disbursements incurred herein as a result of Defendant's intentional and willful infringement, pursuant to 15 U.S.C. § 1117;
- 10. Defendant be directed to pay Plaintiff's interest, including pre-judgment interest on the foregoing sums pursuant to 15 U.S.C. §1117(a) and;
- 11. Awarding and directing such further relief as the Court deems just and proper.

Dated: Los Angeles, California April 30, 2012

FROSS ZELNICK LEHRMAN

& ZISSU, P,C.

By:

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Attorneys for Plaintiff Renaissance Pictures, Lt

DEMAND FOR JURY TRIAL

Plaintiff Renaissance Pictures Ltd, hereby demands a jury trial as provided by Rule 38(a) of the Federal Rules of Civil Procedure.

DATED: May 1, 2012 CALDWELL LESLIE & PROCTOR, PC

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CALDWELL LESIJE & PROCTOR -and-

FROSS ZELNICK LICHRMAN & ZISSU, P.C.

By:

Counsel for Plaintiff Renaissance Pictures, Ltd.

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 Dale S. Fischer and the assigned discovery Magistrate Judge is Jay C. Gandhi.

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

CV12- 3805 DSF (JCGx)

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

All discovery related motions should be noticed on the calendar of the Magis	trate Judge	
=	— — — — — -	

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:

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

	<u>_</u>
	DISTRICT COURT CT OF CALIFORNIA
RENAISSANCE PICTURES, LTD.	CASE NUMBER
PLAINTIFF(S) V.	CV12-3805-DSF (JCGX)
AWARD PICTURES, LLC	SUMMONS
DEFENDANI(S).	
TO: DEFENDANT(S):	
A lawsuit has been filed against you.	
counterclaim cross-claim or a motion under Rule or motion must be served on the plaintiff's attorney, Mi 1000 Wilshire Boulevard. Suite 600. Los i judgment by default will be entered against you for the your answer or motion with the court.	Angeles, CA 90017-2463 . If you fail to do so,
Dated: MAY - 2 2012	By: Maluly John Deputy Clerk
	(Seal of the Court)
[Use 60 days if the defendant is the United States or a United State 60 days by Rule 12(a)(3)].	es agency, or is an officer or employee of the United States. Allowed
CV-01A (12/07) SUMP	MONS

CCD-1A

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

			Tibeote	Conedy		
l (a) PLAINTIFFS (Check box if you are representing yourself [)			1	DEFENDANTS		
RENAISSANCE PICTURES, L'ID.				AWARD PICTURES,	LLC	
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The Address of Class Manage As	dd IT I I - Nowbeath	· · · · · · · · · · · · · · · · · · ·		A44 (IEV)		-
yourself, provide same.)	ddress and Telephone Number. It	you are repre	escring	Attorneys (If Known)		
	, State Bar No.	217464	1			
CALDWELL LESLIE		217101				
	oulevard, Suite	600				
		600				
Los Angeles, CA	90017-2463					
(013) (00 0040						
(213) 629-9040						
II. BASIS OF JURISDICTI	ON (Place an X in one box only.)		IZENSHIP OF PRINCIPAL		y Cases Only
			(Plac	ce an X in one box for plaintif	and one for defendant.	DTE DEE
1 U.S. Government Plaintif	f X 3 Federal Question	aus	Citizen of T	PTF DEF	Incorporated or Principal	PTF DEF
	Government Not a		Citizçii oi i	ins statet	Incorporated or Principal of Business in this State	11800
		- "	Citizen of A	Another State 2 2	Incorporated and Princip	al Place 5 55
2 U.S. Government Defend			Citizen of A	Allouter State 2] 2	of Business in Another S	
	of Parties in Item	1				
		1		Subject of a 3 3	Foreign Nation	□ 6 □ 6
			Foreign (Country		
IV. ORIGIN (Place an X in a	* *					
	oved from 🔲 3 Remanded fro			5 Transferred from anoth		Appeal to District
Proceeding State	Court Appellate Cor	art Red	opened	(specify):	Distric Litigat	
					Titigat	ion iviagistrate judge
V. REQUESTED IN COME	PLAINT: JURY DEMAND:	X Yes	No (C	heck 'Yes' only if demanded i	n complaint.)	
er leg leggestell i BB e	n an () ar (3) ar		1371	TOTAL DISTRIBUTION OF THE	63658.453V A.V. (19)	
CLASS ACTION under F.R.C.	.P. 23: Yes X No			MONEY DEMANDED IN	COMPLAINT: \$	
VI. CAUSE OF ACTION (C	Cite the U.S. Civil Statute under	which you are	filing and v	write a brief statement of caus-	e. Do not cite jurisdictions	al statutes unless diversity.)
		_				-
15 U.S.C. section				it and Unfair Co	ompetition Un	der California
Common Law; Inju	ry to Business Re	eputati	on			
NATION OF CHIEF ON						
	ace an X in one box only.)					
OTHER STATUTES	CONTRACT		ORTS	TORTS	PRISONER	LABOR
400 State Reapportionment	110 Insurance	PERSON.	AL INJURY		PETITIONS	710 Fair Labor
410 Antitrust	120 Marine	310 Air		PROPERTY	510 Motions to	Standards Act
430 Banks and Banking	130 Miller Act		plane Produc		Vacate Sentence	
450 Commerce/ICC	140 Negotiable Instrument		bility	371 Truth in Lending	/	Relations 730 Labor/Mgmt.
Rates/ctc.	150 Recovery of		sault, Libel &	2 380 Other Personal	530 General	Reporting &
460 Deportation	Overpayment & Enforcement of		nder 1. Employers'		535 Death Penalty	Disclosure Act
470 Racketeer Influenced	Judgment		bility	385 Property Damage Product Liability	540 Mandamus/ Other	740 Railway Labor Ac
and Corrupt Organizations	151 Medicare Act	340 Ma	•	Product Liability		[] gap 6.1
480 Consumer Credit	152 Recovery of Defaulted		rine Product	BANKRUPTCY	550 Civil Rights	790 Other Labor Litigation
490 Cable/Sat TV	Student Loan (Excl.		bility	422 Appeal 28 USC	FORFEITURE/	
810 Selective Service	Veterans)		tor Vehicle	158	PENALTY	791 Empl. Ret. Inc. Security Act
850 Securities/Commodities/	153 Recovery of		tor Vehicle	423 Withdrawal 28		PROPERTY RIGHTS
Exchange	Overpayment of	A COLUMN TO SERVICE AND ADDRESS OF THE PERSON ADDRESS OF THE PERSON AND ADDRESS OF THE PERSON ADDR	duct Liabilit ier Personal	USC 157 CIVIL RIGHTS	610 Agriculture 620 Other Food &	820 Copyrights
875 Customer Challenge 12	Veteran's Benefits	Inja		441 Voting	Drug	830 Patent
USC 3410	160 Stockholders' Suits	362 Per	sonal Injury-	442 Employment	625 Drug Related	X 840 Trademark
890 Other Statutory Actions	190 Other Contract		d Malpractic		Seizure of	SOCIAL SECURITY
891 Agricultural Act	Liability		sonal Injury-		Property 21 USC	
892 Economic Stabilization Act	196 Franchise	particular and the same of the	ducτ Liability bestos Person		881 630 Liquor Laws	862 Black Lung (923) 863 DIWC/DIWW
893 Environmental Matters	REAL PROPERTY		bestos Person ury Product	Disabilities -	640 R.R. & Truck	(405(g))
894 Energy Allocation Act	210 Land Condemnation		hility	Employment	650 Airline Rogs	864 SSID Title XVI
895 Freedom of Info. Act	220 Foreclosure		RATION	446 American with	660 Occupational	865 RSI (405(g))
900 Appeal of Fee Determi-	230 Rent Lease & Ejectment	462 Nat	turalization	Disabilities -	Safety/Health	FEDERAL TAX SUITS
nation Under Equal	240 Torts to Land	Ар	plication	Other	690 Other	870 Taxes (U.S.
Access to Justice	245 Tort Product Liability		beas Corpus-	440 Other Civil		Plaintiff or
950 Constitutionality of	290 All Other Real Property		en Detainee	Rights		Defendant)
State Statutes			ier Immigrati	ion		871 IRS - Third Party 26 USC 7609
		Aci	tions	POOF		40 USC 1809
		V	-	20112		
FOR OFFICE USE ONLY: C	Case Number:	PAT	C	2002		

CIVIL COVER SHEET

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

VIII(a). IDENTICAL CASES: Has this action been previous If yes, list case number(s):	ly filed in this court and dismissed, remanded or closed? X No Yes
VIII(b). RELATED CASES: Have any cases been previously If yes, list case number(s):	filed in this court that are related to the present case? X No Yes
Civil cases are deemed related if a previously filed case and t (Check all boxes that apply) A. Arise from the same B. Call for determinati C. For other reasons w	he present case: cor closely related transactions, happenings, or events; or on of the same or substantially related or similar questions of law and fact; or ould entail substantial duplication of labor if heard by different judges; or stent, trademark or copyright, and one of the factors identified above in a, b or c also is present.
	an additional sheet if necessary.) f this District; State if other than California; or Foreign Country, in which EACH named plaintiff resides. is a named plaintiff. If this box is checked, go to item (b).
County in this District:* Los Angeles	California County outside of this District, State, if other than California; or Foreign Country
1 - 4	f this District; State if other than California; or Foreign Country, in which EACH named defendant resides, is a named defendant. 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 Connecticut
(c) List the County in this District; California County outside o Note: In land condemnation cases, use the location of County in this District: Los Angeles	f this District; State if other than California; or Foreign Country, in which EACH claim arose. the tract of land involved. California County outside of this District; State, if other than California; or Foreign Country
* Los Angeles, Orange, San Bernardino, Riverside, Ventura, Note: In land condemnation cases, use the location of the tract of X. SIGNATURE OF ATTORNEY (OR PRO PER):	
or other papers as required by law. This form, approved by the	r Sheet and the information contained herein neither replace nor supplement the filing and service of pleadings Judicial Conference of the United States in September 1974, is required pursuant to Local Rule 3-1 is not filed ics, venue and initiating the civil docket sheet. (For more detailed instructions, see separate instructions sheet.)
Key to Statistical codes relating to Social Security Cases:	
Nature of Suit Code Abbreviation Substantiv	e Statement of Cause of Action
Alsa, inclu	for health insurance benefits (Medicare) under Title 18, Part A, of the Social Security Act, as amended, de claims by hospitals, skilled nursing facilities, etc., for certification as providers of services under the 42 U.S.C. 1935FF(b))
862 BL Ali claims (30 U.S.C.	for "Black Lung" benefits under Title 4, Part B, of the Federal Coal Mine Health and Safety Act of 1969. 923)
	filed by insured workers for disability insurance benefits under Title 2 of the Social Security Act, as lust all claims filed for child's insurance benefits based on disability. (42 U.S.C. 405(g))
	filed for widows or widowers insurance benefits based on disability under Title 2 of the Social Security inded. (42 U.S.C. 405(g))
864 SSID All claims and Act, as ame	for supplemental security income payments based upon disability filed under Title 16 of the Social Security anded.

CIVIL COVER SHEET

Page 2 of 2

CV-71 (05/08)