

UNITED STATES DISTRICT COURT FOR THE SOUTHERN DISTRICT OF
FLORIDA

**Bridlington Bud Ltd. v. The Partnerships, Unincorporated
Associations Identified on Schedule A**

Bridlington Bud · No. 25-cv-25717-GAYLES · Decided March 13, 2026

SUMMARY

The United States District Court for the Southern District of Florida grants Bridlington Bud Ltd.’s motion for a preliminary injunction against unidentified partnerships and unincorporated associations alleged to be selling counterfeit products bearing the AUQ trademark. The order prohibits further infringement, restrains the transfer or disposal of defendants’ assets, directs certain third-party providers to freeze connected accounts and funds, and requires a \$10,000 bond.

CASE DETAILS

COURT	United States District Court for the Southern District of Florida
WRITING FOR THE COURT	Darrin P. Gayles
JURISDICTION	United States District Court for the Southern District of Florida
DECIDED	March 13, 2026
DOCKET	25-cv-25717-GAYLES
DISPOSITION	other
PROCEDURAL POSTURE	Plaintiff moved for a preliminary injunction after the court entered a temporary restraining order and held a preliminary-injunction hearing.
STANDARD OF REVIEW	A preliminary injunction requires a substantial likelihood of success on the merits, a likelihood of irreparable injury absent relief, a balance of threatened harms favoring the movant, and consistency with the public interest.
PRECEDENTIAL VALUE	Unknown
PARTIES	Bridlington Bud Ltd. v. The Partnerships, Unincorporated Associations Identified on Schedule A

TOPICS

- trademark infringement
- injunctions
- asset protection
- equitable relief
- civil procedure

PRACTICE AREAS

trademark law

intellectual property

civil procedure

equitable remedies

commercial litigation

QUESTIONS PRESENTED

1. Whether plaintiff demonstrated the requirements for a preliminary injunction against alleged online sellers of counterfeit goods.
2. Whether the court could preliminarily enjoin defendants from using the AUQ mark and related acts of passing off and unfair competition.
3. Whether the court could impose an asset freeze and require third-party payment and marketplace providers to restrain defendants' accounts and funds.
4. Whether plaintiff's \$10,000 bond was sufficient under the preliminary injunction.

HOLDINGS

1. Plaintiff was entitled to a preliminary injunction because the evidence established a strong probability of proving consumer confusion and trademark infringement, likely immediate and irreparable injury, a balance of harms favoring plaintiff, and that an injunction served the public interest.
2. Defendants and persons acting in concert with them were preliminarily enjoined from using the AUQ mark or counterfeit or colorable imitations, passing off goods as genuine AUQ products, causing consumer confusion, infringing plaintiff's mark, competing unfairly, and dealing in unauthorized goods bearing the mark.
3. The court could preliminarily restrain defendants from transferring or disposing of their assets and could require identified third-party providers to locate and restrain accounts and funds connected to defendants.
4. The \$10,000 bond posted by plaintiff was sufficient and would remain with the court.

KEY QUOTATIONS

“In order to obtain a preliminary injunction, a party must demonstrate “(1) [there is] 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.”” (II. Legal Standard)

“Requesting equitable relief “invokes the district court’s inherent equitable powers to order preliminary relief, including an asset freeze, in order to assure the availability of permanent relief.”” (III. Discussion ¶ 6)

FACTUAL BACKGROUND

Bridlington Bud Ltd. owns a federally registered AUQ trademark used with textiles and related household products. Defendants operated internet-based e-commerce stores that allegedly advertised, offered for sale, or sold products bearing counterfeit or infringing versions of the AUQ mark without authorization. Plaintiff presented declarations, product images, listings, seller information, and other evidence showing that defendants targeted United States consumers, including consumers in Florida, and that further counterfeit sales were likely.

PROCEDURAL HISTORY

Bridlington Bud Ltd. filed an action alleging that defendants were using counterfeit or infringing versions of its federally registered AUQ trademark in online commerce. The court entered a temporary restraining order on February 27, 2026, held a preliminary-injunction hearing on March 11, 2026, and granted plaintiff's request for a preliminary injunction on March 13, 2026.

DISPOSITION

other

CASES CITED

- Schiavo ex rel. Schindler v. Schiavo, 403 F.3d 1223, 1225-26 (11th Cir. 2005)
- Reebok International, Ltd. v. Marnatech Enterprises, Inc., 970 F.2d 552, 559 (9th Cir. 1992)
- Fuller Brush Products Co. v. Fuller Brush Co., 299 F.2d 772, 777 (7th Cir. 1962)
- Levi Strauss & Co. v. Sunrise International Trading Inc., 51 F.3d 982, 987 (11th Cir. 1995)

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