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)

OPINION

UNITED STATES DISTRICT COURT SOUTHERN DISTRICT OF FLORIDA CASE NO. 25-cv-25717-GAYLES BRIDLINGTON BUD LTD, Plaintiff, v. THE PARTNERSHIPS, UNINCORPORATED ASSOCIATIONS IDENTIFIED ON SCHEDULE A, Defendants. ___________________________________/ PRELIMINARY INJUNCTION THIS CAUSE is before the Court upon Plaintiff BRIDLINGTON BUD LTD's Request for Entry of Preliminary Injunction Order [ECF No. 7].

On February 27, 2026, the Court entered the Temporary Restraining Order [ECF No. 14] and set a hearing to determine whether a preliminary injunction should be issued. The Court conducted a duly noticed preliminary injunction hearing on March 11, 2026.

The Court has carefully considered the record, including Plaintiff's evidence in support of a preliminary injunction and the argument of counsel. For the reasons stated on the record and set forth below, Plaintiff BRIDLINGTON BUD LTD's motion for preliminary injunctive relief is GRANTED I. Factual Background The following factual background is taken from Plaintiff's Complaint, [ECF No. 1], the Application, and supporting evidentiary submissions and exhibits.

Plaintiff is the owner of the federally registered trademark AUQ (the "AUQ" mark) under U.S. Trademark Registration No. 6,278,128. See Exhibit 1, [ECF No. 7-1]; see also Decl. of Du, [ECF No. 7-3, ¶ 3]. The AUQ mark is used in connection with pillow covers, dishcloths, curtains, blankets, rugs, table linen, towels, fabric furniture covers, cotton fabrics, and related products under Class 24.

Id. Defendants, through internet-based e-commerce stores operating under their seller aliases identified on Schedule A attached herewith, have advertised, promoted, offered for sale, or sold infringement products using the AUQ mark. See Decl. of Du, [ECF No. 7-3, ¶¶ 9-12]. Plaintiff’s evidence shows that Defendants directly target business activities toward consumers in the United States, including Florida, through their fully interactive e-commerce platforms.

See Decl. of Du, [ECF No. 7-3, ¶¶ 9-12]. Plaintiff has not licensed or authorized these Defendants to use the AUQ mark, and none of the Defendants are authorized retailers of genuine AUQ Products. Id. ¶ 13. Further, counsel for Plaintiff has reviewed the images and product description displayed on the websites, including the domain name, the product listing, the product information, and detailed seller information of each seller identified on Schedule A. See Decl. of Palmer [ECF No. 7-2, ¶ 2].

Plaintiff has determined that Defendants are promoting, advertising, offering for sale, and/or selling various textiles, household linens, home furnishing accessories, and related products using the AUQ mark, without authorization, via Internet-based e-commerce stores operating under the seller names identified on Schedule A. Id. Further, after reviewing the infringing evidence, counsel for Plaintiff also believes that the activities of the sellers identified in Schedule A are consistent with the general patterns of online counterfeiting activities.

Id. ¶ 4. II. Legal Standard 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.” Schiavo ex. rel Schindler v. Schiavo, 403 F.3d 1223, 1225-26 (11th Cir.

2005). III. Discussion The declarations and Infringing Evidence Plaintiff submitted, and the representations made during the Preliminary Injunction hearing, support the following conclusions of law: 1. Plaintiff has a strong probability of proving at trial that consumers are likely to be confused by Defendants’ advertisement, promotion, sale, offer for sale, and/or distribution of goods bearing and/or using counterfeits, reproductions, or colorable imitations of the AUQ mark, and that the products Defendants are selling and promoting for sale are copies of the Plaintiff’s products that bear and/or use copies of the AUQ mark.

2. Because of the infringement of the AUQ mark, Plaintiff is likely to suffer immediate and irreparable injury if a preliminary injunction is not granted. The following specific facts, as set forth in Plaintiff’s Complaint, request for Preliminary Injunction, and declarations, demonstrate that immediate and irreparable loss, damage, and injury will result to Plaintiff and to consumers: a. Defendants own or control e-commerce stores operating under their stores aliases which advertise, promote, offer for sale, and sell products bearing and/or using counterfeit and infringing trademarks in violation of Plaintiff’s rights; and b. There is good cause to believe that more

counterfeit and infringing products bearing and/or using Plaintiff's trademarks will appear in the marketplace; that consumers are likely to be misled, confused, and disappointed by the quality of these products; and that Plaintiff may suffer loss of sales for their genuine products.

3. The balance of potential harm to Defendants in restraining their trade in counterfeit and infringing branded goods if a preliminary injunction is issued is far outweighed by the potential harm to Plaintiff, its reputation, and its goodwill as a manufacturer and distributor of quality products if such relief is not issued. 4.

The public interest favors issuance of the preliminary injunction to protect Plaintiff's trademark interests, to encourage respect for the law, to facilitate the invention and development of innovative products, and to protect the public from being defrauded by the illegal sale of counterfeit goods. 5. Pursuant to 15 U.S.C. § 1117(a), Plaintiff may be entitled to recover, as an equitable remedy, the illegal profits gained through Defendants' distribution and sales of goods bearing and/or using counterfeits and infringements of the AUQ mark.

See Reebok Int'l, Ltd. v. Marnatech Enters., Inc., 970 F.2d 552, 559 (9th Cir. 1992) ("An accounting of profits under § 1117(a) is not synonymous with an award of monetary damages: '[a]n accounting for profits... is an equitable remedy subject to the principles of equity.'") (quoting Fuller Brush Prods. Co. v. Fuller Brush Co., 299 F.2d 772, 777 (7th Cir. 1962)).

6. 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." Levi Strauss & Co. v. Sunrise Int'l Trading Inc., 51 F.3d 982, 987 (11th Cir. 1995). 7. Considering the inherently deceptive nature of the counterfeiting business, and the likelihood that Defendants have violated federal trademark laws, Plaintiff has good reason to believe Defendants will hide or transfer their ill-gotten assets beyond the jurisdiction of this Court unless those assets are restrained.

IV. Conclusions of Law Accordingly, upon due consideration of Plaintiff's Complaint, Motions, and supporting evidentiary submissions, it is ORDERED AND ADJUDGED that pursuant to 15 U.S.C. § 1116, Federal Rule of Civil Procedure 65, 28 U.S.C. § 1651(a), and the Court's inherent authority, Plaintiff's Request for entry of a Preliminary Injunction is GRANTED. It is further ORDERED that: 1.

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

2. Defendants and any person in active concert or participation with them who have actual notice of this Order shall be preliminarily restrained and enjoined from transferring or disposing of any money or other of Defendants' assets until further ordered by this Court. 3. Any third-party providers, including PayPal, Payoneer, and Walmart, Inc. shall, within two (2) business days of receipt of this Order, for any of Defendants or any of Defendants' Online Marketplace Accounts or websites: a. locate all accounts and funds connected to Defendants, Defendants' Online Marketplace Accounts or Defendants' websites, including, but not limited to, any financial accounts connected to the information listed in Schedule A attached hereto and any email addresses provided for Defendants by third parties; and b. restrain and enjoin any such accounts or funds from transferring or disposing of money or any other assets belonging to Defendants until further ordered by this Court.

4. This Order shall apply to the Seller Aliases, associated e-commerce stores and websites, and any other seller identification names, e-commerce stores, domain names, websites, or financial accounts which are being used by Defendants for the purpose of infringing the AUQ mark at issue in this action and/or unfairly competing with Plaintiff. 5. Defendants subject to this Order may appear and move to dissolve or modify the Order on two-days' notice to Plaintiff or on shorter notice as set by this Court.

6. Defendant and financial institution account holder subject to this Order may petition the Court to modify the asset restraint set out in this Order. 7. The Court determines that the bond in the amount of Ten Thousand Dollars and Zero Cents ($10,000.00) posted by Plaintiff is sufficient and shall remain with the Court. 8. This Order shall remain in effect during the pendency of this action, or until further Order of this Court.

DONE AND ORDERED in Chambers at Miami, Florida, this 13th day of March, 2026. DARRIN P. GAYLES UNITED STATES DIST JUDGE Copies to: Counsel of Record Schedule A

Defendants 1 =CRCMUHE _ https://www.walmart.com/global/seller/101646534 2 Gaoketop Support Service Staff https://www.walmart.com/global/seller/102742686 3 GreenLeaf Kitchen _ https://www.walmart.com/global/seller/102503924 4 Healthy and efficient https://www.walmart.com/global/seller/101595258 5 REED. _ https://www.walmart.com/global/seller/102726628 6 Uasweudfs https://www.walmart.com/global/seller/101504691 7 Uorich Co.Ltd _ https://www.walmart.com/global/seller/102577699 8 | yangjiangshiyisushangmao | https://www.walmart.com/global/seller/102772208 9 zihao hu _https://www.walmart.com/global/seller/102773647 Abetb https://www.walmart.com/global/seller/102787389 11 Homelyhome _ https://www.walmart.com/global/seller/102904295 12 huishuoshidai □□ 102835733 PureMode _ https://www.walmart.com/global/seller/102913780 14 | TanYueManQi | □□□ 15 foshanshichiqianlashangmao _https://www.walmart.com/global/seller/102485137 16 WHUIBHAGWU _https:/Avww.walmart.com/global/seller/102488866 xinminjie □□ 18 xushuo https:/Awww.walmart.com/global/seller/102757217 19 — yangquansenhuikejiyouxiangongsi — https://www-.walmart.com/global/seller/102628723 20 ComfortMart https://www.walmart.com/global/seller/101581910 21 □ □ guqihua _ https://www.walmart.com/global/seller/102763324 22 = InnoLife https://www.walmart.com/global/seller/102875777 23 tiuqiqi _ https://www.walmart.com/global/seller/102765407 24. + MoraGlow https:/Avww.walmart.com/global/seller/102921783 25.

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