COUNT TO SEP 15 MM 9: 21



Patrick M. O'Neill (0062519) Edward P. Akin (0074357) Attorneys for Plaintiff, Stafford Jewelers, Inc.

COURT OF COMMON PLEAS MONTGOMERY COUNTY, OHIO

STAFFORD JEWELERS, INC. 6295 CRITTENDEN DRIVE CINCINNATI, OHIO 45244

CASE NO.:

JUDGE

05-7059

Plaintiff,

V.

JOHN M. STAFFORD d/b/a STAFFORD JEWELERS OF DAYTON 2555 MIAMISBURG-CENTERVILLE RD. DAYTON, OHIO 45459

VERIFIED COMPLAINT

and

U.S. DIAMOND & GOLD JEWELERS, INC. 2008 MIAMISBURG-CENTERVILLE RD. CENTERVILLE, OHIO 45459

Defendants.

Plaintiff Stafford Jewelers, Inc., for its Complaint against Defendants John M. Stafford, d/b/a Stafford Jewelers of Dayton, and U.S. Diamond & Gold Jewelers, Inc., hereby states as follows:

- Plaintiff Stafford Jewelers, Inc., ("Stafford Jewelers") is an Ohio Corporation, registration number 867503 with the Ohio Secretary of State, with its principal place of business in Cincinnati, Hamilton County, Ohio. (Ohio Secretary of State filings attached hereto as Exhibit "A").
- Stafford Jewelers has been engaged in the retail jewelry business in the Greater Cincinnati area, with retail outlets in Cincinnati, Ohio and Florence, Kentucky since 1994.
- Defendant John M. Stafford is a resident of Montgomery County, Ohio.

- Defendant U.S. Diamond & Gold Jewelers, Inc., is an Ohio Corporation with its principal place of business located at 2008 Miamisburg-Centerville Road, Centerville, Montgomery County, Ohio 45459.
- On information and belief, Defendant John Stafford registered Stafford Jewelers of Dayton as a trade name of Defendant U.S. Diamond & Gold Jewelers, Inc., with the Ohio Secretary of State on or about May 27, 2005. (Attached hereto as Exhibit "B".)
- Over the previous eleven years, Stafford Jewelers has acquired significant good will and costumer recognition of its name.
- The combination of the surname "Stafford" with the term "Jewelers" has acquired a secondary meaning within the Southwestern Ohio and Northen Kentucky market for retail jewelry.
- On information and belief, Defendants have been using the Stafford Jewelers name in connection with a retail jewelry business in Dayton, Ohio.
- Defendants' use of the Stafford Jewelers name in intrastate and interstate commerce has
 caused confusion in the marketplace, channeled good will which should properly accrue
 to Stafford Jewelers, Inc. to Defendants, and created credit reporting problems for
 Stafford Jewelers.
- 10. Stafford Jewelers demanded, by certified mail letter tendered by and through counsel, that Defendants immediately cease using the name Stafford Jewelers and promptly notify any creditors and/or customers that they are not affiliated with Stafford Jewelers, Inc. (a copy of the letter with return receipt are attached hereto as Exhibit "C").
- Defendants have so far refused and failed to comply with this demand.

COUNT ONE UNFAIR COMPETITION UNDER THE LANHAM ACT

Stafford Jewelers incorporates by reference Paragraphs 1 through 11 of its Complaint
as if fully rewritten herein.

as if fully rewritten herein.

Page 2 of 9

- Defendants are using the Stafford Jewelers trade name in interstate commerce to promote their goods and services in such a way as to deceive and mislead the consuming public. Specifically, Defendants are using the precise name which Stafford Jewelers has registered as the name of its corporation with the Ohio Secretary of State. Consequently, Defendants' actions are calculated to mislead and deceive the consuming public and creditors into believing that they are affiliated with Stafford Jewelers, when in fact there is no legal or business connection between Stafford Jewelers and either of the Defendants.
- 14. Defendants are misusing the Stafford Jewelers name in interstate commerce to promote their goods and services, and falsely identify the origin or falsely describe their goods and services in a manner which is likely to cause confusion, mistake and/or deception as to the affiliation, connection or association, or the origins of their goods and services and those of Stafford Jewelers.
- Defendants' conduct constitutes an unfair trade practice and unfair competition in violation of the Lanham Act, 15 U.S.C. §1125, et seq.
- 16. Defendants' acts of unfair competition and unfair trade practices against Stafford Jewelers have caused and will, unless enjoined by this Court, continue to cause Stafford Jewelers to suffer damages in excess of \$25,000.00, including without limitation, loss of good will, loss of potential customers, confusion among creditors and credit reporting agencies and other damages to be proven at trial.

COUNT TWO UNFAIR COMPETITION UNDER OHIO LAW

 Stafford Jewelers incorporates by reference Paragraphs 1 through 16 of its Complaint as if fully rewritten herein.

- Stafford Jewelers currently has a valid and subsisting trade name recognized in the Greater Cincinnati, Northern Kentucky and Southwestern Ohio markets for its goods and services.
- Stafford Jewelers has invested money in advertising and in otherwise promoting its goods, services and retail outlets.
- Stafford Jewelers' trade name is the means by which its goods and services are identified
 as being affiliated, associated with and sold by Stafford Jewelers.
- 21. Though advertising in various mediums and years of operating its business, Stafford Jewelers has acquired and preserved valuable consumer, supplier and creditor good will in connection with its business, and this good will is symbolized by and associated with its trade name.
- 22. Defendants have neither sought nor obtained Stafford Jewelers' permission to use the Stafford Jewelers trade name or any derivation or imitation thereof in connection with their business, goods, services or retail outlets in the Dayton, Ohio area or anywhere else.
- Defendants have wrongfully adopted or caused to be adopted a trade name which bears
 intentional and confusing similarity to Stafford Jewelers' trade name.
- 24. Defendants' continuing use of this confusingly similar trade name in advertising, promotion and sale of their goods and services is likely to deceive consumers, suppliers, creditors and credit reporting agencies as to the true identity of their business, insofar as consumers, suppliers, creditors and credit reporting agencies are likely to mistakenly believe that Defendants' businesses have a legitimate connection or affiliation with

' >

Stafford Jewelers.

25. Defendants' infringement of Stafford Jewelers' trade name constitutes an unfair competition, by tending to falsely associate the Defendants' business entity and their goods and services with Stafford Jewelers, in violation of Ohio law.

Page 4 of 9

- 26. Defendants' act of false designation of origin have caused and will continue to cause substantial and irreparable injury to Stafford Jewelers.
- 27. Stafford Jewelers is entitled to injunctive relief, including a Temporary Restraining Order and Permanent Injunction against Defendants and money damages adequate to compensate it for Defendants' infringing use.

COUNT THREE VIOLATIONS OF OHIO DECEPTIVE TRADE PRACTICES ACT

- 28. Stafford Jewelers incorporates by reference Paragraphs 1 through 27 of its Complaint as if fully rewritten herein.
- 29. Defendants' conduct described above amounts to passing off their goods and services as those of Stafford Jewelers, in violation of O.R.C. §4165.02(A)(1).
- 30. Defendants' conduct described above causes a likelihood of confusion or misunderstanding as to the affiliation, connection or association with, or certification by Stafford Jewelers of Defendants' goods and services, in violation of O.R.C. §4165.02(A)(3).
- 31. On information and belief, Defendants have willfully persisted in the above-described trade practices despite knowing them to be deceptive.
- 32. Defendants' deceptive trade practices have damaged and are likely to continue to damage Stafford Jewelers by causing confusion among the consuming public, creditors, suppliers and credit reporting agencies and irreparably injure the value of the good will of the Stafford Jewelers trade name.
- 33. Defendant John Stafford's having refused a certified mail demand to cease and desist

. . .

33. Defendant John Stafford's having refused a certified mail demand to cease and desist these practices, it has become readily apparent that Defendants will persist in their deceptive trade practices unless enjoined by the Court. Stafford Jewelers has no adequate remedy at law in that the amount of its damages are difficult to ascertain with specificity, and unless enjoined by the Court, such damages will be compounded on a

Page 5 of 9

daily basis. Ohio Revised Code §4165.03(A) specifically provides for injunctive relief in such instances.

34. As a result of Defendants' deceptive trade practices, Stafford Jewelers has incurred and continues to incur money damages in amounts to be proven specifically at trial, including without limitation, diminution of good will associated with its trade name. Stafford Jewelers is also entitled to recover its attorney's fees incurred herein, pursuant to Ohio Revised Code §4165.03(A)(2)(B).

COUNT FOUR COMMON LAW TRADE MARK INFRINGEMENT

- Stafford Jewelers incorporates by reference Paragraphs 1 through 34 of its Complaint as if fully rewritten herein.
- Defendants' conduct described above infringes Stafford Jewelers' rights in its "Stafford Jewelers, Inc." trade name, thereby violating Ohio Common Law.
- 37. Defendants' infringement of Stafford Jewelers' trade name has caused and continues to cause irreparable injury to the value and good will associated with such trade name, as well as to Stafford Jewelers' business, good will and reputation with consumers, suppliers, distributors, creditors and credit reporting agencies. If not enjoined by the Court, Defendants' infringing actions will continue.
- Stafford Jewelers has no adequate remedy at law, in that the amount of its damages are

- difficult to ascertain with specificity. Moreover, unless the Court enjoins Defendants' infringing conduct, such damages will be compounded and exacerbated daily.
- Accordingly, Stafford Jewelers prays herein for injunctive relief from this Court, and has separately moved for a Temporary Restraining Order.
- 40. As a result of Defendants' infringing conduct, Stafford Jewelers has incurred and

Page 6 of 9

continues to incur money damages in an amount to be proven specifically at trial.

COUNT FIVE PRAYER FOR TEMPORARY RESTRAINING ORDER

- Stafford Jewelers incorporates by reference Paragraphs 1 through 40 of its Complaint as if fully rewritten herein.
- 42. For reasons set forth above, Defendants' continued, willful and deceptive infringement of Stafford Jewelers' valid, subsisting and duly registered trade name threatens great and irreparable injury to Stafford Jewelers if not restrained by this Court.
- Defendants have failed and refused to cease and desist these practices, ignoring certified mail demands from Stafford Jewelers' legal counsel. (See Exhibit "C", supra.)
- 44. Money damages will not suffice to remedy the present loss and diminution and threatened future loss and diminution of valuable goodwill associated with Stafford Jewelers' trade name.
- 45. Money damages will not suffice to remedy the imminent threat of consumer confusion as to the source of Defendants' and Stafford Jewelers' respective goods and services which is threatened by Defendants' deliberate, willful and continuing misappropriation of Stafford Jewelers' trade name.
- 46. A Temporary Restraining Order is necessary under these circumstances to prevent any http://www.clerk.co.montgomery.oh.us/pro/image_onbase.cfm?docket=8281835 (7 of 20) [5/7/2008 12:57:35 PM]

. . . .

- 46. A Temporary Restraining Order is necessary under these circumstances to prevent any additional damage to the valuable good will associated with Stafford Jewelers' trade name.
- 47. Under these circumstances, this Court has authority pursuant to Ohio Rule of Civil Procedure 65(A) and Ohio Revised Code §2727.02 to issue a Temporary Restraining Order requiring Defendants to cease and desist from any further use of Stafford Jewelers' trade name and to take appropriate steps to notify the Ohio Secretary of State to remove any formal association of the Stafford Jewelers name with their business

Page 7 of 9

entities.

WHEREFORE, Plaintiff Stafford Jewelers, Inc., hereby demands that this Court enter judgment in its favor against Defendants John M. Stafford, d/b/a Stafford Jewelers of Dayton, and U.S. Diamond & Gold Jewelers, Inc., as follows:

- I. With respect to Counts I IV of the Complaint, that this Court render a judgment in favor of Stafford Jewelers and award money damages in an amount exceeding \$25,000.00, to be proven specifically at trial;
- II. With respect to Counts I IV, and as specifically prayed for in Count V of the Complaint and in Stafford Jewelers' simultaneously filed Motion for Temporary Restraining Order, that this Court issue such Temporary Restraining Order requiring Defendants to cease and desist using "Stafford Jewelers" as part of their trade name, and make appropriate filings with the Ohio Secretary of State to retract such official use;
- III. That the Court enter preliminary and permanent injunctions, after notice and opportunity to be heard by Defendants, enjoining Defendants' unauthorized use of "Stafford Jewelers" in their trade name;
- IV. An award of treble damages and attorney fees to the extent authorized by statutory

- IV. An award of treble damages and attorney fees to the extent authorized by statutory applicable federal or Ohio law, including without limitation, 15 U.S.C. §1117(a) and/or Ohio Revised Code §4165.03.
- V. Any other such relief as the Court shall deem just and proper.

Respectfully submitted,

MOFF, ROSEN & HUNT

M. O'Neill (0062519) Edward P. Akin (0074357)

2200 U.S. Bank Tower, 425 Walnut Street

Cincinnati, Ohio 45202

Telephone: Facsimile:

(513) 241-0400

(513) 241-2877

Trial Attorney for Plaintiff, Stafford Jewelers, Inc.

Page 8 of 9

VERIFICATION

STATE OF OHIO)	
)	SS
COUNTY OF HAMILTON)	

James Stafford, being first duly sworn and cautioned, states that the foregoing factual allegations are true and accurate to the best of his personal knowledge and belief.

ames Stafford

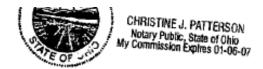
Sworn to before me and subscribed

in my presence this _____ day of September, 2005.

Notary Public

CHRISTINE J. PATTERSON

My Commission Expires:



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Page 9 of 9

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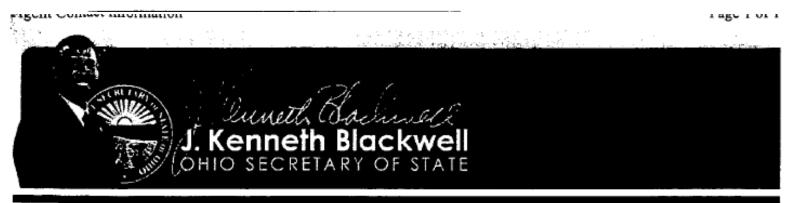
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STAFFORD JEWELERS, INC.	Domestic Articles/For Profit	Mar 16 1994	9478 0746	9478_0746	

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Back to Menu



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Agent Contact Information

Agent Name	Agent Address	City	State	Zip	Effective Date	Contact Status
James R Stafford, Jr	6295 Crittenden Dr	Cincinnati	Ohio	45244	16-MAR-94	Active

Total Row Count in Report- 1 Row(s) 1 - 1

Back to Menu

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8/31/2005

BUSINESS FILINGS DETAILS

Page 1 of 1



Business Filing Information

Business Name	Filing Type	Filing Date			Additional Filing Type Info
STAFFORD JEWELERS OF DAYTON	Trade Name/Original Filing	May 27 2005	200515100200	200515100200	

Total Row Count in Report- 1 Row(s) 1 - 1

Back to Menu



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ATE: DOCUMENT ID DESCRIPTION V 1/ /31/2005 200515100200 TRADE NAME/ORIGINAL FILING (RNO)

FLANG EXPED PENALTY

CER:

COPY .00

Receipt
This is not a bill. Please do not remit payment.

STAFFORD JEWELERS OF DAYTON JOHN STAFFORD 2008 MIAMISBURG-CENTERVILLE RD CENTERVILLE, OH 45459

STATE OF OHIO CERTIFICATE

Ohio Secretary of State. J. Kenneth Blackwell

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CEKILLICALE

Ohio Secretary of State, J. Kenneth Blackwell

1546285

It is hereby certified that the Secretary of State of Ohio has custody of the business records for

STAFFORD JEWELERS OF DAYTON

and, that said business records show the filing and recording of:

Document(s)

Document No(s):

TRADE NAME/ORIGINAL FILING

200515100200

Date of First Use: Expiration Date:

04/10/1986 05/27/2010

U.S. DIAMOND & GOLD JEWELERS, INC.

2008 MIAMISBURG CENTERVILLE RD

CENTERVILLE, OH 45459



United States of America State of Chio Office of the Secretary of State

Witness my hand and the seal of the Secretary of State at Columbus, Ohio this 27th day of May, A.D. 2005.

Ohio Secretary of State

Quneth Ba

Page 1

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200515100200



Prescribed by J. Kenneth Blackwell

Ohio Secretary of State Central Ohio: (614) 466-3910 Toll Free: 1-877-SOS-FILE (1-877-767-3453)

www.state.oh.us/sos e-mail: busserv@sos.state.oh.us Expedite this Form: passows tell Form to one of the Police PO Box 1390 ⊙γes Columbus, OH 43216 PO Box 670 Columbus, OH 43216

NAME REGISTRATION

(For Domestic/Foreign Profit or Non-Profit) Filing Fee \$50.00

THE UNDERSIGNED HEREBY STATES THE FOLLOWING:

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(1) I Trade Name	(2) Fictitious Name	(3) Name Reservation	,
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Date of first use 4/10/1986	1	☐ Original	
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Ohio Corporation, Charter No.	675539	Foreign Limited Liebility Co. holding	9
General Partnership		Ohio Reg. No.	
		organized in the state of	
he name of the registrant designa	nted above is		
U. S. Dismond & Gold Jews	elers, Inc		
OTE: Where the registrant is a party	erable, the name of the partne	ership must appear on this line. If the registr	
	der an essumed name, both th	he assumed name and actual corporate title o	of such
orporation must appear on this line.			
he business address of the regist	rent is		
2008 Miamisburg Centerville	a D4		
(Street)	MOTE: P.O. Box Address	ses ere MOT acceptable.	_
Centerville	Montgomery	y Ohio	45450
(CBy)	(County)	(State)	(Zip Code)

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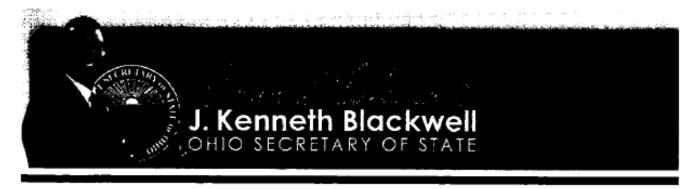
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complete only if registrant is a general partnership IAME OF ALL GENERAL PARTNERS	COMPLETE RESIDENTIAL, ADDRESSES (including zip code)
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Retail sale of Jewelry and re	stated items	
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Picase reserve the first r	name available in the order of my preference.	
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The name reservation is	valid for a period of 190 days.	
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(Second Choice)		
(Third Choice)		
(Applicant)	(Plant Harrey	
(Address)		
(City, State and Zip Code)	-	
REQUIRED the authorized (signed) n authorized representative	Authorized Represerrictive	May 27, 2005 Date
(See Instructions)	John M. STAPPA	Darle
534	Page 2 of 2	Last Revised: Way 2002

Page 3

Agent Contact Information

Page 1 of 1



Agent Contact Information

Agent Name	Agent Address	City	State	71n		Contact Status
U.S. Diamond & Gold Jewelers, Inc.	2008 Miamisburg Centerville Rd	Centerville	Ohio	45459	27-MAY-05	Active

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Back to Menu

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Sianley J. Shoneff Stephen Pr. Hunt Gregory Mohar Mark W. Preis Aronoff, Piosen & Hunt A Legal Professional Association 2200 U.S. Bank Tower 425 Walnut Street

Irwin I. Aronoff' (1905-1987)

Seving H. Plasen*

Montgomery County, Ohio - Scanned Document

Mark W. Prois. Edmondo 9. De Circorio Richard A. Paolo

Patrick M. O'Neill

Valerie L. Van Valkenburg

Tina M. Donnelly Edward 9° Akin

Christine I. Patterson

"Also admitted in Kontroles

425 Walnut Sheet

Cincinnati, Ohic 4,5202-3954

Telephone (513) 241-0400 Telecopier (513) 241-2877

moz wel-dieSédesogua

August 19, 2005

Seving H. Plasen L'Counsel

Columbus, Ohio Office 85 East Gay Strut Eleventh Floor Columbus. Ohio 63215 Tephone (614) 221.8120 Telecopier *(614) 221.0289*

CERTIFIED MAIL, RETURN RECEIPT REQUESTED

John M. Stafford Stafford Jewelers of Dayton 2555 Miamisburg-Centerville Road Dayton, OH 45459

> STAFFORD JEWELERS RE:

Dear Mr. Stafford:

We represent Stafford Jewelers, Inc. It has come to our attention that you are unlawfully converting use of the name "Stafford Jewelers" for your benefit. The name "Stafford Jewelers" is, as you may be aware, owned by James R. Stafford, Jr. Stafford Jewelers, Inc. was incorporated in March of 1994, significantly pre-dating your current use of Stafford Jewelers.

The use of the name Stafford Jewelers by you has caused confusion in the marketplace, credit reporting problems for Stafford Jewelers, as well as your unlawful use and benefit of Stafford Jewelers' good will. This is to advise you to immediately cease and desist from using, directly or indirectly, the name Stafford Jewelers. In addition, you are required to notify any creditors and/or customers that you are not affiliated with Stafford Jewelers, Inc.



John M. Stafford August 19, 2005

Page 1

Montgomery County, Ohio - Scanned Document

August 19, 2005

Page 2

Your failure to cease and desist from using the name Stafford Jewelers within twenty-four (24) hours from the date of receipt of this letter, will result in enforcement by Stafford Jewelers, Inc., of its ownership of Stafford Jewelers as its trade name, as well as damage to its reputation and good will.

Very truly yours,

ARONOFF, ROSEN & HUNT

Richard A. Paolo

RAP/rmw

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SENDER: COMPLETE THIS SECTION

- Complete items 1, 2, and 3. Also complete item 4 if Restricted Delivery is desired.
- Print your name and address on the reverse so that we can return the card to you.
- Attach this card to the back of the mailpiece.

COMPLETE THIS SECTION ON DELIVERY

StaMf

☐ Agent ☐ Addressee

B. Received by (Printed Name) C. Date of Deliver

so that we can return the card to you. Attach this card to the back of the mailpiece, or on the front if space permits. 1. Article Addressed to: John M. Stafford Stafford Jewelers of Dayton 2555 Miamisburg, Centerville Rd Dayton, OH 45459	B. Received by (Printed Name) . Date of Deliving .
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Issue FVI: \$4.42 Total: \$4.42 Paid by: \$4.42 Personal Check \$4.42 Bill#: 1000501616865 Clerk: 04 All sales final on stamps and postage. Refunds for guaranteed services only. Thank you for your business. Customer Copy	USPS QUEEN CITY FINANCE UNIT CINCINUATI, Ohio 452029998 08/22/2005 (800)275-8777 02:51:14 PM Product Sales Receipt Final Description Oty Price Price Other DAYTON OH 45459 First-Class Return Receipt (Green Card) \$1.75 Certified \$2.30