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Attorneys for Plaintiff CHOICE FOODSERVICES, INC.

UNITED STATES DISTRICT COURT

NORTHERN DISTRICT OF CALIFORNIA

CHOICE FOODSERVICES, INC., dba CHOICELUNCH, a California Corporation,

Plaintiff,

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NOB HILL CATERING, INC., dba LUNCH MASTER, a California Corporation, and ELASTIC TEAMS, LLC a California Limited Liability Company, and DOES 1-50,

Defendants.

Case Number:

COMPLAINT FOR:

- COPYIGHT INFRINGEMENT (17 U.S.C. § 501)
- UNFAIR COMPTEITION (CAL. BUS. & PROF. CODE § 17200, ET. SEQ.)
- 3. DECLARATORY RELIEF

DEMAND FOR JURY TRIAL

Plaintiff CHOICE FOODSERVICES, INC., dba CHOICELUNCH ("Plaintiff") alleges as follows:

1. This action arises from Defendants' unauthorized exploitation of the Plaintiff's website design and software instructions that have been granted copyright protection by the United States Copyright Office. Plaintiff is seeking a permanent injunction, damages, costs, and attorneys fees as authorized by the Copyright Act, Lanham Act and California's common law.

JURISDICTION, INTRA-DISTRICT ASSIGNMENT AND VENUE

- 2. This Court has personal jurisdiction over Defendants because they conduct business in the State of California within this judicial district, and/or they are domiciled within the state and/or have consented to personal jurisdiction and/or because the Defendants have maintained minimum contacts with this forum state such that the exercise of personal jurisdiction does not offend traditional notions of fair play and substantial justice and/or because the Defendants have maintained activities which are substantial, continuous and systematic and/or the Defendants have purposefully established contacts with this forum and/or the claims alleged arise out of or are related to Defendants' contacts with this forum.
- 3. This Court has subject matter jurisdiction over this matter pursuant to 28 U.S.C. §§ 1331 and 1338. Plaintiff's claims are, in part, based on violations of the Copyright Act, as amended, 17 U.S.C. § 101, et seq. This Court has jurisdiction over the state law claims pursuant to 28 U.S.C. §§ 1332, 1338(b), and 1367.
- 4. Venue lies in the Northern District of California pursuant to 28 U.S.C. § 1391(b), (c), and (d). Plaintiff is informed and believes that Defendants reside in this judicial district, transact or have transacted business in this judicial district, and may be otherwise found here, and a substantial part of the events, omissions, and injuries giving rise to Plaintiff's claims occurred in this judicial district.
- 5. Intradistrict assignment shall be district-wide as this is an intellectual property case, pursuant to LR 3.2(c).

THE PARTIES

- 6. Plaintiff CHOICE FOODSERVICES, INC. is and at all times herein mentioned was a California Corporation with its principle place of business at 2000 Crow Canyon Place, Suite 130, San Ramon, California 94583. Plaintiff from time to time does business as CHOICELUNCH.
- 7. On information and belief, Defendant NOB HILL CATERING, INC., is a California corporation with its principle place of business at 601 Taylor Way, San Carlos,

CA 94070, and does business from time to time as LUNCHMASTER.

- 8. On information and belief, Defendant ELASTIC TEAMS, LLC, is a California Limited Liability Company with its principle place of business at 425 Broadway St., Redwood City, CA 94063.
- 9. Plaintiff is not aware of the true names and capacities of the defendants sued herein as DOES 1 through 50, inclusive, and therefore sues said defendants by such fictitious names. When Plaintiff has ascertained the true names and capacities of said defendants, Plaintiff will seek leave of this Court to amend this complaint accordingly. On information and belief, each of the fictitiously named defendants is responsible in some manner for the occurrences alleged in this complaint, and Plaintiff alleges that her damages were proximately and legally caused by defendants' conduct.
- 10. At all material times, Plaintiff alleges, each defendant was the agent, servant and employee of each of the remaining defendants, and was acting within the purpose, scope and course of said agency, service and employment, with the express and/or implied knowledge, permission and consent of the remaining defendants, and each of them, and each of said defendants ratified, approved of, and/or accepted the benefits of such acts.

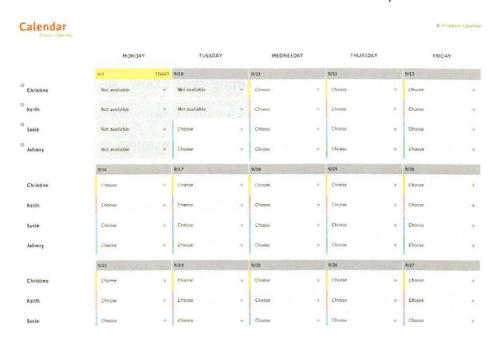
COPYRIGHT REGISTRATION

11. Plaintiff is the registered owner of Copyright No. TX 7-727-836 for Plaintiff's Choicelunch website including the computer program code, text, photographs and compilation of terms. Included in this Copyright No. TX 7-727-836 are copies of the web pages described herein. A true and correct copy of Plaintiff's Copyright Registration Certificate is attached as **Exhibit A**. Plaintiff owns all rights, title, and interest in and to and holds all exclusive rights to the copyrighted material.

GENERAL ALLEGATIONS

12. Plaintiff CHOICE FOODSERVICES, INC. is a catering company doing business in the San Francisco Bay area and throughout California and has been incorporated since 2003. Choice Foodservices sells pre-ordered school lunches to schools and other institutions.

- 14. Plaintiff's re-developed website incorporates several wholly original elements, including the following:
 - a. A calendar layout where each row consists of one week with sub-rows with students' names and each column consists of days of the week:



Screen Shot from Exhibit B: Plaintiff's Calendar View

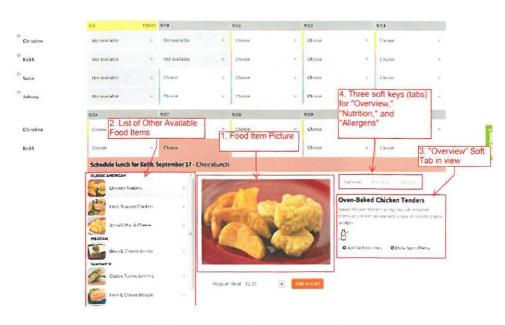
b. When a customer clicks "choose" on a particular day, a dialogue box appears between the week selected and the following week with (1) a food item picture, (2) a list of other available food items (available for that particular day) to the immediate left of the photo, (3) an "Overview" of the food item to the immediate right of the photo, and (4) three soft keys ("tabs") for accessing food details, nutrition facts, and allergen information.



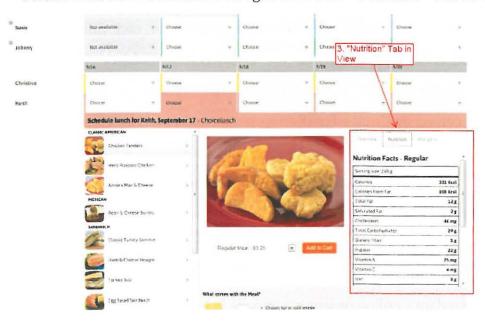
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Screen Shot from Exhibit C: Dialogue Box with "Overview" Tab In View



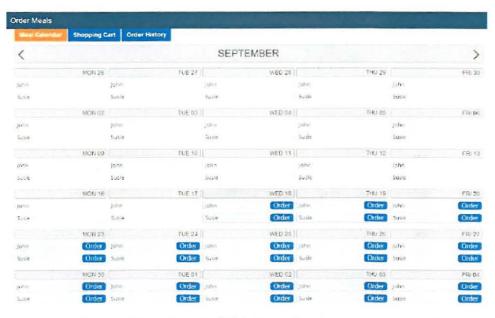
Screen Shot from Exhibit D: Dialogue Box with "Nutrition" Tab In View



Screen Shot from Exhibit E: Dialogue Box with "Allergens" Tab In View

- 15. The code, design, configuration and distinctive features of the Choice Foodservices, Inc. website are copyrightable subject matter under the United States Copyright Act, 17 U.S.C. Sections 101, *et seq.* in that they are wholly original and conceived by Choice Foodservices, Inc. and have been fixed in various tangible media. In fact, Plaintiff's website has been copyrighted.
- 16. On information and belief, Defendant NOB HILL, under the name LUNCHMASTER, also provides lunches to schools and other institutions and is thereby Plaintiff's direct competitor. Defendant has developed and maintains a website at www.thelunchmaster.com, which also allows customers to place orders online line. Defendant's online ordering webpage is located at eatnow.thelunchmaster.com.
- original, copyright protected portions thereof. In particular, Defendant's webpage also contains a calendar organized with days of the week as columns, weeks as rows, and student names as sub-rows. When users click "order" on a particular day, Defendant's website displays a dialogue box nearly identical to Plaintiff's dialogue box, with a photo of the selected food item in the center, a list of other available food items (available for that particular day) to the immediate left of the photo, "Details" of the food item to the

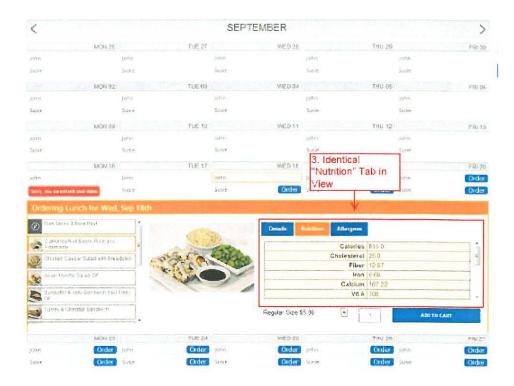
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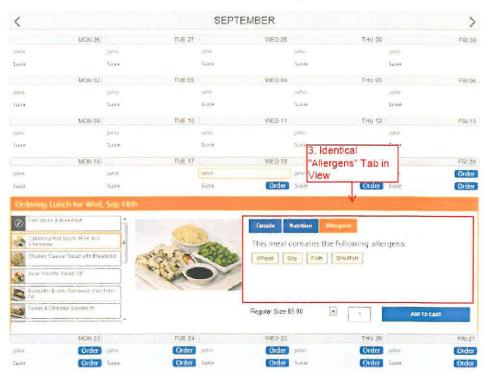
Screen Shot from Exhibit F: Defendant's Calendar View



Screen Shot from Exhibit G: Defendant's Dialogue Box with "Details" Tab in View



Screen Shot from Exhibit H: Defendant's Dialogue Box with "Nutrition" Tab in View



Screen Shot from Exhibit I: Defendant's Dialogue Box with "Allergens" Tab in View

18. The substantial similarity between Plaintiff's original website and Defendant's infringing website also consists of the overall feel of the website as users

navigate it.

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- 19. In addition, on information and belief, in order to obtain such substantial similarity with Plaintiff's website, Defendant has substantially copied Plaintiff's copyrighted code.
- On information and belief, Defendant knew of Plaintiff's website prior to the 20. development of its own, and intentionally copied Plaintiff's website and the original aspects thereof in developing its own infringing website. Many school administrators prefer Plaintiff's services because of the appeal of Plaintiff's copyrighted website. Defendant's attempts to lure those administrators away even before Defendant copied Plaintiff's website, Defendant assured those administrators that Defendant's website was being re-developed as well and would look "just like" Plaintiff's copyrighted website.
- On information and belief, Defendant hired Elastic Teams, LLC to develop 21. its current website (updated to include the infringing features herein complained of in or about August 2013—almost exactly one year after Plaintiff's copyrighted website debuted). On information and belief, Defendant Nob Hill showed Defendant Elastic Teams Plaintiff's original website and instructed Nob Hill to copy Plaintiff's website and/or certain features thereof when developing Defendant's website. Elastic Teams's website currently lists "The Lunchmaster" as one of its current clients and advertises Defendant's infringing website as one of its accomplishments.
- 22. On information and belief, Defendants Nob Hill and Elastic Teams used Amazon Web Services to host Defendant's infringing website.
- On September 17, 2013, Plaintiff sent Defendant Nob Hill a cease and 23. desist letter putting Defendant on formal notice of its copyright infringing and unfair competition and demanding that Defendant take down its infringing website. Defendant has willfully failed to remove its infringing website.
- On September 17, 2013, Plaintiff sent Amazon Web Services a Digital 24. Millennium Copyright Act (DMCA) letter demanding that Amazon Web Services remove Defendant's infringing web site pages from its services.

- 25. On September 19, 2013, Amazon Web Services requested that Choice Foodservices, Inc. sufficiently indentify the content of the Defendant's LunchMaster web site pages that Choice Foodservices claims is infringing its copyrights.
- 26. On September 24, 2013, Choice Foodservices responded to the September 19, 2013 Amazon Web Services letter and identified the infringing content and cited current copyright laws for analysis.
- 27. On October 17, 2013, after conducting their own copyright analysis, Amazon Web Services disabled and removed Defendant's infringing LunchMaster website.
- 28. On December 16, 2013, Amazon Web Services confirmed that they would permanently disable and remove the infringing content of LunchMaster's website upon the filing of a Federal complaint.

FIRST CLAIM FOR RELIEF

Copyright Infringement Against All Defendants

(17 U.S.C. § 501)

- 29. Plaintiff re-alleges and incorporates by reference each of the foregoing allegations as though set forth in full at this point.
- 30. Plaintiff is the registered owners of Copyright Registration No. TX 7-727-836 for its original website.
- 31. Defendants have copied Plaintiff's website, and wholly original elements thereof in their own website. Defendant's infringing website is substantially similar to Plaintiff's original website. Both websites contain a calendar with rows consisting of weeks and columns of days of the week, and with sub-rows consisting of names. When users click on a particular day in both Plaintiff's and Defendant's calendars, virtually identical screens display, both with a photo of a food item with a list of available food items to the immediate left of the photo, a text box with details regarding the food item to the immediate right, and three soft keys ("tabs") for accessing food details, nutrition facts, and allergen information immediately above the details.
 - 32. Defendants had direct access to Plaintiff's original website, which is publicly

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accessible, and did in fact (on information and belief) instruct Defendant Elastic Teams to copy Plaintiff's website, and original elements thereof, in the development of Defendant's website. In fact, even before Defendant finished copying Plaintiff's copyrighted website, Defendant told school administrators that it was re-developing its website to look "just like" Plaintiff's website.

- As a result of Defendant's infringement of Plaintiff's copyright, Plaintiff is 33. entitled to its actual damages as well as Defendant's profits pursuant to 17 U.S.C. 504(a) or, alternatively, statutory damages. Because Defendant's infringement was committed willfully, Plaintiff is entitled to increased statutory damages pursuant to 17 U.S.C. 504(c)(2).
- Plaintiff is also entitled to costs and attorneys fees pursuant to 17 U.S.C. 34. 505.
- 35. Plaintiff has been, is now, and will be irreparably injured and damaged by Defendants' actions. Plaintiff's damages are difficult to value because it is difficult to differentiate between those profits are attributable to Plaintiff's copyrighted website and which are attributable to Plaintiff's catering services. Similarly, it is difficult to determine what portion of Defendant's profits is attributable to its copying of Plaintiff's copyrighted website. The past, present, and in particular future harm to Plaintiff's reputation and good will is difficult to value and therefore constitutes an injury for which Plaintiff has no adequate remedy at law.

SECOND CLAIM FOR RELIEF

Unfair Competition

(Cal. Bus. & Prof. Code § 17200, et. seq.)

Against All Defendants

- Plaintiff re-alleges and incorporates by reference each of the foregoing 36. allegations as though set forth in forth in full at this point.
- 37. Defendants' acts described above constitute unfair competition in violation of California Business and Professional Code §17200 et seq., as they are both unlawful, as set forth above, and unfair.

- 38. Plaintiff has expended significant sums of money developing and promoting its copyrighted website. Defendant is now reaping the ill gotten gains of its copying of Plaintiff's website, without having to expend a commensurate amount of money in development of its website.
- 39. Customers choose Plaintiff's services in part because of the appeal of Plaintiff's website. Plaintiff has therefore generated significant goodwill through its appealing website. Defendant's copying of Plaintiff's website diverts customers away from Plaintiff's services and damages the goodwill Plaintiff has built up.
- 40. Plaintiff is therefore entitled to restitution for the profits and other ill-gotten gains by Defendants from the illegal and impermissible copy of Plaintiff's website, as well as recover of its costs and attorney's fees.
- Plaintiff has been, is now, and will be irreparably injured and damaged by Defendants' actions. Plaintiff's damages are difficult to value because it is difficult to differentiate between those profits are attributable to Plaintiff's copyrighted website and which are attributable to Plaintiff's catering services. Similarly, it is difficult to determine what portion of Defendant's profits is attributable to its copying of Plaintiff's copyrighted website. In addition, the appeal of Plaintiff's website has generated and, absent Defendant's infringement, would continue to generate significant goodwill. The past, present, and in particular future harm to Plaintiff's reputation and good will is difficult to value and therefore constitutes an injury for which Plaintiff has no adequate remedy at law.

THIRD CLAIM FOR RELIEF

Declaratory Relief As Against All Defendants

- 42. Plaintiff re-alleges and incorporates by reference each of the foregoing allegations as though set forth in forth in full at this point.
- 43. There exists an actual and substantial dispute between Plaintiff and Defendants concerning whether Defendant's website is substantially similar to Plaintiff's copyrighted website, and whether Defendant has infringed Plaintiff's copyright. This dispute can only be resolved through judicial interpretation of the provisions of the

44. Plaintiff seeks a declaration from the court that Defendant's website is substantially similar to Plaintiff's copyrighted website.

WHEREFORE, Plaintiff prays for relief against Defendants as follows:

- For Actual Damages of no less than \$440,000 suffered by Plaintiff as a result 1. of Defendants' infringing conduct as provided by 17 U.S.C. § 504, to be proven at trial.
- For any profits gained by Defendants as a result of their infringing conduct as 2. provided by 17 U.S.C. § 504.
- In the alternative, for statutory damages and, because Defendants' 3. infringement was committed willfully, for increased statutory damages pursuant to 17 U.S.C. 504(c)(2).
- For the costs of this suit and the reasonable attorneys' fees incurred by 3. Plaintiff in investigating and prosecuting this action.
- 4. For a preliminary and permanent injunction to restrain the further infringement of Plaintiff's exclusive rights.
- 5. That the Court grant to Plaintiff such other and additional relief as is just and proper.

Respectfully Submitted, WIRTZ LAW APC

By: /s/Richard M. Wirtz Richard M. Wirtz Attorney for Plaintiff

PATENT TECHNOLOGY, LLC

By: /s/ Michael E. Klicpera Michael E. Klicpera Attorney for Plaintiff

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Exhibit A

Copy of Plaintiff's Copyright Registration Certificate



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Exhibit B

Screen Shot of Plaintiff's Calendar View

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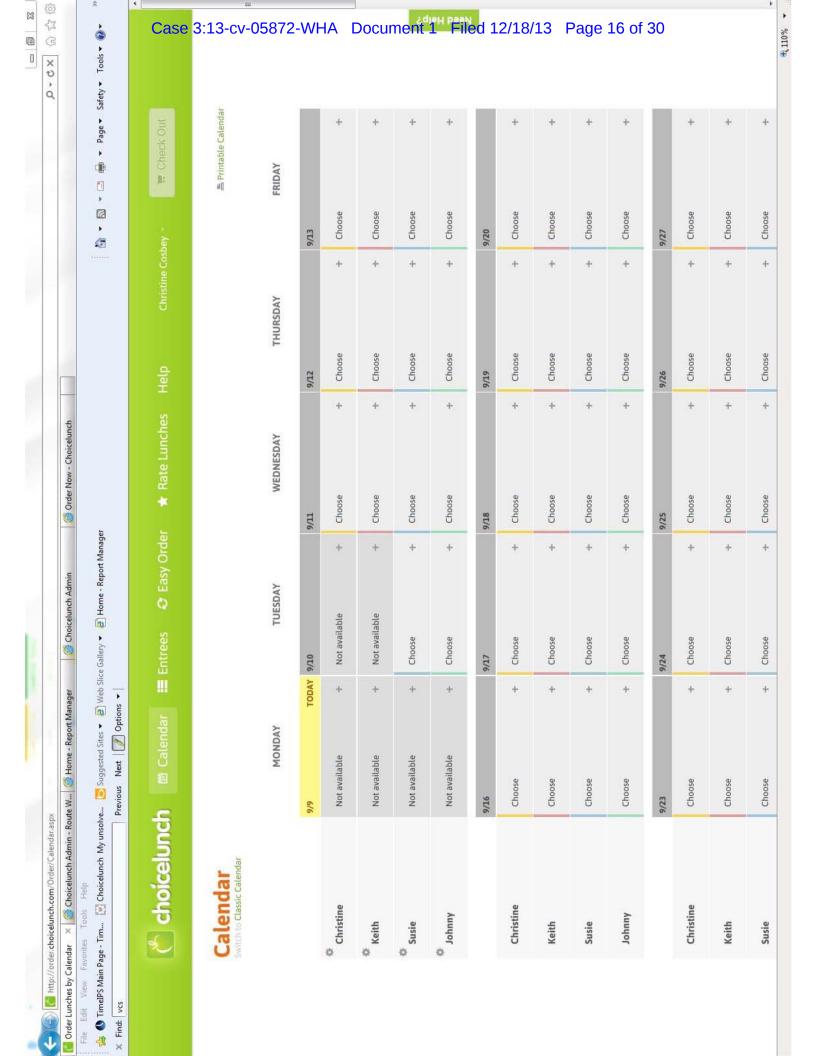


Exhibit C

Screen	Shot	of	Plaint	iff's	1	Dialogue	Box	with
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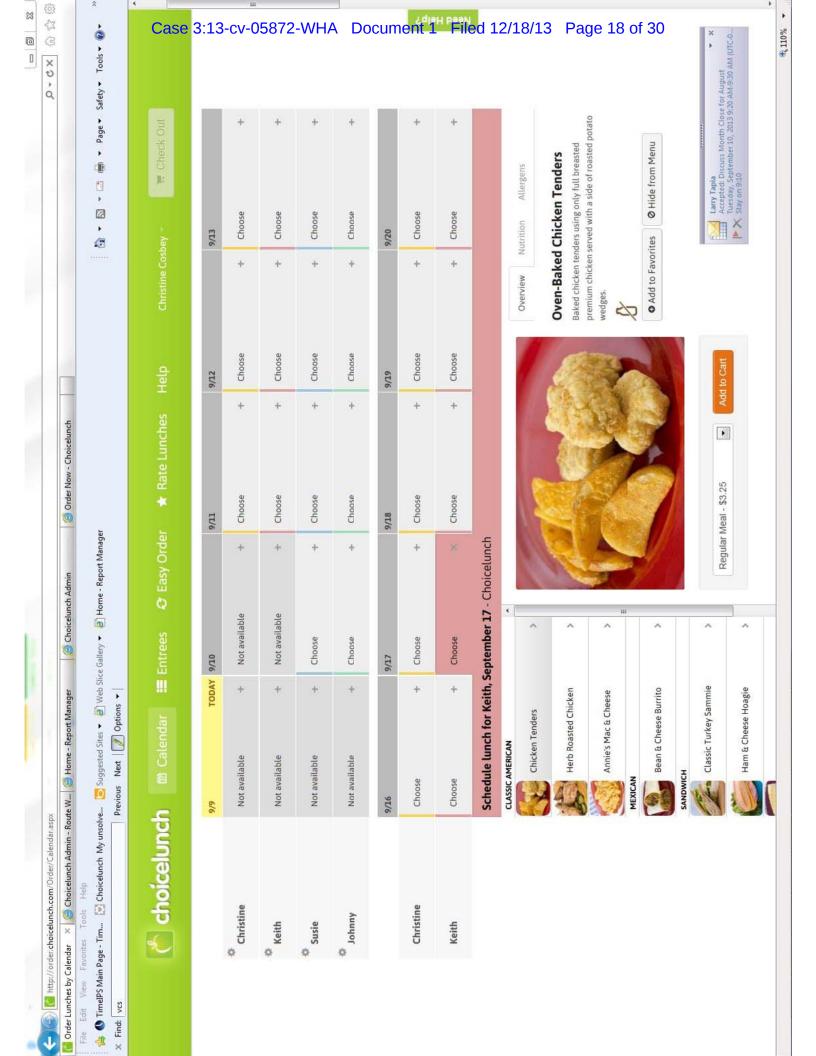




Exhibit D

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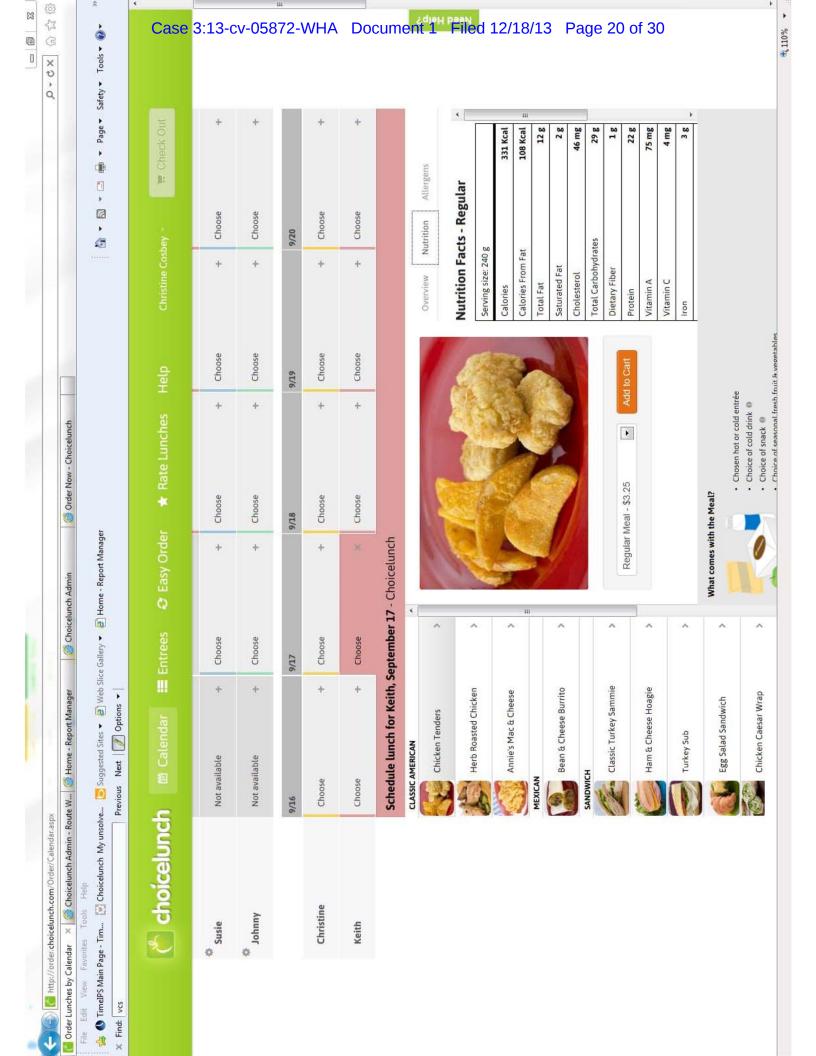


Exhibit E

Screen Shot of Plaintiff's Dialogue Box with "Allergen" Tab in View

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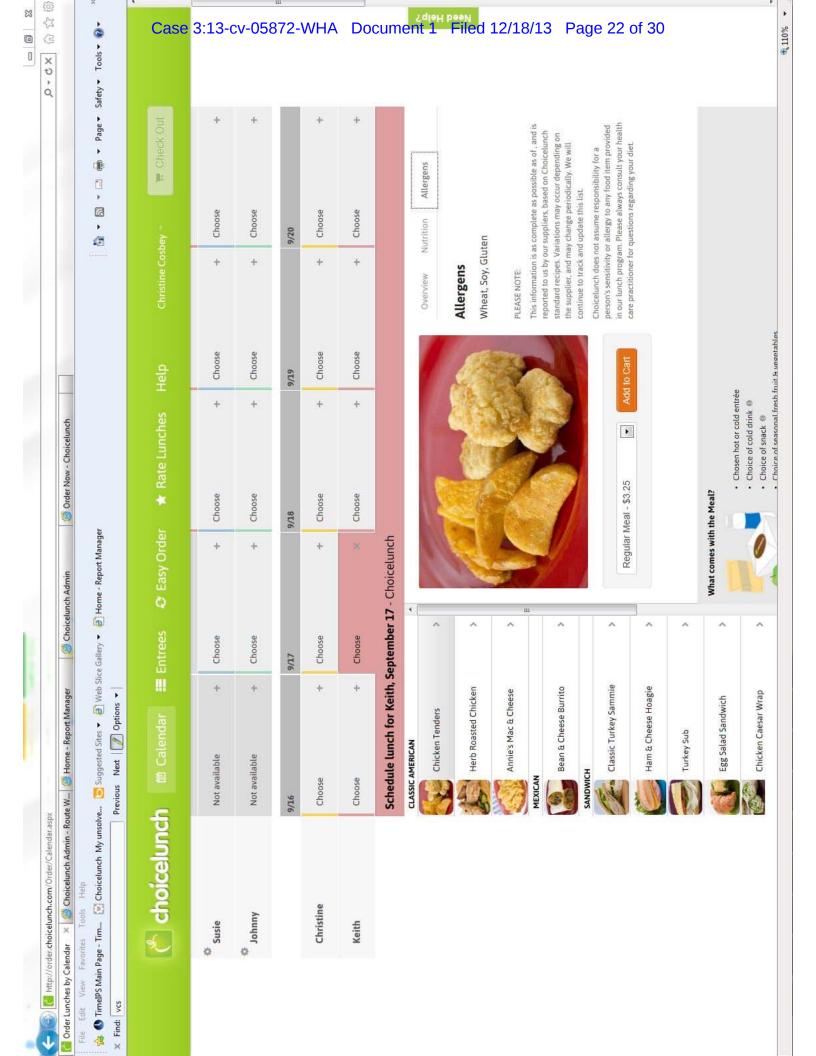
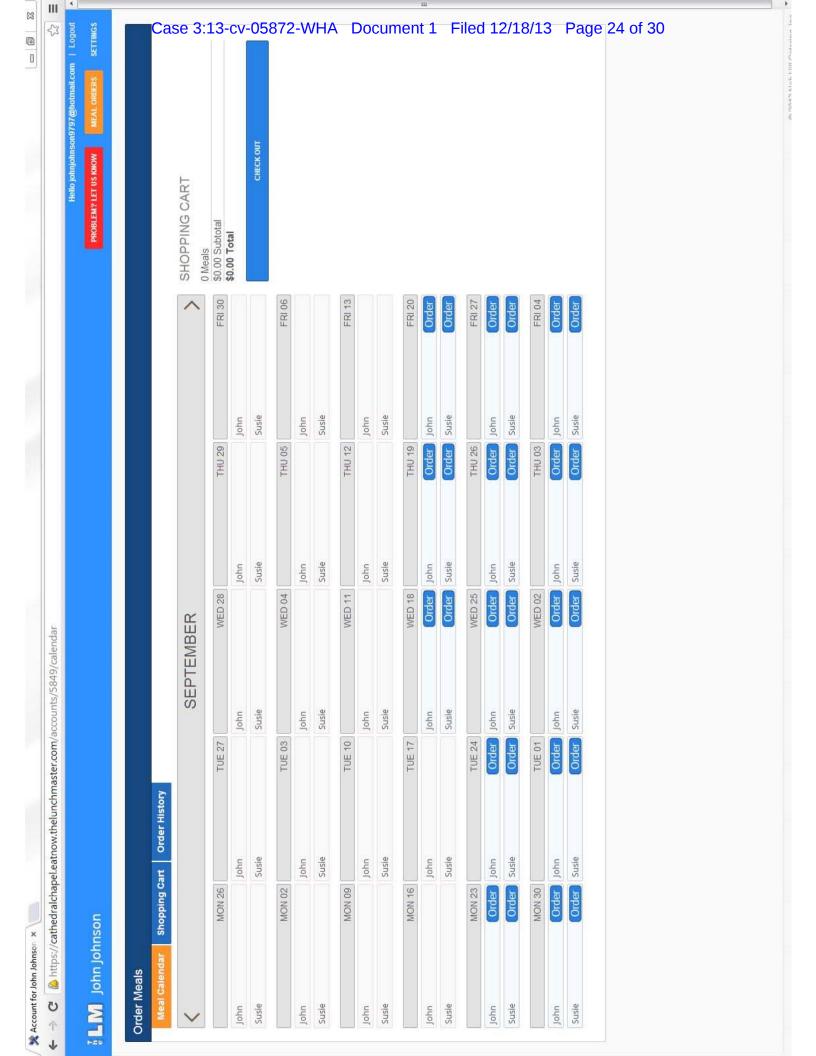


Exhibit F

Screen Shot of Defendant's Calendar View

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Exhibit H



Screen Shot from of Defendant's Dialogue Box with "Nutrition" Tab in View

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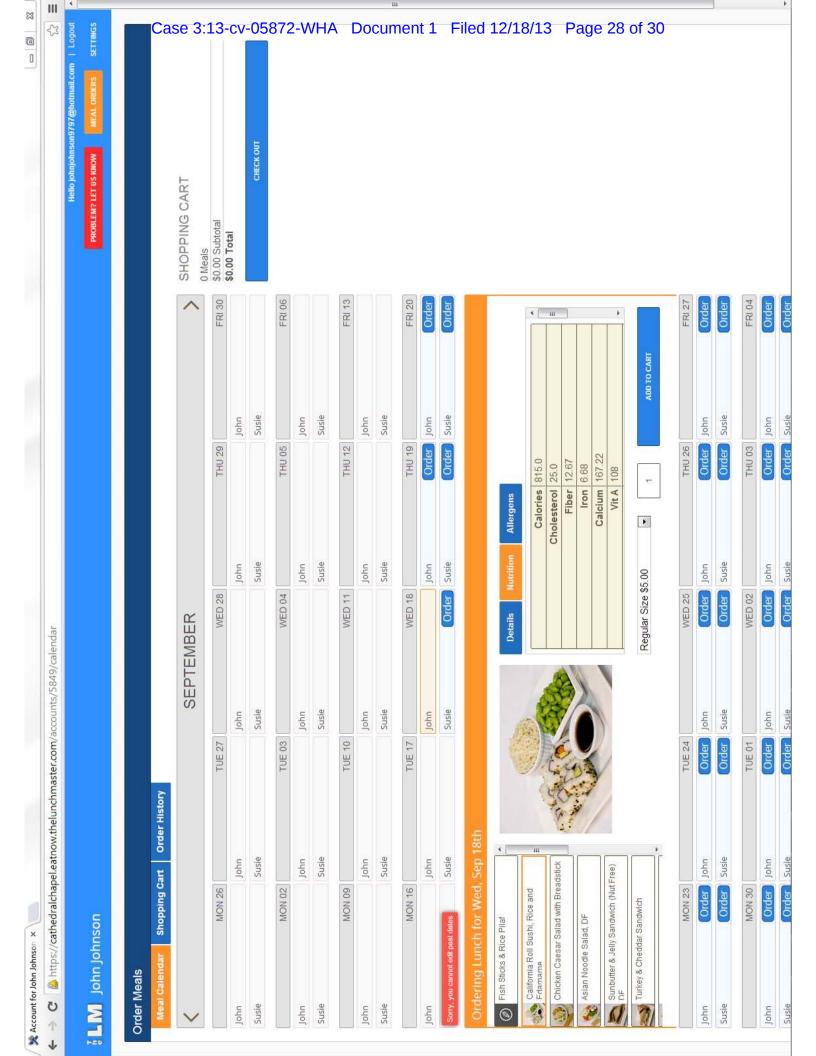


Exhibit I

Screen Shot from of Defendant's Dialogue Box with "Allergen" Tab in View

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