

**FOR THE NORTHERN DISTRICT OF ILLINOIS
EASTERN DIVISION**

FENDI S.R.L.,

Plaintiff,

v.

THE PARTNERSHIPS and
UNINCORPORATED ASSOCIATIONS
IDENTIFIED ON SCHEDULE "A",

Defendants.

Case No. 1:24-cv-05629

District Judge April M. Perry

Magistrate Judge Gabriel A. Fuentes

DECLARATION OF PAUL KOSSOF

I, Paul Kossof, declare and state as follows:

1. This declaration is based on my personal knowledge of the facts stated herein or on the business records that were made at the time or in the regular course of business. If called as a witness, I would testify to the statements made herein.
2. I am employed as a Senior Vice President at DAC Management LLC where I oversee operations in China and lead the intellectual property group.
3. I am in charge or monitoring internet-based infringement and counterfeiting of the Fendi Trademarks through internet stores to sell counterfeit Fendi products from foreign countries such as China to consumers in the U.S. and elsewhere. I, or someone working under my direction, analyzed each of the ecommerce stores operating under the Internet stores identified in Schedule A of the Complaint (the "Defendant Internet Stores"), which were offering for sale and/or selling unauthorized and unlicensed products in connection

FOR THE NORTHERN DISTRICT OF ILLINOIS
EASTERN DIVISION

Case No. 24-cv-05629
District Judge April M. Perry
Magistrate Judge Gabriel A. Primm

Plaintiff
THE PARTNERING and
UNINCORPORATED ASSOCIATIONS
IDENTIFIED ON SCHEDULE A
Defendants

DECLARATION OF PAUL KASZAK

I, Paul Kaszok, declare and state as follows:

1. This declaration is based on my personal knowledge of the facts stated herein or on the business records that were made in the time or in the regular course of business. It is called as a fact, I would testify to the statements made herein.
2. I am employed as a Senior Vice President in DAC Management LLC, which I oversee operations in China and lead the intellectual property group.
3. I am in charge of monitoring internet-based infringement and control of the trademarks through internet stores to sell counterfeit Tondi products from foreign countries such as China to consumers in the U.S. and elsewhere. I am someone working under my direction, and I had seen of the counterfeit stores operating under the trademarks identified in Schedule A of the Complaint (the "Defendant Internet Stores"), which were offering for sale and/or selling unapproved and mislabeled products in connection

with infringing and counterfeit versions of the Fendi trademarks (the “Counterfeit Fendi Products”) to consumers in this judicial district and throughout the United States.

4. Our investigation shows that Defendants are using the Defendant Internet stores to sell counterfeit Fendi products from foreign countries such as China to consumers in the US and elsewhere. Internet stores can be found on certain marketplace platforms such as eBay, Alibaba, Amazon, Wish and DHgate, to name a few.
5. The attached spreadsheet marked as Exhibit 1 to my Declaration sets forth the name of the Defaulting Defendants listed in Schedule A, gross sales earned by each Defaulting Defendant for the specific infringing product, the unit price of the infringing products sold, and the unit price of the corresponding luxury Fendi goods sold by Plaintiff.
6. The unit price of the corresponding luxury Fendi goods was taken directly from Fendi’s website (www.fendi.com/us-en).
7. The damages set forth in Column F of Exhibit 1 are calculated by dividing gross sales by the Defendant’s unit price to determine the number of counterfeit units sold, multiplied by Fendi’s unit price for each corresponding Fendi branded item as sold in the marketplace.
8. An additional \$50,000 was added to each damage calculation in Column F of Exhibit 1 to account for damage to Plaintiff’s reputation and untracked sales that were not captured by the Amazon and DHgate platforms.
9. The gross sales data for each Defendant was provided by Amazon and DHgate as set forth in Exhibits 1 and 2 to my Declaration submitted on January 17, 2025 (Dkt. 48.)
10. Failure to obtain a judgment against these Defendants will inevitably encourage continued counterfeit sales and encourage Defendants and other counterfeiters to exploit

with infringing and counterfeit versions of the Fendi trademarks (the "Counterfeit Fendi Products") to consumers in this judicial district and throughout the United States.

4. Our investigation shows that Defendants are using the Internet and other means to sell counterfeit Fendi products from foreign countries such as China to consumers in the US and elsewhere. Internet stores can be found on certain marketplace platforms such as eBay, Alibaba, Amazon, Wish and DHgate, to name a few.

5. The attached spreadsheet marked as Exhibit 1 to my Declaration sets forth the name of the infringing Defendants listed in Schedule A, gross sales earned by each infringing Defendant for the specific infringing product, the unit price of the infringing products sold, and the unit price of the corresponding luxury Fendi goods sold by Plaintiff.

6. The unit price of the corresponding luxury Fendi goods was taken directly from Fendi's website (www.fendi.com/en).

7. The damages set forth in Column F of Exhibit 1 are calculated by dividing gross sales by the Defendant's unit price to determine the number of counterfeit units sold, multiplied by Fendi's unit price for each corresponding Fendi brand item as sold in the marketplace.

8. An additional \$20,000 was added to each damage calculation in Column F of Exhibit 1 to account for damage to Plaintiff's reputation and untracked sales that were not captured by the Amazon and DHgate platforms.

9. The gross sales data for each Defendant was provided by Amazon and DHgate as set forth in Exhibit 1 and 2 to my Declaration submitted on January 17, 2025 (Dkt. 48).

10. Failure to obtain a judgment against these Defendants will inevitably encourage continued counterfeit sales and encourage Defendants and other competitors to exploit

the Fendi brand, causing additional harm to Fendi and the broader marketplace for luxury goods.

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Executed on January 29, 2025.



Paul Kossof

Dec. of Paul Kossof 1.28.25

Final Audit Report

2025-01-29

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