

**UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK**

HOMIESHOP PROPERTIES, L.L.C.,

Plaintiff,

v.

THE INDIVIDUALS, CORPORATIONS,
LIMITED LIABILITY COMPANIES,
PARTNERSHIPS, AND
UNINCORPORATED ASSOCIATIONS
IDENTIFIED ON SCHEDULE A TO THE
COMPLAINT,

Defendants.

Case No. 1:26-cv-06068

COMPLAINT

Jury Trial Demanded

Plaintiff, HOMIESHOP PROPERTIES, L.L.C. (“Plaintiff” or “HOMIESHOP”), by and through undersigned counsel, hereby alleges as follows against the individuals, corporations, limited liability companies, partnerships, unincorporated associations, and foreign entities identified on Schedule A¹ to this Complaint (collectively, “Defendants”):

INTRODUCTION

1. This action has been filed by Plaintiff to combat online counterfeiters who trade on Plaintiff’s reputation and goodwill by selling and/or offering for sale products in connection with Plaintiff’s trademarks, which are covered by U.S. Trademark Registration Nos. 1,965,095; 2,742,221; 4,623,714; and 7,402,099 (collectively, the “HOMIESHOP Trademarks”).

¹ Plaintiff is filing a motion to temporarily seal Schedule A simultaneously with the filing of this Complaint.

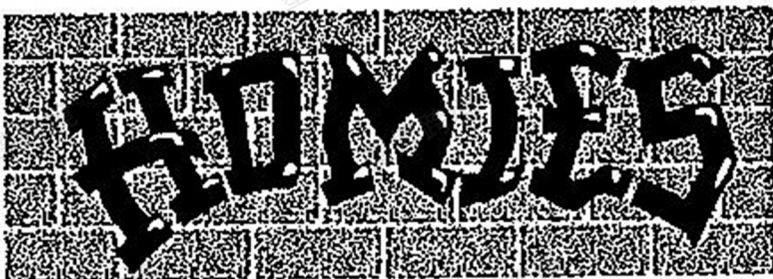
17. Defendants have transacted business with consumers located in the United States, including New York and this Judicial District, for the sale and shipment of Counterfeit Products.

18. Venue is proper in this Court pursuant to 28 U.S.C. § 1391(b)(2) because Defendants have committed acts of trademark counterfeiting in this Judicial District and do substantial business in this Judicial District.

THE PLAINTIFF

19. Plaintiff is a limited liability company organized under the laws of Delaware, with its principal place of business in Fairfield, California.

20. HOMIESHOP owns all rights in the HOMIESHOP Trademarks as follows:

TM Reg. No.	Mark	Registration Date
1,965,095		Apr. 2, 1996
2,742,221		Jul. 29, 2003
4,623,714		Oct. 21, 2014

7,402,099		May 28, 2024
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THE DEFENDANTS

21. Defendants are individuals and business entities who, upon information and belief, reside in the People's Republic of China.

22. Defendants are merchants on online e-commerce platforms, including the Marketplace Platform.

THE HOMIESHOP PRODUCTS

23. Plaintiff is the owner and licensor of the HOMIESHOP brand, a culturally influential apparel and lifestyle brand created by artist David Gonzales. The "Homies" characters first appeared as comic strips published in 1978, laying the foundation for a distinctive graphic identity rooted in Chicano culture. In 1993, Gonzales commercially launched his first product under the Puro Mexicano mark, followed by the release of additional graphic-driven merchandise through his company, then known as Gonzales Graphics. In 2002, the business was reorganized and renamed Homieshop Properties, L.L.C., consolidating ownership of the HOMIESHOP intellectual property. Since that time, Plaintiff has continuously developed and marketed hundreds of products bearing the HOMIESHOP Trademarks including, but not limited to, apparel, cut-and-sew jackets and hoodies, toys, plush goods, card games, art prints, accessories, and other merchandise (the "HOMIESHOP Products"), achieving widespread recognition and long-standing commercial success in the streetwear and lifestyle market.