IN THE UNITED STATES DISTRICT COURT FOR THE NORTHERN DISTRICT OF ILLINOIS EASTERN DIVISION

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Plaintiff,

v.

THE PARTNERSHIPS AND UNINCORPORATED ASSOCIATIONS

Defendants.

IDENTIFIED ON SCHEDULE "A,"

Case No. 1:25-cv-10581

Honorable Thomas M. Durkin

POPILUSH LLC'S EX PARTE MOTION TO EXTEND THE TEMPORARY RESTRAINING ORDER

Plaintiff Popilush LLC files this motion to extend the Temporary Restraining Order granted by the Court on September 25, 2025 (Dkt. No. 27) and entered on September 30, 2025 (Dkt. No. 28), by fourteen (14) days until October 28, 2025. Such application is based on this Motion and Memorandum of Law.

Dated: October 13, 2025

/s/ Nicholas J. Ronaldson Nicholas J. Ronaldson nronaldson@mayerbrown.com MAYER BROWN LLP 71 S. Wacker Drive Chicago, IL 60606 T: (312) 623-7056

Gary M. Hnath* ghnath@mayerbrown.com Wm. Brady Nash* bnash@mayerbrown.com MAYER BROWN LLP 1999 K Street N.W. Washington, D.C. 20006 T: 1 202 263 3040 Counsel for Popilush LLC * pro hac vice

IN THE UNITED STATES DISTRICT COURT FOR THE NORTHERN DISTRICT OF ILLINOIS EASTERN DIVISION

POPILUSH LLC

Plaintiff,

v.

Case No. 1:25-cv-10581

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

Defendants.

Honorable Thomas M. Durkin

POPILUSH LLC'S MEMORANDUM OF LAW IN SUPPORT OF ITS EX PARTE MOTION TO EXTEND THE TEMPORARY RESTRAINING ORDER

Under Federal Rule of Civil Procedure 65(b)(2) and the Court's inherent authority, Plaintiff Popilush LLC seeks to extend the Temporary Restraining Order granted by the Court on September 25, 2025 (Dkt. No. 27) and entered on September 30, 2025 (Dkt. No. 28), by fourteen (14) days until October 28, 2025.

Popilush has been working diligently to ensure compliance with the terms of the order since the Court granted the TRO on September 30, 2025. Ex. A ¶1. Popilush contacted each third-party platform and corresponding domain registrars with demand letters and online portal submissions. *Id.* ¶2. Certain of the third-party platforms responded and complied quickly (e.g., TikTok). *Id.* ¶3. Whereas Popilush is still working with, and waiting to hear back from, other platforms (e.g., Alibaba) as well as domain registrars (e.g., GoDaddy). *Id.* This process has also required additional time as certain defendants are selling exclusively on independent standalone websites—entailing additional steps to try to takedown the infringing content and freeze the assets. *Id.* ¶4.

As of October 13, the third parties are still working on, but have not yet finished, effectuating the terms of the TRO. *Id.* ¶5. Popilush is therefore still working with the third parties to freeze defendants' financial accounts. *Id.* ¶6.

Under Rule 65(b)(2), a temporary restraining order may be extended for "good cause." Fed. R. Civ. P. 65(b)(2). Good cause exists here.

First, Popilush has been diligent in seeking the third-parties' compliance with the TRO and asset restraint, yet additional time is needed to fully effectuate its terms. See Ex. A ¶7; see also supra at 1. Second, the threat of harm to Popilush remains high. Id. ¶8. As Popilush alleged in the complaint, and explained in its motion for a TRO, it has been "targeted." Id. ¶9; see also Compl, Dkt. No. 1 ¶¶50-56 (Sep. 3, 2025); Pl.'s Mem. Law Supp. Ex Parte Mot. Temp. Rest. Order, Dkt No. 10 at 7-9 (Sep. 4, 2025). That fear has been borne out as this case has now been publicly circulated on WeChat. Id. ¶10; Ex. B. Worse, at least one Defendant has already discovered this lawsuit—before Popilush could fully freeze their assets. Id. ¶11. And other links that were once valid, have now been deactivated before Popilush could seek judicial relief. Id. ¶12. Good cause therefore exists for an extension as Popilush will likely continue to suffer harm with no TRO in place.

Courts in this district, recognizing the time required to effectuate the terms of a TRO, the plaintiff's reliance on third-party cooperation, and the heightened risk of harm until all assets are secured, routinely grant extensions under such circumstances. *Bose Corp. v. Operators of Andwind, et al.*, Case No. 19-cv-07467, Dkt. No. 52 at 2 (N.D. Ill. Feb. 28, 2020) (granting ex parte motion for extension of TRO and explaining that as "this Court and other courts have recognized, proceedings against those who deliberately traffic in counterfeit merchandise are often useless if notice is given to the adverse party.") (Dirkin, J.); *TV Tokyo Corp. v. The Individuals*,

Corp., Limited Liab. Companies, Partnerships, And Unincorporated Associations Identified On

Schedule A Hereto, Case No. 25-cv-0444, Dkt. No. 44 (N.D. Ill. Feb. 12, 2025) ("Plaintiff's motion

for extension of ... TRO [43] is granted") (Kennelly, J.); Luxottica Group S.p.A. and Oakley, Inc.

v. Zheng Ze, et al., Case No. 18-cv-06608, Dkt. No. 35 (N.D. Ill. Nov. 6, 2018) (granting ex parte

motion for extension of TRO) (Dirkin, J.); XYZ Corp., et al. v. The Individuals, Corp., Limited

Liab. Companies, Partnerships and Unincorporated Associations Identified in Schedule A Hereto,

Case No. 24-cv-01705, Dkt. No. 29 (N.D. Ill. June 4, 2024) ("Plaintiff's motion for extension of

the TRO 26 is granted.") (Cummings, J.); see also id. at Dkt. No. 34 (June 18, 2024) ("The Court

has reviewed plaintiff's motion for second ex parte extension of the TRO 31 and the supplement

thereto 33. Within its discretion, plaintiff's motion for extension 31 is granted in light of the third-

party platform's delay in providing plaintiff with the appropriate information necessary to fully

effectuate the TRO.").

For all these reasons Popilush respectfully requests that the Court grant its motion and

extend the TRO for fourteen (14) days until October 28, 2025.

Dated: October 13, 2025

/s/ Nicholas J. Ronaldson

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* pro hac vice

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Exhibit A

IN THE UNITED STATES DISTRICT COURT FOR THE NORTHERN DISTRICT OF ILLINOIS EASTERN DIVISION

POPILUSH LLC

Plaintiff,

v.

Case No. 1:25-cv-10581

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

Defendants.

Honorable Thomas M. Durkin

<u>Declaration of Nicholas J. Ronaldson in Support of Popilush's Ex Parte Motion for an</u> Extension of the Temporary Restraining Order

- 1. Popilush has been working diligently to ensure compliance with the terms of the order since the Court granted the TRO on September 30, 2025.
- 2. Popilush contacted each third-party platform and corresponding domain registrar with demand letters and online portal submissions.
- 3. Certain of the third-party platforms responded and complied quickly. Whereas Popilush is still working with, and waiting to hear back from, other platforms and domain registrars.
- 4. This process has required additional time as certain defendants are selling exclusively on independent standalone websites—entailing additional steps to try to takedown the infringing content and freeze the assets.
- 5. As of October 13, the third-parties are still working on, but have not yet finished, effectuating the terms of the TRO.
 - 6. Popilush is still working with the third-parties to freeze defendants' financial accounts.
- 7. Popilush has been diligent in seeking the third-parties' compliance with the TRO and asset restraint, yet additional time is needed to fully effectuate its terms.

8. The threat of harm to Popilush remains high.

9. As Popilush alleged in the complaint, and explained in its motion for a TRO, it has been

"targeted."

10. That fear has been borne out as this case has now been publicly circulated on WeChat. See

Exhibit B.1

11. At least one Defendant has already discovered this lawsuit—before Popilush could fully

freeze their assets.

12. Other links that were once valid, appear to have now been deactivated before Popilush

could seek judicial relief.

13. The content of this declaration is to the best of my knowledge as of the date of this

declaration based on the investigation to date. I reserve all rights to amend this declaration.

I hereby declare under penalty of perjury that the foregoing is true and correct to the best

of my knowledge, information and belief.

Dated: October 13, 2025

/s/ Nicholas J. Ronaldson

Nicholas J. Ronaldson

¹ Exhibit B is a true and correct copy of a WeChat article that has been translated from Chinese into English using machine translation (Translated with DeepL.com) and edited to fit the format of exhibit.

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Exhibit B

This case represents a comprehensive enforcement action initiated by Mayer Brown LLP on behalf of Popilush LLC concerning copyright, patent, and trademark rights. As a frequent enforcer, Popilush holds two U.S. patents: one for a figure-shaping dress (Patent No. 12302954) and another for thigh-slimming and buttock-lifting pants (Patent No. 11925218), granted on May 20, 2025, and March 12, 2024, respectively. Additionally, Popilush LLC holds six registered trademarks—PL POPILUSH, PL, POPILUSH REDTAG, and IT ALL STARTS INSIDE—covering both graphic and word marks across 24 and 25 classes, including apparel. The company further secured 28 copyright registrations on November 10, 2023, encompassing hundreds of product display images. Cross-border sellers should exercise caution when selecting products to avoid being flagged by TRO and having their accounts frozen!1

Case Overview

Date Filed: September 3, 2025

Case Number: 2025-cv-10581

Plaintiff: Popilush LLC

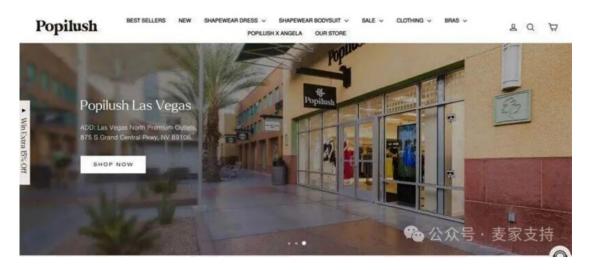
Law Firm: Mayer Brown LLP

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¹ This article has been translated using machine translation (Translated with DeepL.com) and recreated to fit the format of an exhibit.

Brand Profile

Popilush LLC Founded in 2022, this American internet fashion brand company focuses its core business on designing and selling multi-category casual apparel, particularly featuring fashionable pieces with built-in shaping functionality. It is dedicated to empowering women to express confidence and beauty through innovative designs.



Popilush Breaking away from the hidden design philosophy of traditional shapewear, Popilush integrates shaping functionality directly into everyday apparel. We offer one-piece solutions like dresses, jumpsuits, and bodysuits that help users define their waistlines and enhance hip curves while maintaining an aesthetically pleasing outer appearance—no need for additional undergarments or shapewear pants.

Popilush breaks the mold of conventional shapewear through innovative design, empowering women with comfort and confidence.



Summary of Cases in the Past Two Years

| Case Number | Time of filing the lawsuit | Law Firm | Brand |
|----------------|----------------------------|-----------------|----------|
| 25-cv-10581 | 2025-9-3 | Mayer Brown LLP | Popilush |
| 24-cv-06898 | 2024-8-6 | Yk Law LLP | Popilush |

| 24-cv-04321 | 2024-6-7 | Yk Law LLP | Popilush |
|-------------|-----------|------------|----------|
| 24-cv-03812 | 2024-5-9 | Yk Law LLP | Popilush |
| 24-cv-01533 | 2024-2-23 | Yk Law LLP | Popilush |

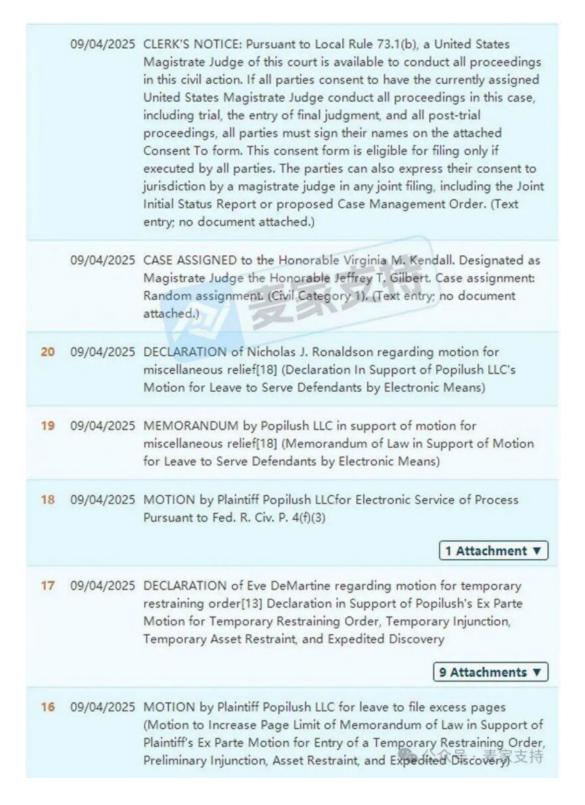


Image source: WeChat Official Account "Maijia Support" Case Self-Service
Inquiry System

Tip: Forward the image above to friends via WeChat. Long-press the image to translate it into Chinese.

Trademark/Copyright/Patent Information)



US011925218B1

(12) United States Patent Xu et al.

(54) THIGH-CONSTRICTING AND HIP-LIFTING PANTS

- (71) Applicant: POPILUSH LLC, Williamsburg, VA (US)
- (72) Inventors: Zhennan Xu, Fujian (CN); Huijuan Lin, Fujian (CN)
- (*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.
- (21) Appl. No.: 18/473,967
- (22) Filed: Sep. 25, 2023
- (30) Foreign Application Priority Data

Jul. 24, 2023 (CN) 202321948360.5

- (51) Int. Cl. A41B 11/14 (2006.01) A41D 1/06 (2006.01)
- (52) U.S. Cl. CPC A41D 1/06 (2013.01); A41D 2400/38
- (58) Field of Classification Search CPC A41D 1/06; A41D 2400/38; A41D 1/21; A41B 9/04

See application file for complete search history.

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(45) Date of Patent: Mar. 12, 2024

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| 2022/0264968 | Al | N/2022 | Bentz | A41D 1/06 | |

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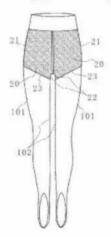
[&]quot; cited by examiner

Primary Examiner - Injust D Patel

(57) ABSTRACT

The present utility model relates to the technical field of body-shaping clothest, and in particular to thigh-constricting and hip-fifting body-shaping ponts. The thigh-constricting and hip-fifting body-shaping pants include a pants body, wherein the pants body has a second shaping portion on a bock side of the pants body and a first shaping portion on a front side of the pants body; the first shaping portion on a front side of the pants body; the first shaping portion is arranged corresponding to upper thighs and a pubis region and has two inner side edges extending to outer thighs; and two outer side edges extending to outer thighs; and the second shaping portion is arranged corresponding to positions below hips, and both ends of the second shaping portion are connected at the outer thighs, respectively.

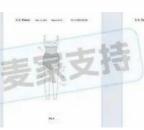
10 Claims, 10 Drawing Sheets



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US012302954B2

(12) United States Patent Xu et al.

(10) Patent No.: US 12,302,954 B2

(45) Date of Patent: May 20, 2025

(54) DRESS WITH BODY-SHAPING FUNCTION

(71) Applicant: POPILUSH LLC, Williamsburg, VA (US)

- (72) Inventors: Zhennan Xu, Fujian (CN); Huljuan Lin, Fujian (CN)
- (73) Assignee: POPILUSH LLC, Williamsburg, VA
 (US)
- (*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 94 days.
- (21) Appl. No.: 17/870,001
- (22) Filed: Jul. 21, 2022
- (65) Prior Publication Data

US 2023/0404175 A1 Dec. 21, 2023

(51) Int. Cl. A4IC 1/06 (2006.01) A4IC 3/08 (2006.01)

(Continued)

(58) Field of Classification Search CPC A41C 1/06; A41C 1/14; A41C 1/22; A41B 2400/38; A41B 9/08; A41D 2400/38; A41D 10/00

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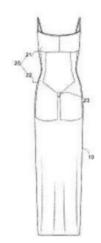
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Primary Examiner — Grace Huang (74) Attorney, Agent, or Firm — Kaufman & Canoles,

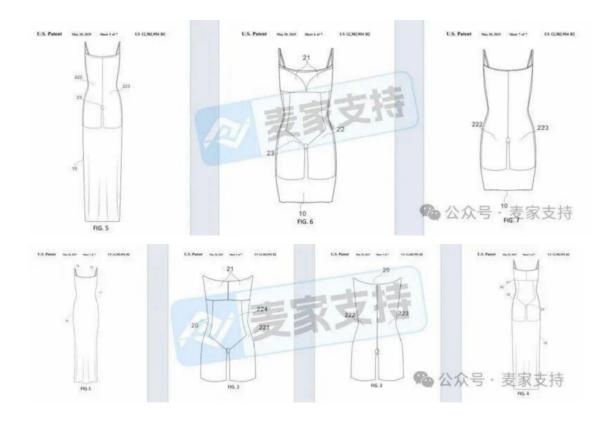
(57) ABSTRACT

A dress with a body-shaping function comprises: an outer dress composed of a dress body and straps connected to a collar of the dress body; and a body-shaper lining located inside the dress body and completely covered by the dress body, wherein a top end of the body-shaper lining is sewn or bonded on the dress body along the collar of the dress body, and the body-shaper lining is of a jumpsuit structure and has at least one body-shaping area. The joint of the body-shaper lining on the outer dress can be hidden, and no obvious bonding trace will be seen from the appearance of the outer dress; and the dress body can be held by means of the tension of the body-shaper lining next to the skin and the suspension effect of the straps.

13 Claims, 7 Drawing Sheets



∞ 公众号・麦家支持



| Popilush | Wordmark Serial 98494479 Goods & services Owners | PL POPILUSH Status IC 025: Dresset; Pyjamas, Tights: Trousers; Underpants; Underwear POPILUSH, LLC (LIMITED LIABILITY COMPANY; Virginia, USA) | Class 025 |
|----------------------|---|---|---------------|
| B | Wordmark Serial 98358088 Goods & services Owners | Status IC 024: Bath linen, except clothing; Bed blankets; Bed linen; Elastic POPILUSH, LLC (LIMITED LIABILITY COMPANY; VIRGINIA, USA) | Class 024 |
| Popilush | Wordmark Serial 97356951 Goods & services Owners | PL POPILUSH Status IC 025: Bedices: Pysemas; Tights; Trouters; Underpants; Underwear; POPILUSH, LLC (LIMITED CLABILITY COMPANY; VIRGINIA, USA) | Class 025 |
| R&dtag | Wordmark Serial 98685685 Goods & services Owners | POPILUSH REDTAG Status IC 025: Dresses; Pyjamas; Shapewear; Tights; Trousers; Underpants; POPILUSH, LLC (LIMITED LIABILITY COMPANY; Virginia, USA) | Class 025 |
| It All Starts Inside | Wordmark Serial 98555594 Goods & services Owners | IT ALL STARTS INSIDE Status IC 025: Dresses; Pyjamas; Shapewear: Tights; Trousers; Underpants; POPILUSH, LLC (LIMITED LIABILITY COMPANY; Virginia, USA) | Class 025 |
| 왕 | Wordmark Serial 98358091 Goods & services Owners | PL Status IC 025: Dresses; Pyjamas; Tights; Trousers; Underparts; | Class 麦家支持 |

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Product Listing Examples

