

KINSELLA WEITZMAN ISER KUMP & ALDISERT LLP
808 WILSHIRE BOULEVARD, 3RD FLOOR
SANTA MONICA, CALIFORNIA 90401
TEL 310.566.9800 • FAX 310.566.9850

1 KINSELLA WEITZMAN ISER KUMP & ALDISERT LLP
2 HOWARD WEITZMAN (SBN 38723)
3 hweitzman@kwikalaw.com
4 SUANN C. MACISAAC (SBN 205659)
5 smacisaac@kwikalaw.com
6 808 Wilshire Boulevard, 3rd Floor
7 Santa Monica, California 90401
8 Telephone: 310.566.9800
9 Facsimile: 310.566.9850

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6 JONATHAN D. DAVIS, P.C.
7 JONATHAN D. DAVIS
8 jdd@jddavispc.com
9 99 Park Avenue, Suite 1600
10 New York, New York 10016
11 Telephone: 212.687.5464
12 Facsimile: 212.557.0565
13 Attorneys for Plaintiff Christopher Brown

12 UNITED STATES DISTRICT COURT
13 CENTRAL DISTRICT OF CALIFORNIA, WESTERN DIVISION

15 CHRISTOPHER BROWN,
16 Plaintiff,
17 vs.

Case No. 2:12-cv-08963-CAS-E
**ORDER FOR DEFAULT
JUDGMENT AND
PERMANENT INJUNCTION**

19 SHINSACHI PHARMACEUTICAL
20 INC., f/k/a SHINSACHI MEDIA INC.,
21 SEUNGWOO SHIN and SELLIAH
22 SACHCHITHANANTHAM,
23 Defendants.

24 Plaintiff Christopher Brown commenced this action on October 17, 2012,
25 by filing the Summons and Complaint, which he properly served upon Defendants
26 Shinsachi Pharmaceutical Inc. f/k/a Shinsachi Media Inc. (“Shinsachi
27 Pharmaceutical”) and Seungwoo Shin (“Shin”) on January 23, 2013. Plaintiff filed
28 proofs of service with this Court on February 1, 2013. Defendants Shinsachi

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1 Pharmaceutical and Shin have not answered the Complaint and their time for doing
2 so has expired.

3 Accordingly, it is ORDERED that Plaintiff’s motion for a default
4 judgment and a permanent injunction shall be, and hereby is, GRANTED and
5 JUDGMENT be entered in favor of Plaintiff on all counts of the Complaint, and it is
6 further

7 ORDERED that JUDGMENT be ENTERED for damages in the amount
8 of \$400,000, plus reasonable attorneys’ fees of \$11,600, plus statutory costs and
9 interest, and it is further

10 ORDERED that Defendants, their employees, agents, servants, successors,
11 and assigns shall be permanently enjoined and restrained from the following:

12 (a) using or displaying Plaintiff’s name, image, likeness, or
13 voice in any way and for any purpose, including the
14 advertising or promotion of the Dr. Numb brand topical
15 anesthetic cream or any other product manufactured,
16 sold or distributed by one or more of the Defendants
17 now or in the future;

18 (b) using or displaying Plaintiff’s name, image, likeness, or
19 voice on any website or webpage or using any other
20 method to distribute information, including but not
21 limited to, the following sites: (1) www.drnumb.com,
22 (2) www.drnumb.net, (3) www.drnumb.co, (4)
23 www.drnumb.co.za/, (5) www.drnumb.ca/, (6)
24 www.drnumb.fr, (7) www.drnumb.ph, and (8)
25 www.drnumb.co.uk; and

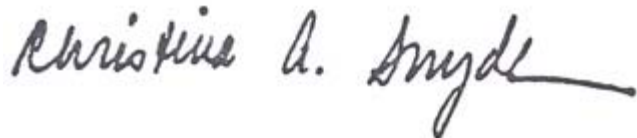
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(c) engaging in any other activity constituting a violation
of Plaintiff's rights; and it is further

ORDERED, the interest shall accrue from the date this action
was filed.



Dated: September 9, 2013

HON. CHRISTINA A. SNYDER
United States District Judge

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