

**COPY**

1 **MICHAEL E. WEINSTEN (SBN 155680)**  
2 **DANIEL GUTENPLAN (SBN 260412)**  
3 **LAVELY & SINGER**  
4 **PROFESSIONAL CORPORATION**  
5 2049 Century Park East, Suite 2400  
6 Los Angeles, California 90067-2906  
7 Telephone: (310) 556-3501  
8 Facsimile: (310) 556-3615  
9 E-Mail: mweinsten@lavelysinger.com  
10 dgutenplan@lavelysinger.com

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11 Of Counsel:

12 **MAURA J. WOGAN** (*pro hac vice* application to be filed)  
13 **JEREMY S. GOLDMAN** (*pro hac vice* application to be filed)  
14 **FRANKFURT KURNIT KLEIN & SELZ, P.C.**  
15 488 Madison Avenue, 10<sup>th</sup> Floor  
16 New York, NY 10022  
17 Telephone: (212) 980-0120  
18 Facsimile: (212) 593-9175  
19 E-Mail: mwogan@fkks.com  
20 jgoldman@fkks.com

21 Attorneys for Plaintiffs HASBRO, INC.  
22 and WIZARDS OF THE COAST LLC

23 **UNITED STATES DISTRICT COURT**  
24 **CENTRAL DISTRICT OF CALIFORNIA**

25 **CV 13-03406 - DMG (JCG)**

26 HASBRO, INC., a Rhode Island  
27 corporation; and WIZARDS OF THE  
28 COAST LLC, a Delaware limited  
29 liability company,

30 Plaintiffs,

31 vs.

32 SWEETPEA ENTERTAINMENT, INC.,  
33 a Delaware corporation; and  
34 SWEETPEA B.V.I. LTD., a British  
35 Virgin Islands corporation,

36 Defendants.

Case No.:

**COMPLAINT FOR:**

1. **COPYRIGHT INFRINGEMENT**
2. **TRADEMARK INFRINGEMENT**
3. **FALSE DESIGNATION OF ORIGIN**
4. **TRADEMARK DILUTION**
5. **DECLARATORY RELIEF**

**DEMAND FOR JURY TRIAL**

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1 Plaintiffs Hasbro, Inc. (“HI”) and Wizards of the Coast LLC (“Wizards”) (HI and  
2 Wizards are collectively referred to herein as “Hasbro”), for their Complaint against  
3 Defendants Sweetpea Entertainment Inc. (“SEI”) and Sweetpea B.V.I. Ltd. (“SBL”) (SEI  
4 and SBL are collectively referred to herein as “Sweetpea”), allege as follows:

5 **JURISDICTION AND VENUE**

6 1. This Court has jurisdiction over the subject matter of this action pursuant to  
7 28 U.S.C. §§ 1331 (federal question), 1338(a) (copyright and trademark) and 15 U.S.C. §  
8 1121(a) (trademark). Further, 28 U.S.C. § 2201 authorizes this Court to grant the  
9 requested declaratory relief.

10 2. Upon information and belief, this Court has personal jurisdiction over  
11 Defendants and venue is proper pursuant 28 U.S.C. §§ 1391(a)(1) and (c), because each  
12 of the Defendants has its principal place of business and/or transacts substantial business  
13 in Los Angeles, California.

14 **NATURE OF THE ACTION**

15 3. This is an action for copyright and trademark infringement arising from  
16 Sweetpea’s unauthorized production of a theatrical motion picture (the “Infringing  
17 Motion Picture”) based on the *Dungeons & Dragons* property (the “Property”), the  
18 copyrights and trademarks in which are owned by Hasbro. Hasbro seeks a permanent  
19 injunction enjoining Sweetpea from violating its exclusive rights in the Property, as well  
20 as a judgment declaring that the rights to produce and exploit theatrical or non-theatrical  
21 motion pictures based on the Property belong to Hasbro.

22 4. Within the last several weeks, Hasbro learned that Sweetpea was actively  
23 working with Warner Bros. Pictures (“WB”) to produce a *Dungeons & Dragons* movie.  
24 The Infringing Motion Picture is to be marketed and distributed for theatrical release  
25 under the *Dungeons & Dragons* trademark, using a script entitled *Chainmail* that is based  
26 upon, and contains many protected elements from, the Property. In recent  
27 correspondence from Sweetpea and in reports in the media, Sweetpea has alleged that it,  
28

1 and not Hasbro, owns the rights to produce and exploit, and to license others (including  
2 WB) the right to produce and exploit, a theatrical motion picture based on the Property.

3 5. Sweetpea bases its claim of ownership of the theatrical motion picture rights  
4 upon a license agreement between the predecessors-in-interest of Hasbro and Sweetpea,  
5 dated September 1, 1994 (the “New License Agreement”), as amended by agreements  
6 dated March 19, 1998 (the “First Amendment”) and June 8, 1998 (the “Second  
7 Amendment”) (collectively, the “License”). Copies of the New License Agreement, First  
8 Amendment and Second Amendment are annexed hereto as Exhibits A, B and C,  
9 respectively.

10 6. Pursuant to the License, Hasbro granted Sweetpea the right to make one  
11 live-action theatrical motion picture based on the Property, a right which Sweetpea  
12 exercised by producing the first *Dungeons & Dragons* movie, released in U.S. theaters on  
13 December 8, 2000 (the “Picture”). Hasbro further granted Sweetpea the right to make  
14 one or more sequels, prequels or remakes based on the Picture, the Picture Creations (*i.e.*,  
15 materials Sweetpea independently created for the Picture) and the Property, for theatrical  
16 or non-theatrical release (collectively, “Sequel Rights”). *See* Ex. B. ¶ 6. In addition,  
17 Sweetpea received a separate and independent right to make one or more live-action  
18 television series or television motion pictures based on the Picture, the Picture Creations  
19 and the Property (collectively, “Television Rights”). *Id.* ¶ 10.

20 7. Sweetpea’s claim of ownership of the theatrical motion picture rights in the  
21 Property is baseless because the Sequel Rights have reverted to Hasbro.

22 8. Specifically, the First Amendment contains two separate reversion  
23 provisions – one related to the Sequel Rights and one related to the Television Rights –  
24 each operating independently. The First Amendment provided that the Sequel Rights  
25 would “revert on a rolling basis . . . on the earlier of (i) five (5) years from of [sic] the  
26 initial U.S. release or (ii) seven (7) years from final director’s cut of the immediately  
27 prior picture.” *Id.* ¶ 6. A second separate provision in the First Amendment provided  
28 that the Television Rights would revert to Hasbro if Sweetpea failed to “commence a

1 production based on the [Television Rights] on a rolling basis within five (5) years after  
2 the initial broadcast of the final original episode of any television series or of any  
3 television motion picture[.]” *Id.* ¶ 12.

4 9. Following the release of the Picture, Sweetpea produced two television  
5 motion pictures. The first such television motion picture, entitled *Wrath of the Dragon*  
6 *God* (the “First TV Movie”), premiered in the United States on the Syfy Channel (p/k/a  
7 Sci-Fi Channel) on October 8, 2005. Thereafter, Sweetpea produced a second television  
8 motion picture, entitled *The Book of Vile Darkness* (the “Second TV Movie”), which  
9 premiered on the Syfy Channel on November 24, 2012.

10 10. Despite initial plans to release the First TV Movie as a theatrical or non-  
11 theatrical sequel based upon the Picture, the production actually was released in the  
12 United States as a television motion picture. Thus, the First TV Movie represented an  
13 exercise of the Television Rights and did not reset the Sequel Rights’ five-year reversion  
14 clock.

15 11. In contrast to the First TV Movie, the parties at all times intended, treated,  
16 referred to, produced and released the Second TV Movie as a made-for-television motion  
17 picture based on the Property, without any connection to the Picture or the First TV  
18 Movie. The Second TV Movie was financed in part by, and produced for distribution on,  
19 the Syfy Channel, thus representing an exercise of Sweetpea’s *Television Rights*, not an  
20 exercise of the separate Sequel Rights.

21 12. Significantly, in connection with the production of the Second TV Movie,  
22 Sweetpea paid, and Hasbro accepted, a payment of \$20,000 – the amount contractually  
23 tied *only* to the exploitation of Television Rights, and consistent with the parties’ mutual  
24 understanding that the Second TV Movie was a made-for-television production for  
25 release on the Syfy Channel. *Id.* ¶ 11. Were the Second TV Movie planned or released  
26 as a theatrical or non-theatrical sequel, prequel or remake based on the Picture, Sweetpea  
27 would have paid the greater amount required under the License for exercising the Sequel  
28 Rights.



1 adventure books. Each D&D game requires a Dungeon Master, who presents the group  
2 with challenges, adjudicates the rules and narrates the adventure.

3 20. D&D was originally designed by Gary Gygax and Dave Arneson and was  
4 first published in 1974 by Tactical Studies Rules, Inc., which later became TSR, Inc.  
5 (“TSR”). In 1997, TSR was acquired by Wizards, which in turn, was acquired by HI in  
6 1999.

7 21. Hasbro owns the copyright in the Property (D&D itself and certain  
8 derivative works based on D&D), including, but not limited to, the exclusive right to  
9 produce and distribute theatrical motion pictures based on D&D.

10 22. In addition, Hasbro owns the worldwide trademark rights in the name  
11 *Dungeons & Dragons* (the “D&D Trademarks”). Hasbro has used and continues to use  
12 the D&D Trademarks to brand entertainment products and services. Hasbro also has  
13 used, and continues to use, the D&D Trademarks on a wide variety of goods and services  
14 in connection with a highly successful worldwide merchandizing program.

15 23. Today, D&D is played by as many as 6 million people around the world and  
16 consumers have spent more than \$1 billion on D&D products.

17 **(b) The License**

18 24. On or about May 3, 1991, TSR and SEC entered into an Option Agreement,  
19 pursuant to which TSR granted SEC an option to license from TSR “the rights in and to  
20 the Property to produce and exploit one (1) motion picture based thereon[.]” Annexed as  
21 an exhibit to the Option Agreement was a form license agreement (the “Old License  
22 Agreement”) that would go into effect in the event that SEC elected to exercise its option  
23 under the Option Agreement.

24 25. Pursuant to a letter agreement dated January 5, 1993, the Old License  
25 Agreement was replaced with the New License Agreement, which is attached hereto as  
26 Exhibit A.

1           26. Pursuant to an Assignment and Acknowledgement Agreement dated  
2 December 15, 1993, SEC assigned to SBL the rights that SEC acquired from TSR under  
3 the Option Agreement.

4           27. On or about September 2, 1994, SBL exercised its option under the Option  
5 Agreement and the terms of the New License Agreement went into effect.

6           **(c) The 1998 Action**

7           28. On February 20, 1998, TSR commenced an action against Sweetpea in the  
8 Superior Court for the County of Los Angeles (the "1998 Action") that, on March 2,  
9 1998, was removed to this District Court (Case No. 98 Civ. 1439 (RAP)).

10          29. In the 1998 Action, TSR alleged that Sweetpea failed to commence principal  
11 photography of the Picture pursuant to the New License Agreement and that,  
12 consequently, the rights granted thereunder reverted to TSR.

13           **(d) The First Amendment**

14          30. As part of an effort to settle the 1998 Action, on or about March 19, 1998,  
15 TSR and Sweetpea entered into the First Amendment, which is annexed hereto as Exhibit  
16 B.

17          31. Pursuant to the First Amendment, the parties agreed that Sweetpea would  
18 resume principal photography of the Picture before a certain date. *See* Ex. B ¶ 1.

19          32. With respect to Sequel Rights, the parties agreed as follows:

20           TSR grants to Sweetpea the rights to make one or more sequels (which  
21 shall be defined to include prequels) or remakes based on the Picture, the  
22 Picture Creations and the Property. *These rights shall revert on a rolling  
23 basis (but not the Picture Creations) to TSR on the earlier of (i) five (5)  
years from of [sic] the initial U.S. release or (ii) seven (7) years from  
final director's cut of the immediately prior picture.*

24 *Id.* ¶ 6 (emphasis added).

25          33. The First Amendment set forth various amounts that Sweetpea would be  
26 obligated to pay TSR for each theatrical or non-theatrical sequel, prequel or remake, with  
27 a minimum amount of \$116,667 payable for non-theatrical exploitation. *See id.* ¶¶ 7-9.  
28

1 34. In addition to and independent of the Sequel Rights, TSR separately granted  
2 to Sweetpea certain Television Rights. The First Amendment provided, in relevant part,  
3 that:

4 TSR grants to Sweetpea the right to make one or more live-action  
5 television series or television motion pictures (individually and  
6 collectively ‘Television Program(s)’) based on the Picture, the Picture  
Creations and the Property . . . , provided that Sweetpea shall first have  
released the Picture.

7 *Id.* ¶ 10. Unlike the Sequel Rights, the Television Rights do not require the productions  
8 to be “sequels,” “prequels” or “remakes” based on the Picture.

9 35. Paragraph 11 of the First Amendment contained the royalty schedule for  
10 Television Rights, providing, in relevant part, as follows:

11 Sweetpea shall pay to TSR for such live-action television rights to [sic] the  
12 following:

- 13 a. For each episode not exceeding 30 minutes, \$5,000;
- 14 b. For each episode not exceeding 60 minutes, \$7,500;
- 15 c. For each episode of more than 60 minutes, \$10,000;
- 16 d. For each movie of the week or miniseries, \$10,000 per hour and no more  
17 than \$80,000 in the aggregate.

18 *Id.* ¶ 11.

19 36. The First Amendment also contained a separate and independent reversion  
20 provision governing the Television Rights, providing that:

21 If Sweetpea does not commence a production based on the rights  
22 referenced in Paragraph 11 hereunder on a rolling basis within five (5)  
23 years after the initial broadcast of the final original episode of any  
24 television series or any television motion picture, such rights shall revert  
25 to TSR (but not the Picture Creations). . . .

26 *Id.* ¶ 12.

27 **(e) The Second Amendment**

28 37. At the time the parties entered into the First Amendment, they contemplated  
negotiating and entering into a long-form “formal amendment” at a later date. Although  
the parties exchanged several drafts of a “formal amendment” that, if executed, would  
have superseded the terms of the First Amendment, they were unable to agree on certain  
key terms.

1 38. On or about June 8, 1998, TSR and Sweetpea entered into the Second  
2 Amendment, which is annexed hereto as Exhibit C.

3 39. The Second Amendment provided, among other things, as follows:

4 All references in the [First] Amendment to a “formal amendment” are  
5 deleted. The parties acknowledge that this amendment, when taken  
6 together with the [New License] Agreement, constitutes a valid binding,  
7 enforceable and fully integrated agreement between the parties.”

8 Ex. C ¶ 12.

9 40. On or about October 8, 1998, the parties entered into a Settlement  
10 Agreement and Mutual Release, pursuant to which the parties released all claims against  
11 the other and they agreed to dismiss the 1998 Action.

12 41. On October 16, 1998, the District Court dismissed the 1998 Action with  
13 prejudice in its entirety.

14 **(f) *Dungeons & Dragons: The Theatrical Motion Picture***

15 42. On December 8, 2000, the Picture, entitled *Dungeons & Dragons*, was  
16 released in theaters in the United States.

17 43. The Picture underperformed at the box office, grossing \$33,807,422  
18 worldwide on a production budget of \$45 million. See Box Office Mojo,  
19 <http://www.boxofficemojo.com/movies/?id=dungeonsanddragons.htm> (last visited May  
20 9, 2013).

21 **(g) First TV Movie: *Wrath of the Dragon God***

22 44. On October 8, 2005, the First TV Movie, entitled *Wrath of the Dragon God*,  
23 premiered in the United States on the Syfy Channel.

24 45. Despite initial plans to release the First TV Movie as a theatrical or non-  
25 theatrical sequel based upon the Picture, the production actually was released in the  
26 United States as a television motion picture.

27 **(h) Second TV Movie: *The Book of Vile Darkness***

28 46. On or about June 30, 2010, Hasbro learned that Sweetpea, by and through its  
sub-licensee Silver Pictures, was planning to produce two made-for-television *Dungeons*

1 & *Dragons* movies, each of which would premiere on the Syfy Channel. Hasbro also  
2 learned that the Syfy Channel had agreed to pay a portion of the production financing for  
3 the television movies.

4 47. On or about October 7, 2010, Sweetpea paid, and Hasbro accepted, a  
5 payment in the amount of \$20,000 for Sweetpea's exercise of its Television Rights  
6 pursuant to paragraph 11 of the First Amendment. *See* Ex. B ¶ 9.

7 48. On November 2, 2012, the Syfy Channel issued a press release announcing  
8 the upcoming release of the Second TV Movie: "**SYFY ORIGINAL MOVIE**  
9 **DUNGEONS AND DRAGONS: THE BOOK OF VILE DARKNESS PREMIERES**  
10 **SATURDAY, NOVEMBER 24.**" (Emphasis added).

11 49. On November 24, 2012, the Second TV Movie premiered in the United  
12 States on the Syfy Channel.

13 50. The Second TV Movie was not a sequel, prequel or remake based on the  
14 Picture, Picture Creations and the Property. The Second TV Movie contained none of the  
15 same characters, plotlines, settings or events as the prior productions. The Second TV  
16 Movie was a stand-alone television motion picture.

17 51. The Second TV Movie is classified by IMDb (Internet Movie Database) as a  
18 "TV Movie." *See* IMDb, <http://www.imdb.com/title/tt1733125/> (last visited May 12,  
19 2013).

20 **(i) The Reversion of the Sequel Rights to Hasbro**

21 52. Prior to December 8, 2005 or, at the latest, October 8, 2010, Sweetpea  
22 neither produced nor released any theatrical or non-theatrical motion picture sequel,  
23 prequel or remake.

24 53. By virtue of the reversion provision contained in paragraph 6 of the First  
25 Amendment, the Sequel Rights reverted to Hasbro on December 8, 2005 or, at the latest,  
26 October 8, 2010, when Sweetpea failed to exercise its Sequel Rights within five years of  
27 the U.S. release of the Picture or the First TV Movie, respectively.

1           **(j) The Infringing Motion Picture**

2           54. In or around October 2012, WB approached Hasbro to obtain certain film  
3 rights in the Property. WB provided Hasbro with a script for a film entitled *Chainmail*  
4 that was based on, and contained many protected elements of, the Property. WB  
5 expressed an interest in creating a *Dungeons & Dragons* motion picture based on the  
6 script. After several discussions with WB, Hasbro passed on the script.

7           55. Thereafter, Hasbro learned that WB and Sweetpea had entered into  
8 discussions concerning the production of the Infringing Motion Picture – a *Dungeons &*  
9 *Dragons* movie based on the *Chainmail* script.

10          56. Upon information and belief, Sweetpea falsely represented to WB that  
11 Sweetpea continues to hold the Sequel Rights and is authorized to sublicense the Sequel  
12 Rights to WB and to market and distribute films pursuant to the Sequel Rights using  
13 D&D Trademarks.

14          57. On April 30, 2013, Hasbro sent a letter to Sweetpea advising it that the  
15 Sequel Rights, including the theatrical motion picture Sequel Rights, had reverted to  
16 Hasbro. Hasbro demanded that all development, production and/or distribution activities  
17 related to a theatrical motion picture based on the Picture or the Property immediately  
18 cease.

19          58. By letter dated May 2, 2013, Sweetpea responded by, among other things,  
20 denying that the Sequel Rights had reverted and confirming that Sweetpea had entered  
21 into a contract with WB.

22          59. On May 7, 2013, *Deadline Hollywood* reported:

23           Warner Bros has acquired rights to make a movie based on *Dungeons &*  
24 *Dragons*, the perennially popular role-playing game fantasy game. The  
25 studio is actually quite far along in the development of the project, as it  
26 will use a script by Wrath Of The Titans and Red Riding Hood scribe  
27 and Frank Darabont protege David Leslie Johnson. That script,  
28 *Chainmail*, was acquired last year as a free-standing project, based on an  
obscure game that was also hatched by D&D designer Gary Gygax  
before he and Dave Arneson launched D&D. It is being retro-fitted to  
fit the much bigger game creation. The film will be produced by The  
Lego Movie producer Roy Lee and Courtney Solomon. The latter

1 actually directed a 2000 Dungeons & Dragons feature, a film that starred  
Jeremy Irons and did not do well.

2 *See* Exhibit D, annexed hereto.

3 60. As a result of Sweetpea's actions, including falsely claiming ownership of  
4 the Sequel Rights to WB and, upon information and belief, the media and other third  
5 parties, Hasbro may not be able to exercise its right to exploit the Sequel Rights.

6 **FIRST CLAIM FOR RELIEF**

7 **(Copyright Infringement)**

8 61. Hasbro repeats and realleges each allegation contained in Paragraphs 1  
9 through 60 of this Complaint as if fully set forth herein.

10 62. Hasbro owns registered copyrights in and to the Property. A list of  
11 registered copyrights is annexed hereto as Exhibit E.

12 63. By producing the Infringing Motion Picture, Sweetpea has infringed and,  
13 unless enjoined, will continue to infringe, Hasbro's exclusive rights to reproduce, prepare  
14 derivatives based upon, distribute and/or publicly perform the Property.

15 64. Moreover, by licensing Sequel Rights to WB, Sweetpea has infringed  
16 Hasbro's exclusive right to authorize third-parties to reproduce, prepare derivatives based  
17 upon, distribute and/or publicly perform the Property.

18 65. Sweetpea's actions have irreparably injured Hasbro and, unless enjoined,  
19 will continue to cause such harm.

20 66. Hasbro has no adequate remedy at law and is entitled to injunctive relief.

21 67. Sweetpea's infringement of Hasbro's copyright in the Property has damaged  
22 and will continue to damage Hasbro in an amount that, at present, is not determined.

23 **SECOND CLAIM FOR RELIEF**

24 **(Federal Trademark Infringement)**

25 68. Hasbro repeats and realleges each allegation contained in Paragraphs 1  
26 through 67 of this Complaint as if fully set forth herein.

27 69. Hasbro has registered the D&D Trademarks with the United States Patent  
28 and Trademark Office. A list of certain federally-registered trademarks owned by Hasbro

1 using the D&D Trademarks is annexed hereto as Exhibit F. Each of these registrations is  
2 valid and in effect. In addition, the exclusive right of Hasbro to use its registered D&D  
3 Trademarks in commerce for goods and services specified is incontestable pursuant to 15  
4 U.S.C. § 1115(b).

5 70. Sweetpea is using, and threatens to use, in commerce, without Hasbro's  
6 authorization or consent, and in an explicitly misleading manner, Hasbro's registered  
7 D&D Trademarks in connection with the advertisement and offering for sale, and/or sale  
8 of a theatrically-released motion picture. Hasbro is informed and believes, and on that  
9 basis alleges, that Sweetpea is using the D&D Trademarks with the intent to unfairly  
10 compete against Hasbro, to trade upon Hasbro's reputation and goodwill by causing  
11 confusion and mistake among customers, and the public, and to deceive the public into  
12 believing that the Infringing Motion Picture is associated with, sponsored by, or approved  
13 by Hasbro, when it is not.

14 71. Sweetpea's unauthorized use of Hasbro's registered D&D Trademarks is an  
15 infringement of Hasbro's federal registrations that include the D&D Trademarks and is  
16 likely to cause confusion, mistake or deception in violation of 15 U.S.C. § 1114.

17 72. Unless restrained by this Court, Sweetpea will, upon information and belief,  
18 continue to infringe Hasbro's registered trademarks and irreparably harm and impair  
19 Hasbro's reputation and brand under its D&D Trademarks. Sweetpea's actions have  
20 irreparably injured Hasbro and, unless enjoined, will continue to cause such harm.

21 73. Hasbro has no adequate remedy at law and is entitled to injunctive relief.

22 74. Sweetpea's unauthorized use of the registered D&D Trademarks has  
23 damaged and will continue to damage Hasbro's business, reputation, and goodwill.

24 75. As a result of the foregoing, Hasbro has been damaged in an amount that, at  
25 present, is not determined.



1 **FOURTH CLAIM FOR RELIEF**

2 **(Trademark Dilution)**

3 84. Hasbro repeats and realleges each allegation contained in Paragraphs 1  
4 through 83 of this Complaint as if fully set forth herein.

5 85. Hasbro's pervasive and extensive use and promotion of the D&D  
6 Trademarks has rendered those trademarks famous and distinctive within the meaning of  
7 Section 43(c) of the Lanham Federal Trademark Act, 15 U.S.C. § 1125(c).

8 86. Sweetpea's use and threatened use of the D&D Trademarks in connection  
9 with the advertisement and offering for sale, and/or sale of the Infringing Motion Picture  
10 is likely to dilute and impair the famous and distinctive quality of the D&D Trademarks  
11 in violation of 15 U.S.C. § 1125(c).

12 87. Unless restrained and enjoined by this Court, Sweetpea will, upon  
13 information and belief, continue to violate Hasbro's rights under 15 U.S.C. § 1125(c) of  
14 the Lanham Act and irreparably impair and damage the famous and distinctive quality of  
15 the D&D Trademarks.

16 88. Sweetpea's violation of 15 U.S.C. § 1125(c) by use of the D&D Trademarks  
17 has damaged and will continue to damage Hasbro's business, reputation and goodwill.

18 89. Hasbro has no adequate remedy at law and is entitled to injunctive relief.

19 90. As a result of the foregoing, Hasbro has been damaged in an amount that, at  
20 present, is not determined.

21 **FIFTH CLAIM FOR RELIEF**

22 **(Declaratory Relief)**

23 91. Hasbro repeats and realleges each allegation contained in Paragraphs 1  
24 through 90 of this Complaint as if fully set forth herein.

25 92. Sweetpea has formally notified Hasbro by the May 2, 2013 letter that it  
26 claims ownership of the Sequel Rights, including the right to make a theatrical motion  
27 picture sequel, prequel or remake based on the Property.  
28

