

# ***NEWS RELEASE***

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## ***OFFICE OF THE UNITED STATES ATTORNEY SOUTHERN DISTRICT OF CALIFORNIA***

*San Diego, California*

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*For Immediate Release*

## **SKATE SHOP OWNER PLEADS GUILTY TO IMPORTING ALMOST \$1 MILLION IN COUNTERFEIT SHOES**

**NEWS RELEASE SUMMARY** - December 20, 2012

United States Attorney Laura E. Duffy announced that Steven Ray Holliday pled guilty today before Magistrate Judge Mitchell D. Dembin to illegally importing and selling counterfeit Nike Air Jordan sneakers that were manufactured in China.

According to court records, Holliday is the owner and operator of Staxx on Deck in El Cajon skate shop. In entering his plea, he acknowledged to knowingly purchasing counterfeit Nike Air Jordans from vendors in China, and reselling them from his shop in El Cajon and on the Internet website, 23isking.com. From March 2009 to May 2012, Holliday admitted purchasing between \$800,000 and \$1.2 million in counterfeit shoes from China. As part of his plea, Holliday also agreed to forfeit the domain name, 23isking.com, which had previously been seized by the government.

U.S. Attorney Laura Duffy stated that this case demonstrates the commitment of her office to protect consumers from purchasing substandard counterfeit goods and protecting the intellectual property rights of U.S. companies.

The plea is subject to final acceptance by United States District Judge Michael M. Anello. Sentencing is scheduled for February 19, 2013 at 9:00 a.m., before Judge Michael M. Anello.

**DEFENDANT**

Criminal Case No. 12cr5065-MMA

Steven Ray Holliday

**SUMMARY OF CHARGES**

Conspiracy to Import Merchandise Contrary to Law, in Violation of Title 18, United States Code, Section 371.  
Maximum Penalties: 5 years in custody and/or \$250,000 fine, \$100 special assessment.

**INVESTIGATING AGENCY**

Immigration and Customs Enforcement's Homeland Security Investigations