

10. Bluey has continuously sold products under the BLUEY marks (the “BLUEY Trademarks”). As a result of this use, strong common law trademark rights have amassed in the BLUEY Trademarks. Bluey’s use of these marks has also built substantial goodwill in and to the BLUEY Trademarks. The BLUEY Trademarks are famous marks and invaluable assets of Bluey. Bluey Products typically include at least one of the registered BLUEY Trademarks and/or the Bluey copyrighted work.

11. The BLUEY Trademarks are registered with the United States Patent and Trademark Office as listed below.

Registration Number	Trademark
6,442,598 7,087,215	
6,662,122	BLUEY
6,662,123	

12. The above U.S. registrations for the BLUEY Trademarks are valid, subsisting, and in full force and effect. The registrations for the BLUEY Trademarks constitute *prima facie* evidence of the marks’ validity and of Bluey’s exclusive right to use the BLUEY Trademarks

pursuant to 15 U.S.C. § 1057 (b). True and correct copies of the United States Registration Certificates for the above-listed BLUEY Trademarks are attached hereto as **Exhibit 1**.

13. The BLUEY Trademarks are distinctive when applied to the Bluey Products, signifying to the purchaser that the products come from Plaintiff and are manufactured to Plaintiff's quality standards. Whether Plaintiff manufactures the products itself or contracts with others to do so, Plaintiff has ensured that products bearing the BLUEY Trademarks are manufactured to the highest quality standards.

14. The BLUEY Trademarks are famous marks, as that term is used in 15 U.S.C. § 1125(c)(1) and have been continuously used and never abandoned. The innovative marketing and product designs of the Bluey Products have enabled the Bluey brand to achieve widespread recognition and fame and have made the BLUEY Trademarks some of the most well-known marks in the toy and children's entertainment industries. The widespread fame, outstanding reputation, and significant goodwill associated with the Bluey television show and brand have made the BLUEY Trademarks invaluable assets of Bluey.

15. Since the initial launch of the Bluey Products, the BLUEY Trademarks have been the subject of substantial and continuous marketing and promotion by Bluey. Bluey has and continues to market and promote the BLUEY Trademarks through traditional print media, the official Bluey website (bluey.tv), social media websites, and point of sale material.

16. Bluey has expended substantial time, money, and other resources in advertising and promoting the BLUEY Trademarks. In fact, Bluey has expended millions of dollars in advertising, promoting, and marketing featuring the BLUEY Trademarks. Bluey Products have also been the subject of extensive unsolicited publicity resulting from their high-quality, innovative designs. As a result, products bearing the BLUEY Trademarks are widely recognized and exclusively

associated by consumers, the public, and the trade as being high-quality products sourced from Bluey. Bluey Products have become among the most popular of their kind in the U.S. and the world. The BLUEY Trademarks have achieved tremendous fame and recognition which has only added to the inherent distinctiveness of the marks. As such, the goodwill associated with the BLUEY Trademarks is of incalculable and inestimable value to Bluey.

17. Genuine Bluey Products are sold only through authorized retail channels and are recognized by the public as being exclusively associated with the Bluey brand.

18. Bluey has also registered the Bluey copyrighted work (the “Bluey Copyrighted Work”) with the United States Copyright Office under the title “Bluey” (U.S. Copyright Registration No. PA 2-308-864), issued by the Register of Copyrights on August 25, 2021. A true and correct copy of the U.S. federal copyright registration certificate for the above-referenced Bluey Copyrighted Work is attached hereto as **Exhibit 2**.

19. Among the exclusive rights granted to Bluey under the U.S. Copyright Act are the exclusive rights to reproduce, prepare derivative works of, distribute copies of, and display the Bluey Copyrighted Work to the public.

20. Since its first publication, the Bluey Copyrighted Work has been used on the Bluey Products and is featured on Bluey’s website at bluey.tv. Bluey Products featuring the Bluey Copyrighted Work are advertised on Bluey’s website at bluey.tv.

The Defendants

21. Defendants are individuals and business entities of unknown makeup who own and/or operate one or more of the e-commerce stores under at least the Seller Aliases identified on Schedule A and/or other seller aliases not yet known to Plaintiff. On information and belief, Defendants reside and/or operate in the People’s Republic of China or other foreign jurisdictions