

10. Harley-Davidson has continuously sold motorcycles and related goods under HARLEY-DAVIDSON, the Bar & Shield Logo, Willie G. Skull Logo, Dark Custom Logo, and other trademarks (collectively, the “HARLEY-DAVIDSON Trademarks”). As a result of this long-standing use, strong common law trademark rights have amassed in the HARLEY-DAVIDSON Trademarks. Harley-Davidson’s use of the marks has also built substantial goodwill in and to the HARLEY-DAVIDSON Trademarks. The HARLEY-DAVIDSON Trademarks are famous marks and valuable assets of Harley-Davidson. Harley-Davidson products typically include at least one of the registered HARLEY-DAVIDSON Trademarks.

11. For generations, the Harley-Davidson brand has been the undisputed world leader in the field of motorcycles and related products, including those which prominently display the famous, internationally recognized, and federally registered HARLEY-DAVIDSON Trademarks (collectively, the “Harley-Davidson Products”).

12. Several of the HARLEY-DAVIDSON Trademarks are registered with the United States Patent and Trademark Office, a non-exclusive list of which is included below.

REGISTRATION NUMBER	REGISTERED TRADEMARK
4,771,447	HARLEY-DAVIDSON
1,621,383	
1,606,282	
1,602,474	
1,450,348	
1,311,457	
1,234,404	
1,219,955	
1,078,871	
508,160	
507,163	
3,690,031	
3,490,890	
3,393,840	

1,708,362 1,683,455 1,406,876 1,352,679 4,955,539	HARLEY
1,793,137	HARLEY OWNERS GROUP
1,654,280 2,315,877 1,534,449 2,042,130	HD
1,716,992	HOG
526,750	HARLEY - DAVIDSON
4,601,391 3,559,365 3,393,839 1,711,882	
1,263,936 3,185,946	
1,205,380	
2,376,674 1,741,456 1,511,060	

1,224,868	
3,447,304	
3,697,874 3,697,875	
3,074,276 3,018,481	

2,979,002	
2,973,501	
4,601,394	
3,304,863	

4,844,360 4,771,442 4,528,269 4,465,604 4,465,650	
5,346,467	DAYMAKER
3,818,854	FAT BOY
5,346,443 5,493,726 2,530,093 5,770,303	FXRG
2,817,659	MOTORCLOTHES
3,734,072	SCREAMIN' EAGLE
1,434,821	WILLIE G
2,892,609	 “Orange Stripe Design” (a wide orange stripe outlined by two narrow stripes)
3,110,597	STREET BOB

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