

trademarks. Hyundai uses its trademarks in connection with the marketing of its Hyundai Products, including the following marks which are collectively referred to as the “Hyundai Trademarks.”

Registration No.	Trademark
1,495,037	ELANTRA
1,104,727	HYUNDAI
6,590,970	SANTA CRUZ
1,569,538; 6,661,859; 6,726,776; 6,172,932; 7,296,218; 4,065,195; 4,169,651	
7,349,529	 HYUNDAI

10. The above U.S. registrations for the Hyundai Trademarks are valid, subsisting, in full force and effect, and many are incontestable pursuant to 15 U.S.C. § 1065. The registrations for the Hyundai Trademarks constitute *prima facie* evidence of their validity and of Hyundai’s exclusive right to use the Hyundai Trademarks pursuant to 15 U.S.C. § 1057(b). True and correct copies of the United States Registration Certificates for the above-listed Hyundai Trademarks are attached hereto as **Exhibit 1**.

11. The Hyundai Trademarks are distinctive when applied to the Hyundai Products, signifying to the purchaser that the products come from Hyundai and are manufactured to Hyundai’s brand values. Whether Hyundai manufactures the products itself or contracts with others to do so, Hyundai has ensured that products bearing the Hyundai Trademarks are manufactured to brand values.

12. The Hyundai Trademarks are famous marks, as that term is used in 15 U.S.C. § 1125(c)(1). The innovative marketing and product designs of the Hyundai Products have enabled the Hyundai brand to achieve widespread recognition and fame and have made the Hyundai