

8. In addition to the popular video game, a variety of licensed Poppy Playtime products are available, including stuffed toys, posters, and clothing (collectively, the “Poppy Playtime Products”).

9. Poppy Playtime Products are distributed and sold to consumers directly through States, including retailers in Illinois.

10. Plaintiff has used POPPY PLAYTIME trademark and other trademarks for many years in connection with the Poppy Playtime video game and related line of Poppy Playtime Products and has continuously sold products under the POPPY PLAYTIME trademark and other trademarks (collectively, the “POPPY PLAYTIME Trademarks”). As a result of this long-standing use, strong common law trademark rights have amassed in the POPPY PLAYTIME Trademarks. Plaintiff’s use of the marks has also built substantial goodwill in and to the POPPY PLAYTIME Trademarks. Plaintiff has registered the below POPPY PLAYTIME Trademarks with the United States Patent and Trademark Office.

Registration No.	Trademark
7,157,530	POPPY PLAYTIME
7,572,536	SMILING CRITTERS
7,662,706	CATNAP
7,683,545	HUGGY
7,392,878	BOXY BOO
7,523,931	MOMMY LONG LEGS

11. The above U.S. registrations for the POPPY PLAYTIME Trademarks are valid, subsisting, and in full force and effect. The registration for the POPPY PLAYTIME Trademarks constitutes *prima facie* evidence of their validity and of Plaintiff’s exclusive right to use the POPPY PLAYTIME Trademarks pursuant to 15 U.S.C. § 1057 (b). A true and correct copy of the United States Registration Certificate for the above-listed POPPY PLAYTIME Trademarks is attached hereto as **Exhibit 1**.

12. The POPPY PLAYTIME Trademarks are distinctive when applied to the Poppy Playtime 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 POPPY PLAYTIME Trademarks are manufactured to the highest quality standards.

13. The POPPY PLAYTIME 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 Poppy Playtime Products have enabled the Poppy Playtime brand to achieve widespread recognition and fame and have made the POPPY PLAYTIME Trademarks some of the most well-known marks in the video game industry. The widespread fame and significant goodwill associated with the Poppy Playtime brand have made the POPPY PLAYTIME Trademarks a valuable asset of Plaintiff.

14. Plaintiff has expended substantial time, money, and other resources in advertising and promoting the POPPY PLAYTIME Trademarks. Poppy Playtime Products have also been the subject of extensive unsolicited publicity resulting from their fame and innovative designs. As a result, products bearing the POPPY PLAYTIME Trademarks are widely recognized and exclusively associated by consumers, the public, and the trade as being high-quality products sourced from Plaintiff. Poppy Playtime Products have become among the most popular of their kind. The POPPY PLAYTIME 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 POPPY PLAYTIME Trademarks is of incalculable and inestimable value to Plaintiff.

15. The Poppy Playtime copyrighted works (the "Poppy Playtime Copyrighted Works") are registered with the United States Copyright Office, which are as follows: (1)

“HUGGY WUGGY 2D” (U.S. Copyright Registration Nos. VA0002288105), issued by the Register of Copyrights on February 23, 2022, and the corresponding supplemental registration: VA0002337317; (2) “MOMMY LONG LEGS 2D” (U.S. Copyright Registration Nos. VA0002293330), issued by the Register of Copyrights on February 24, 2022; (3) “POPPY” (U.S. Copyright Registration Nos. VA0002294398), issued by the Register of Copyrights on April 6, 2022, and the corresponding supplemental registration: VA0002328878; (4) “KISSY MISSY” (U.S. Copyright Registration Nos. VA0002295039), issued by the Register of Copyrights on April 4, 2022, and the corresponding supplemental registration: VA0002329039; (5) “KILLY WILLY” (U.S. Copyright Registration Nos. VA 0002313745), issued by the Register of Copyrights on August 15, 2022; (6) “Grab Pack.” (U.S. Copyright Registration Nos. VA0002295044), issued by the Register of Copyrights on April 4, 2022, and the corresponding supplemental registration: VA0002324267; (7) “Playtime Co” (U.S. Copyright Registration Nos. VA0002315377), issued by the Register of Copyrights on April 4, 2022; (8) “Boogie Bot” (U.S. Copyright Registration Nos. VA0002308194), issued by the Register of Copyrights on April 4, 2022, and the corresponding supplemental registration: VA0002324268; (9) “Candy Cat.” (U.S. Copyright Registration Nos. VA0002299187), issued by the Register of Copyrights on April 6, 2022; (10) “Bunzo Bunny” (U.S. Copyright Registration Nos. VAu001467492 and VA0002302450), issued by the Register of Copyrights on April 6, 2022 and May 31, 2022, respectively, and the corresponding supplemental registration: VA0002337322; (11) “Daddy Long Legs” (U.S. Copyright Registration Nos. VA0002307871), issued by the Register of Copyrights on June 17, 2022; (12) “PJ Pug-a-Pillar” (U.S. Copyright Registration Nos. VAu001467493, VA0002305066, and VA0002309543), issued by the Register of Copyrights on April 6, 2022, May 31, 2022, and July 6, 2022, respectively; (13) “The Player” (U.S. Copyright Registration Nos. VA0002307489), issued by the

Register of Copyrights on July 6, 2022; (14) “Bron” (U.S. Copyright No. VA0002307750), issued by the Register of Copyrights on July 11, 2022; (15) “Poppy Playtime” (U.S. Copyright Registration Nos. VA0002313620), issued by the Register of Copyrights on August 15, 2022; (16) “Baby Long Legs” (U.S. Copyright Registration Nos. VA0002313618), issued by the Register of Copyrights on August 15, 2022; (17) “Boxy Boo!” (U.S. Copyright Registration Nos. VAu001481285), issued by the Register of Copyrights on August 31, 2022; (18) “Catbee” (U.S. Copyright Registration Nos. VA0002314605), issued by the Register of Copyrights on April 4, 2022; (19) “Daisy” (U.S. Copyright Registration Nos. VA0002309221), issued by the Register of Copyrights on April 4, 2022; (20) “Kick-me-Paul” (U.S. Copyright Registration Nos. VA0002309536), issued by the Register of Copyrights on July 6, 2022; (21) “Owen the Oven” (U.S. Copyright Registration Nos. VA0002309540), issued by the Register of Copyrights on July 6, 2022; (22) “Sir Poops-A-Lot” (U.S. Copyright Registration Nos. VA0002309546), issued by the Register of Copyrights on July 6, 2022; (23) “PROJECT: PLAYTIME Huggy (smile)” (U.S. Copyright Registration Nos. VA0002343263), issued by the Register of Copyrights on March 10, 2023; (24) “PROJECT: PLAYTIME Kissy Missy (teeth)” (U.S. Copyright Registration Nos. VA0002343260), issued by the Register of Copyrights on March 10, 2023; (25) “PROJECT: PLAYTIME Train” (U.S. Copyright Registration Nos. VA0002343265), issued by the Register of Copyrights on March 10, 2023; (26) “PROJECT: PLAYTIME Logo” (U.S. Copyright Registration Nos. VA0002343511), issued by the Register of Copyrights on March 10, 2023; (27) “PROJECT: PLAYTIME Coin” (U.S. Copyright Registration Nos. VA0002343789), issued by the Register of Copyrights on March 10, 2023; and (28) “PROJECT: PLAYTIME Ticket” (U.S. Copyright Registration Nos. VA0002343752), issued by the Register of Copyrights on March 10, 2023; (29) “PROJECT: PLAYTIME Player” (U.S. Copyright Registration Nos. VA0002343147), issued by

the Register of Copyrights on March 10, 2023; (30) “PROJECT: PLAYTIME Phone (Phase 2)” (U.S. Copyright Registration Nos. VA0002364954), issued by the Register of Copyrights on July 26, 2023; (31) “PROJECT: PLAYTIME Logo (Phase 2)” (U.S. Copyright Registration Nos. VA0002364960), issued by the Register of Copyrights on July 26, 2023; (32) “CH3 Main Character (big)” (U.S. Copyright Registration Nos. VAu001501019), issued by the Register of Copyrights on July 12, 2023; (33) “CH3 Main Character (plush)” (U.S. Copyright Registration Nos. VAu001501018), issued by the Register of Copyrights on July 12, 2023; (34) “CH3 Character 2 (plush)” (U.S. Copyright Registration Nos. VAu001505729), issued by the Register of Copyrights on July 13, 2023; (35) “CH3 Character 3 (plush)” (U.S. Copyright Registration Nos. VAu001505841), issued by the Register of Copyrights on July 13, 2023; (36) “CH3 Character 4 (plush)” (U.S. Copyright Registration Nos. VAu001505833), issued by the Register of Copyrights on July 13, 2023; (37) “CH3 Character 5 (plush)” (U.S. Copyright Registration Nos. VAu001505728), issued by the Register of Copyrights on July 13, 2023; (38) “CH3 Character 6 (plush)” (U.S. Copyright Registration Nos. VAu001505840), issued by the Register of Copyrights on July 13, 2023; (39) “CH3 Character 7 (plush)” (U.S. Copyright Registration Nos. VAu001505843), issued by the Register of Copyrights on July 13, 2023; (40) “CH3 Character 8 (plush)” (U.S. Copyright Registration Nos. VAu001505842), issued by the Register of Copyrights on July 13, 2023; (41) “Poppy Playtime - Chapter 2.” (U.S. Copyright Registration Nos. PA0002352982), issued by the Register of Copyrights on June 8, 2022; (42) “Poppy Playtime.” (U.S. Copyright Registration Nos. PA0002352981), issued by the Register of Copyrights on June 8, 2022; (43) “PROJECT: PLAYTIME Factory.” (U.S. Copyright Registration Nos. PA0002405148), issued by the Register of Copyrights on March 10, 2023; (44) “CH3 Teaser Trailer #2 (July 26, 2023)” (U.S. Copyright Registration Nos. PA0002421932), issued by the

Register of Copyrights on July 26, 2023; (45) “Yarnaby and 1 Other Unpublished Works” (U.S. Copyright Registration No. VAu001546644), issued by the Register of Copyrights on September 16, 2024, (46) “Baba Chops and 8 Other Unpublished Works” (U.S. Copyright Registration No. VAu001546643), issued by the Register of Copyrights on September 17, 2024, (47) “Giblet Pre-Outimal and 8 Other Unpublished Works” (U.S. Copyright Registration No. VAu001574685), issued by the Register of Copyrights on September 22, 2025, (48) “The Prototype and 6 Other Unpublished Works” (U.S. Copyright Registration No. VAU001572026), issued by the Register of Copyrights on July 2, 2025, and (49) “Bubby Chumz and 8 Other Unpublished Works” (U.S. Copyright Registration No. VAU001574369), issued by the Register of Copyrights on August 21, 2025. True and correct copies of the records from the U.S. Copyright Office website for the above-referenced Poppy Playtime Copyrighted Works are attached hereto as **Exhibit 2**.

16. Among the exclusive rights granted to Plaintiff under the U.S. Copyright Act are the exclusive rights to reproduce, prepare derivative works of, distribute copies of, and display the Poppy Playtime Copyrighted Works to the public.

17. Since their first publication, the Poppy Playtime Copyrighted Works have been used on the Poppy Playtime Products and are featured on Plaintiff’s website at

18. Poppy Playtime Products typically include one or more of the registered POPPY PLAYTIME Trademarks and/or one or more of the Poppy Playtime Copyrighted Works. As such, Poppy Playtime Products are recognized by the public as being exclusively associated with the Poppy Playtime brand.

The Defendants