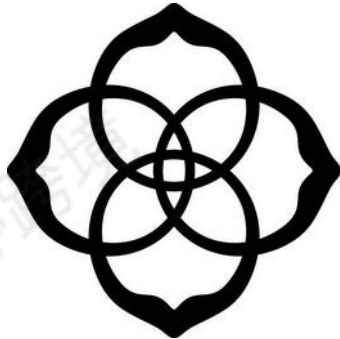


for themselves or as a gift. The Color Bar experience was featured at Coachella in 2019. The

10. Kendra Scott began using the KENDRA SCOTT trademark in U.S. commerce at least as early as 2002 in connection with jewelry, and other goods, and has continuously sold Kendra Scott Products under the KENDRA SCOTT mark since then. In addition to the KENDRA SCOTT word mark, Kendra Scott has used several distinctive and well-known design marks which are set forth in the table below (collectively, the “Kendra Scott Trademarks”). As a result of this long-standing use, strong common law trademark rights have amassed in the Kendra Scott Trademarks. Kendra Scott’s use of the marks has also built substantial goodwill in and to the Kendra Scott Trademarks. The Kendra Scott Trademarks are famous marks and valuable assets of Kendra Scott.

11. Many of the Kendra Scott Trademarks are registered with the United States Patent and Trademark Office, a non-exclusive list of which is included below.

Registration Number	Trademark
2,850,550	KENDRA SCOTT DESIGN
3,125,314 4,955,259 4,963,203 5,074,644 5,233,977 6,095,882 5,807,291 6,859,996	KENDRA SCOTT
5,614,961	KENDRA CARES
3,529,344	KENDRA
4,927,238	KS
4,159,941	COLOR BAR
5,782,154	COLOR BAR

4,297,566	
4,838,307 5,514,030 5,794,904 5,897,934 6,047,771 6,449,812 6,502,600 6,583,825	
4,838,297	
5,486,678	

6,583,790	
4,967,469	
4,967,470	
5,399,800	