

auction by a traditional auction house, approximately two thirds of the auction items were Supreme Products.

14. Supreme Products have become enormously popular and even iconic, driven by the brand's arduous quality standards and innovative design. Among the purchasing public, genuine Supreme Products are instantly recognizable as such.

15. Supreme Products are of high quality and are produced in limited runs to ensure that high quality. Supreme Products are predominately made in North America and are sold

of Supreme as a business providing high quality and innovative products has been confirmed by the foremost fashion and accessory designer trade association in the United States, the Council of Fashion Designers of America, Inc. (CFDA), which awarded the company the 2018 Menswear Designer of the Year award.

16. Plaintiff incorporates distinctive marks in the design of its various Supreme Products. Plaintiff uses its trademarks in connection with the marketing of its Supreme Products and is the exclusive owner of numerous federally registered trademarks, including the following marks which are collectively referred to as the "SUPREME Trademarks."

Registration Number	Trademark
4,157,110	SUPREME
4,240,456	
5,135,326	
5,066,669	
5,775,727	
6,048,267	

4,504,231 4,554,309 5,135,327 5,066,670 5,763,658 6,043,450 5,801,848 6,146,273 6,621,685 6,921,701 7,194,248	
5,592,852	
7,196,096	

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

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