

Registration Number	Registered Trademark	International Classes
4,040,774	CQC	13

9. The CQC Trademark is distinctive and identifies the merchandise as goods from Plaintiff. The registration for the CQC Trademark constitutes prima facie evidence of its validity and of Plaintiff's exclusive right to use the CQC Trademark pursuant to 15 U.S.C. § 1057(b).

10. Plaintiff's CQC Trademark qualifies as a famous mark as used in 15 U.S.C. §1125(c)(1) and has been continuously used and never abandoned.

11. Plaintiff's CQC Trademark is exclusive to Plaintiff and is displayed extensively on Plaintiff's Products, including but not limited to holsters, and in Plaintiff's marketing and promotional materials. Plaintiff has expended substantial time, money and other resources in developing, advertising and otherwise promoting its Trademark. In fact, Plaintiff expends significant resources annually advertising, promoting and marketing its CQC Trademark. Plaintiff's promotional efforts include — by way of example, but not limitation — substantial print media, a website, social media sites and point of sale materials. As a result, products bearing the CQC Trademark are widely recognized and exclusively associated by consumers, the public and the trade as being products sourced from Plaintiff.

12. Plaintiff's CQC Trademark is distinctive when applied to Plaintiff's 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 licenses others to do so, Plaintiff has ensured that products bearing its Trademark are manufactured to the highest quality standards. Plaintiff's CQC Trademark has achieved fame and recognition, which