

“THE NEW YORKER Trademarks”) on and in association with its products and e-commerce. The New Yorker Products include at least one of THE NEW YORKER Trademarks. The New Yorker uses THE NEW YORKER Trademarks in connection with the marketing of its The New Yorker Products. The New Yorker has registered many of its THE NEW YORKER Trademarks with the United States Patent and Trademark Office, including, but not limited to, the following THE NEW YORKER Trademarks.

Registration Number	Trademark
844,606 1,979,255 5,027,431	THE NEW YORKER
1,829,420 1,994,480 2,162,393 2,105,793 3,122,439 3,296,118 3,901,769 4,080,321 4,171,886 4,376,510 4,402,816 4,467,255 5,555,829 5,945,404 6,034,063 6,485,568	THE NEW YORKER

12. THE NEW YORKER Trademarks are exclusive to The New Yorker and are displayed extensively on The New Yorker Products and in The New Yorker’s marketing and promotional materials. The New Yorker expends millions of dollars annually promoting and marketing THE NEW YORKER Trademarks. The New Yorker Products have also been the subject of extensive unsolicited publicity resulting from their high-quality, innovative designs and