

in Illinois. From the beginning, Stussy's strategy was to sell Stussy Products in limited amounts to high-quality accounts to preserve its brand.

9. Stussy also does weekly launches, including collaborations between Stussy and other famous brands. Often these collaborations sell out within the first few minutes of the launch. The launches are discussed online prior to the release.

10. It is common for fans of the Stussy brand to wait in long lines outside of Chapters for drops of new products, collaborations, and limited edition products.

earned substantial fame and considerable goodwill among the public. Stussy has used its trademarks (collectively, the "STUSSY Trademarks") on and in association with its line of streetwear apparel and accessories. Stussy incorporates a variety of distinctive marks in its various Stussy Products. Consequently, the United States Patent and Trademark Office has granted Plaintiff multiple federal registrations for the STUSSY Trademarks. Stussy uses the STUSSY Trademarks in connection with the marketing of its Stussy Products. The STUSSY Trademarks, including, but not limited to the registered trademarks listed below, are famous and valuable assets of Stussy.

| Registration No. | Trademark |
|------------------|-----------|
| 2,232,002        | STUSSY    |
| 2,370,710        |           |
| 2,176,426        |           |
| 3,359,114        |           |
| 3,112,126        |           |
| 4,494,955        |           |

| Registration No.                                              | Trademark                                                                            |
|---------------------------------------------------------------|--------------------------------------------------------------------------------------|
| 2,504,298                                                     | STÜSSY                                                                               |
| 2,060,941<br>2,393,339<br>3,334,366<br>2,408,329<br>2,395,545 |    |
| 5,564,336<br>5,564,335<br>2,357,804<br>5,564,337              |   |
| 2,357,805<br>1,449,390                                        |  |
| 2,225,736<br>3,426,173<br>2,399,916<br>2,343,524              |  |

| Registration No.                    | Trademark                                                                           |
|-------------------------------------|-------------------------------------------------------------------------------------|
| 3,618,692                           |   |
| 3,752,265<br>5,256,784              |   |
| 6,885,821<br>7,115,443<br>5,291,490 |  |

13. The above U.S. registrations for the STUSSY Trademarks are valid, subsisting, in full force and effect, and many are incontestable pursuant to 15 U.S.C. § 1065. The registrations for the STUSSY Trademarks constitute *prima facie* evidence of their validity and of Plaintiff's exclusive right to use the STUSSY Trademarks pursuant to 15 U.S.C. § 1057(b). The STUSSY Trademarks have been used exclusively and continuously by Stussy, and have never been abandoned. Attached hereto as **Exhibit 1** are true and correct copies of the United States Registration Certificates for the STUSSY Trademarks included in the above table.

14. The STUSSY Trademarks are exclusive to Stussy and are displayed extensively on Stussy Products and in Stussy's marketing and promotional materials. Stussy Products have been