

demarks in connection with the marketing of its Toyota Products, including the following mark

which are collectively referred to as the “Toyota Trademarks.”²

Registration No.	Trademark
843,138; 1,589,552; 1,721,365; 2,115,623	TOYOTA
1,262,925	CAMRY
5,256,854	C-HR
2,249,838	HIGHLANDER
2,590,587	LAND CRUISER
2,485,614	PRIUS
2,171,261	RAV4
1,854,126	4RUNNER
2,462,106	SEQUOIA
2,145,102	SIENNA
5,932,399	SUPRA
2,650,486	TACOMA
3,247,860	TUNDRA
3,159,930	YARIS
2,823,668	TRD
1,574,718; 5,810,473	LEXUS
1,797,716	
867,434	<i>COROLLA</i>
2,510,985	

Some of the TOYOTA Trademarks were granted to “Toyota Jidosha Kabushiki Kaisha,” which translates to English as “Toyota Motor Corporation.”

1,834,147 2,852,290 3,805,350	
5,803,480 1,619,755	
6,938,649	

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

9. The Toyota Trademarks are famous marks, as that term is used in 15 U.S.C. § 1125(c)(1), and have been used by Toyota for many years. The innovative marketing and production designs of the Toyota Products have enabled the Toyota brand to achieve widespread recognition and fame and have made the Toyota Trademarks some of the most well-known marks in the industry. The widespread fame, outstanding reputation, and significant goodwill associated with the Toyota brand have made the Toyota Trademarks valuable assets of Toyota.