

Image PIK-22 from Reg. No. VA 2-472-637



Image PIK-13 from Reg. No. VA 2-472-632



Reg. No. PA 2-558-058

PIK-Video-01



10. True and correct copies of the registration certificates and deposit materials for the PIKKII Works are attached as Exhibit 1.

11. The PIKKII Works have been the subject of substantial and continuous marketing and promotion by Plaintiff. Plaintiff has and continues to market and promote the PIKKII Works widely in the industry and to consumers. Plaintiff's promotional efforts include — by way of example, but not limitation — substantial print media, the PIKKII website and social media sites, and point of sale materials.

12. The copyright registrations for the PIKKII Works are valid, subsisting, and in full force and effect.

13. Plaintiff has invested substantial time, money, and effort in building up, developing, advertising, and otherwise promoting the PIKKII Works. As a result, products associated with the PIKKII Works are recognized and exclusively associated by consumers and the public as being authentic products sourced from Plaintiff (hereafter, the "PIKKII Products").