

9. Lululemon's cultural and community-based business approach has provided Lululemon with a competitive advantage that is responsible for the brand's strong financial performance. In the years 2004 – 2016, Lululemon's net revenue increased from \$40 million annually to \$2.34 billion, an extraordinary growth of over 3,000% during challenging economic times. Lululemon's growth and success have not gone unnoticed. The brand has earned numerous industry awards and accolades. As an example, Lululemon was named International Retailer of the Year by the National Retail Foundation in 2012.

10. Lululemon's trademarks are critical to its business. Lululemon is the owner of and has widely promoted several trademarks which have earned substantial fame and considerable goodwill among the public. Lululemon has used its trademarks (collectively, the "LULULEMON Trademarks") on and in association with its entire line of athletic apparel and accessories, as well as in connection with packaging, retail store services (including fourteen retail stores in the Chicago area), and online e-commerce. Lululemon Products always include at least one of the LULULEMON Trademarks. Often several LULULEMON Trademarks are displayed on a single Lululemon Product. Lululemon incorporates a variety of distinctive marks in its various Lululemon Products. Consequently, the United States Patent and Trademark Office has granted Lululemon multiple federal registrations for the LULULEMON Trademarks. Lululemon uses the LULULEMON Trademarks in connection with the marketing of its Lululemon Products. The LULULEMON Trademarks, including, but not limited to the registered trademarks listed below, are famous and valuable assets of Lululemon.

Registration No.	Trademark
4,391,115; 3,990,179	LULULEMON

Registration No.	Trademark
2,460,180; 3,985,877	
3,024,374	LUON
3,116,371	SILVERESCENT
3,272,013	VITASEA
3,976,389	LUXTREME
3,978,257	GROOVE
3,978,258	GROOVE PANT
4,033,939	SET-MY-PONYTAIL-FREE
4,214,049	WUNDER UNDER
4,219,265	RULU
4,234,113	DEFINE JACKET
4,333,759	SCUBA
4,832,139	CUFFINS
4,905,437	PACE BREAKER
4,964,908	FULL-ON
5,040,370	ALL THE RIGHT PLACES
5,413,086	SWIFTLY
5,617,645	TIGHT STUFF
5,666,869	NULU
4,897,183	