

1 The stylized ALO logo, which has been consistently used in Alo's branding,
2 online marketing, product packaging, signage for its retail outlets, and other
3 advertising, appears as follows:



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7 (the "Alo Logo").

8 14. Alo has also successfully registered a number of the ALO Marks
9 with the U.S. Patent and Trademark Office, including:

- 10 a. Reg. No. 3875869, ALO, for "men's clothing, namely,
11 pants, shirts, vests, jackets, hooded jackets and women's
12 clothing, namely, pants, shirts, vests, jackets, hooded
13 jackets, sports bras," filed on December 11, 2009, and
14 registered on the Principal Register on November 16, 2010;
- 15 b. Reg. No. 4519311, ALO SPORT, for "men's clothing,
16 namely, pants, shirts, jackets, and women's clothing,
17 namely, pants, shirts, jackets, sports bras," filed on March 1,
18 2012, and registered on the Principal Register on April 22,
19 2014;
- 20 c. Reg. No. 5172308, ALO YOGA, for "Athletic bags;"
21 "Men's clothing, namely, pants, shirts, jackets, and women's
22 clothing, namely, pants, shirts, jackets, sports bras, tights;
23 Scarves, leg warmers, headbands;" "Yoga mats," filed on
24 August 28, 2015, and registered on the Principal Register on
25 March 28, 2017;
- 26 d. Reg. No. 5172309, ALO, for "Athletic bags;" "Headbands;
27 Leg warmers; Scarves; Tights;" "Yoga mats," filed on
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1 August 28, 2015, and registered on the Principal Register on
2 March 28, 2017; and

- 3 e. Reg. No. 6137833, ALOSOFT, for “Apparel, namely,
4 bottoms as clothing, bras and sports bras,” filed on August
5 27, 2019, and registered on the Principal Register on August
6 25, 2020.

7 15. Alo has also applied for, and has an approved trademark
8 application at the US Trademark Office for the ALO Mark as follows:

- 9 a. App. No. 98085815, ALO, for “Headwear; tops as clothing;
10 bottoms as clothing; slippers; boots; sandals; footwear,
11 namely, flip flops; footwear, namely, slides; sneakers; soles
12 for footwear; sleepwear; pajamas; nightgowns; hosiery;
13 lingerie; robes; brassieres; bras; underwear; briefs; boxer
14 shorts; panties; slips being undergarments; undergarments;
15 camisoles; shapewear, namely, control panties, control slips
16 and control garments, namely, control full and half-slips,
17 biker shorts and lingerie; bathing suits; swim trunks;
18 beachwear; beach coverups; swim suits; bikinis; athletic
19 apparel, namely, shirts, pants, shorts, jackets, hats and caps;
20 yoga socks; barre socks; athletic uniforms; sport singlets;
21 sports jerseys; gym shorts; warm-up suits; yoga tops; yoga
22 pants; athletic tights; leggings; sports tights; body suits;
23 sports stockings; socks; sports skirts being tennis skirts;
24 belts for clothing; clothing, namely, base layers; suits;
25 overalls; t-shirts; tank tops; sweaters; bodysuits; sweatshirts;
26 hooded sweatshirts; sweat pants; tankinis; cardigans;
27 pullovers; sport jerseys; skirts; leotards; unitards; dresses;
28 pants; sweatpants; shorts; trousers; shoulder wraps for