

7. LFC Products are distributed and sold to consumers through retailers throughout the United States, including authorized retailers in Illinois such as DICK's Sporting Goods and

8. LFC incorporates a variety of distinctive marks in the design of its various LFC Products. As a result of its long-standing use, LFC owns common law trademark rights in its LFC trademarks. LFC has also registered its trademarks with the United States Patent and Trademark Office. LFC Products typically include at least one of LFC's registered trademarks. Often, several LFC marks are displayed on a single LFC Product. LFC uses its trademarks in connection with the marketing of its LFC Products, including the following marks which are collectively referred to as the "LFC Trademarks."

Registration No.	Trademark
6,816,910	LIVERPOOL FOOTBALL CLUB
6,762,837	LIVERPOOL FC
6,756,305	LFC
6,749,353	YOU'LL NEVER WALK ALONE
6,805,698	YNWA
3,307,401 3,867,538	

Registration No.	Trademark
4,169,888	
6,742,770	

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

10. The LFC Trademarks are exclusive to LFC and are displayed extensively on LFC Products and in LFC's marketing and promotional materials. Typically, one or more of the LFC Trademarks are included on LFC Products. LFC Products have long been among the most popular of their kind in the world and have been extensively promoted and advertised at great expense. In fact, LFC has expended millions of dollars annually in advertising, promoting, and marketing