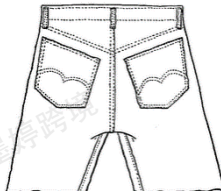
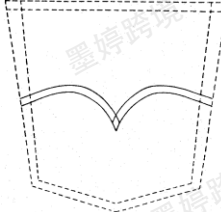


REGISTRATION NUMBER	TRADEMARK
404,248	
1,139,254	
2,794,649	

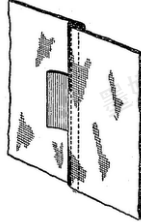
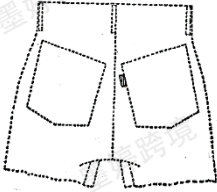
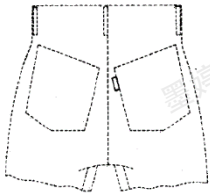
11. The Arcuate trademark is valid and protectable, and exclusively owned by LS&Co. The Arcuate trademark is famous and is recognized around the world and throughout the United States by consumers as signifying authentic, high-quality LEVI'S® brand products. The Arcuate trademark became famous prior to Defendants' conduct that is the subject of this Complaint.

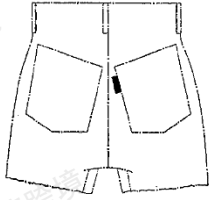
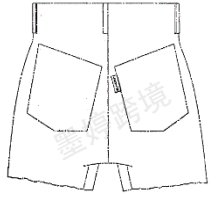
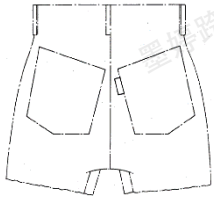
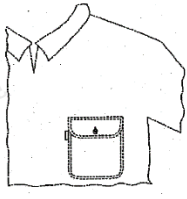
LS&Co.'s Tab Trademark

12. LS&Co.'s famous Tab Device Trademark (the "Tab trademark"), consists of a textile marker or other material sewn into one of the regular structural seams of the garment. LS&Co. uses the Tab trademark on LEVI'S® brand jeans and a variety of other clothing products. LS&Co. began to display the Tab trademark on the rear pocket of its pants in 1936 when its National Sales Manager, Leo Christopher Lucier, proposed placing a folded cloth ribbon in the structural seams of the rear pocket. The purpose of this "tab" was to provide "sight identification" of LEVI'S® brand products. Given the distinctiveness of the Tab trademark, Mr. Lucier asserted

that “no other maker of overalls can have any other purpose in putting a colored tab on an outside patch pocket, unless for the express and sole purpose of copying our mark, and confusing the customer.”

13. LS&Co. owns, among others, the following United States Registrations for its Tab trademark.

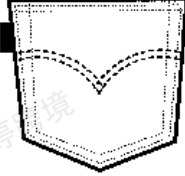
REGISTRATION NUMBER	TRADEMARK
356,701	
516,561	
577,490	
720,376	

774,625	
775,412	
1,157,769	
2,726,253	

14. The Tab trademark is valid and protectable, and exclusively owned by LS&Co.

The Tab trademark is famous and recognized around the world and throughout the United States by consumers as signifying authentic, high-quality LEVI'S® brand products. The Tab trademark became famous prior to Defendants' conduct that is the subject of this Complaint.

15. LS&Co. also has a trademark registration for a combination of the Arcuate trademark and the Tab trademark shown in the chart below.

REGISTRATION NUMBER	TRADEMARK
2,791,156	

LS&Co.'s Two Horse Trademarks

16. LS&Co. has used its Two Horse Design and Two Horse Label Design trademarks (collectively, the “Two Horse trademarks”) continuously since as early as 1886 in interstate commerce on jeans and pants. LS&Co. owns, among others, the following United States Registrations for its Two Horse trademarks.

REGISTRATION NUMBER	TRADEMARK
523,665	
1,044,246	
4,576,208	
1,030,033	

1,095,986	
1,140,853	

LS&Co.'s 500 Series Trademarks

17. LS&Co. also owns the distinctive trademarks 501, 505, 517, and 569, among other marks that consist of three digits starting with a “5” (collectively, the “500 Series trademarks”). LS&Co. has used the 500 Series trademarks continuously since as early as 1983 in interstate commerce on jeans and pants and, by virtue of LS&Co.’s use and promotion of the 500 Series trademarks together, the public recognizes LS&Co. as the source of apparel products falling within the 500 series.

18. LS&Co. owns, among others, the following United States Registrations for its 500 Series trademarks.

REGISTRATION NUMBER	TRADEMARK
1,313,554	505
1,319,462	517
1,552,985	501
2,503,976	569
4,053,137	550

19. The U.S. trademark registrations discussed above shall collectively be referred to herein as the “LEVI’S Trademarks.” The LEVI’S Trademarks are valid, subsisting, in full force and effect, and many are incontestable pursuant to 15 U.S.C. § 1065. The LEVI’S Trademarks