

7. With a strong fan-base, Plaintiff and its licensees market and sell a variety of Led Zeppelin-branded products, including clothing, posters, pinball machines, towels, books, pins and other merchandise bearing Plaintiff's trademark (collectively, "Plaintiff's Products"). Plaintiff's Products have become enormously popular and even iconic, driven by Plaintiff's quality standards and innovative designs. Among the purchasing public, Plaintiff's Products are instantly recognizable as such. Plaintiff's Products are distributed and sold to consumers by Plaintiff and its licensees through authorized retailers throughout the United States and through Plaintiff's

8. Plaintiff has used the LED ZEPPELIN trademark for many years and has continuously sold products under its LED ZEPPELIN trademark ("Plaintiff's Trademark"). As a result of this long-standing use, strong common law trademark rights have amassed in Plaintiff's Trademark. Plaintiff's use of the mark has also built substantial goodwill in Plaintiff's Trademark. Plaintiff's Trademark is a famous mark and valuable asset of Plaintiff. Plaintiff's Products also typically include Plaintiff's Trademark.

9. Plaintiff's Trademark is registered with the United States Patent and Trademark Office and is included below.

Registration Number	Trademark	Registration Date	Goods and Services
4,340,692	LED ZEPPELIN	May 28, 2013	For: Sound recordings, namely, musical sound and/or video recordings; audio and visual recordings of music and entertainment; pre-recorded media containing musical and audio and visual recordings, namely, records and discs featuring music and entertainment; phonograph records; Downloadable MP3 files and MP3