

actress/writer Cassandra Peterson, Elvira has carved out a niche in popular culture that is sure to endure for decades to come.

7. Plaintiff and its licensees market and sell a variety of Elvira branded products, including apparel such as t-shirts and sweatshirts, prints, magnets, pins, posters and other merchandise bearing Plaintiff's ELVIRA, MISTRESS OF THE DARK, and ELVIRA MISTRESS OF THE DARK trademarks (collectively, "Elvira Products"). Elvira Products have become enormously popular and even iconic, driven by Plaintiff's quality standards and innovative designs. Among the purchasing public, Elvira Products are instantly recognizable as such. Elvira Products are distributed and sold to consumers by Plaintiff and its licensees through authorized

8. Plaintiff has used the ELVIRA, MISTRESS OF THE DARK, and ELVIRA MISTRESS OF THE DARK trademarks for many years and has continuously sold products under its trademarks (collectively, the "Elvira Trademarks"). As a result of this long-standing use, strong common law trademark rights have amassed in the Elvira Trademarks. Plaintiff's use of the marks has also built substantial goodwill in the Elvira Trademarks. The Elvira Trademarks are famous marks and valuable assets of Plaintiff. Elvira Products also typically include at least one of the Elvira Trademarks.

9. The Elvira Trademarks are registered with the United States Patent and Trademark Office and are included below.

Registration Number	Trademark	Registration Date	Goods and Services
1,330,838	ELVIRA	Apr. 16, 1985	For: T-Shirts, Costumes without Masks in class 025. For: Entertainment Services in the Nature of Hosting a Television