

10. The MJ Trademarks are registered with the United States Patent and Trademark Office and are included below.

Registration Number	Trademark	Registration Date	Goods and Services
1,908,209	MICHAEL JACKSON	Aug. 01, 1995	For: Sound recordings; namely, pre-recorded phonograph records, compact discs, and motion picture films featuring music and entertainment in class 009.
4,529,781	MICHAEL JACKSON	May 13, 2014	For: Musical sound recordings; audiovisual recordings featuring music and musical entertainment; motion picture films featuring music and musical entertainment; cell phone cases and covers; eyewear in class 009.
4,529,782	MICHAEL JACKSON	May 13, 2014	For: Clothing, namely, shirts; jackets; sweatshirts; headwear; costumes for use in children's dress up play; costumes for use in role-playing games; masquerade costumes and masks sold in connection therewith; novelty headwear with attached wigs in class 025.
4,688,886	MICHAEL JACKSON	Feb. 17, 2015	For: Calendars in class 016.
4,688,887	MICHAEL JACKSON	Feb. 17, 2015	For: Dance costumes; gloves in class 025.

11. The U.S. registrations for the MJ Trademarks are valid, subsisting, and in full force and effect, and some are incontestable pursuant to 15 U.S.C. § 1065. The registrations for the MJ Trademarks constitute *prima facie* evidence of their validity and of Triumph's exclusive right to use the MJ Trademarks pursuant to 15 U.S.C. § 1057(b). True and correct copies of the United States Registration Certificates for the MJ Trademarks are attached hereto as **Exhibit 1**.

12. The MJ Trademarks are exclusive to Triumph and are displayed extensively on MJ Products and in marketing and promotional materials. The MJ Trademarks are also distinctive when applied to MJ Products, signifying to the purchaser that the products come from Triumph and are manufactured to Triumph's quality standards. Whether Triumph manufactures the products itself or contracts with others to do so, Triumph has ensured that products bearing the MJ Trademarks are manufactured to the highest quality standards.

13. The MJ Trademarks are famous marks, as that term is used in 15 U.S.C. § 1125(c)(1), and have been continuously used and never abandoned. Michael Jackson's success, in addition to the marketing of MJ Products, has enabled the Michael Jackson brand to achieve widespread recognition and fame and has made the MJ Trademarks some of the most well-known marks in the music and entertainment industries as well as throughout all other sectors of the global culture. The widespread fame, outstanding reputation, and significant goodwill associated with the Michael Jackson brand have made the MJ Trademarks valuable assets of Triumph.

14. The MJ Trademarks have been the subject of substantial and continuous marketing and promotion by Triumph. Triumph has marketed and promoted, and continues to market and promote, the MJ Trademarks in the industry and to consumers through traditional print media, the