



8. Since about 2000, Harley-Davidson has used its Willie G. Skull Logo (or variations thereof) including, but not limited to, those shown below (collectively, the “Willie G. Skull Logo”), for motorcycles and related products and services.



9. Since about 2008, Harley-Davidson has used its Dark Custom Logo (or variations thereof) including, but not limited to, as shown below (collectively, the “Dark Custom Logo”), for motorcycles and related products and services.



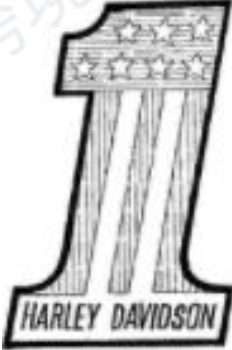
10. Harley-Davidson has continuously sold motorcycles and related goods under HARLEY-DAVIDSON, the Bar & Shield Logo, Willie G. Skull Logo, Dark Custom Logo, and other trademarks (collectively, the “HARLEY-DAVIDSON Trademarks”). As a result of this long-standing use, strong common law trademark rights have amassed in the HARLEY-DAVIDSON Trademarks. Harley-Davidson’s use of the marks has also built substantial goodwill in and to the HARLEY-DAVIDSON Trademarks. The HARLEY-DAVIDSON Trademarks are famous marks and valuable assets of Harley-Davidson. Harley-Davidson products typically include at least one of the registered HARLEY-DAVIDSON Trademarks.

11. For generations, the Harley-Davidson brand has been the undisputed world leader in the field of motorcycles and related products, including those which prominently display the famous, internationally recognized, and federally registered HARLEY-DAVIDSON Trademarks (collectively, the “Harley-Davidson Products”).

12. Several of the HARLEY-DAVIDSON Trademarks are registered with the United States Patent and Trademark Office, a non-exclusive list of which is included below.

| REGISTRATION<br>NUMBER | REGISTERED<br>TRADEMARK |
|------------------------|-------------------------|
| 4,771,447              | HARLEY-DAVIDSON         |
| 1,621,383              |                         |
| 1,606,282              |                         |
| 1,602,474              |                         |
| 1,450,348              |                         |
| 1,311,457              |                         |
| 1,234,404              |                         |
| 1,219,955              |                         |
| 1,078,871              |                         |
| 508,160                |                         |
| 507,163                |                         |
| 3,690,031              |                         |
| 3,490,890              |                         |
| 3,393,840              |                         |

|                                                               |                                                                                      |
|---------------------------------------------------------------|--------------------------------------------------------------------------------------|
| 1,708,362<br>1,683,455<br>1,406,876<br>1,352,679<br>4,955,539 | HARLEY                                                                               |
| 1,793,137                                                     | HARLEY OWNERS GROUP                                                                  |
| 1,654,280<br>2,315,877<br>1,534,449<br>2,042,130              | HD                                                                                   |
| 1,716,992                                                     | HOG                                                                                  |
| 526,750                                                       | <b>HARLEY -<br/>DAVIDSON</b>                                                         |
| 4,601,391<br>3,559,365<br>3,393,839<br>1,711,882              |   |
| 1,263,936<br>3,185,946                                        |  |
| 1,205,380                                                     |  |
| 2,376,674<br>1,741,456<br>1,511,060                           |  |

|                                |                                                                                      |
|--------------------------------|--------------------------------------------------------------------------------------|
| <p>1,224,868</p>               |    |
| <p>3,447,304</p>               |    |
| <p>3,697,874<br/>3,697,875</p> |   |
| <p>3,074,276<br/>3,018,481</p> |  |

|           |                                                                                      |
|-----------|--------------------------------------------------------------------------------------|
| 2,979,002 |    |
| 2,973,501 |    |
| 4,601,394 |  |
| 3,304,863 |  |