

Patent and Trademark Office. Among the marks registered are the Levi's trademarks listed below.

REGISTRATION NUMBER	TRADEMARK
1,140,011 1,124,018 1,130,486 4,660,979	LEVI'S
250,265	Levi's
581,610	LEVI'S
2,320,789	
849,437	
1,135,196	
928,351	

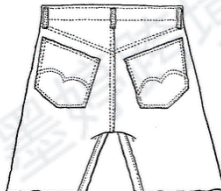
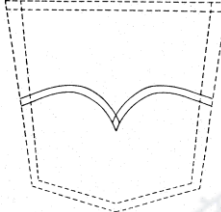
8. In addition to the above Levi's trademarks, LS&Co. has registered the famous Arcuate Stitching Design trademark, the Tab Device trademark, the Two Horse Design and Two Horse Label Design trademarks, and the 500 Series trademarks.

LS&Co.'s Two Horse Label Design patch and 501 marks	LS&Co.'s Arcuate Stitching Design and Tab Device marks
 A rectangular leather patch with a red-stamped design. At the top, it reads "LEVI STRAUSS & CO." in a bold, serif font, with "SAN FRANCISCO CAL." in smaller text below it. A banner across the middle says "ORIGINAL RIVETED QUALITY CLOTHING". Below this, there is an illustration of two men on horseback, one on each side of a central vertical line. The left horse is facing left, and the right horse is facing right. Below the horses, it says "PATENTED" on the left and "MAY 20 1873" on the right. At the bottom, it reads "501" on the left and "W33 L34" on the right.	 A close-up photograph of the back pocket of a pair of blue denim jeans. The pocket features a distinctive yellow-stitched arcuate design, which is a V-shaped stitching pattern that curves upwards at the top and downwards at the bottom, forming a pocket shape. A small red tab with white stitching is visible on the left side of the pocket.

LS&Co.'s Arcuate Trademark

9. The Arcuate Stitching Design trademark ("Accurate trademark") consists of a distinctive pocket stitching design that is the oldest known apparel trademark in the United States still in continuous use. LS&Co. has used the Arcuate trademark continuously since 1873 in interstate commerce on clothing products. LS&Co. first used the Arcuate trademark on jeans and later used it on other products, as well.

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

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

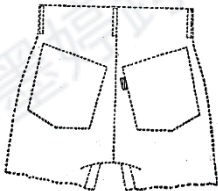
11. The Arcuate trademark is valid and protectable, and exclusively owned by LS&Co. The Arcuate trademark is famous and is recognized around the world and throughout the United States by consumers as signifying authentic, high-quality LEVI'S® brand products. The Arcuate trademark became famous prior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

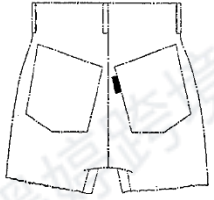
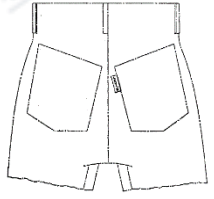
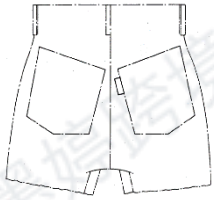
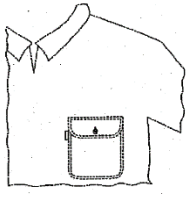
LS&Co.'s Tab Trademark

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.”

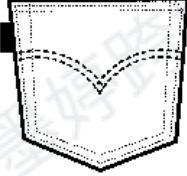
13. LS&Co. owns, among others, the following United States Registrations for its Tab trademark.

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

have been used exclusively and continuously by LS&Co., some since at least as early as 1873, and have never been abandoned. The registrations for the LEVI'S Trademarks constitute *prima facie* evidence of their validity and of LS&Co.'s exclusive right to use the LEVI'S Trademarks pursuant to 15 U.S.C. § 1057(b). Attached hereto as **Exhibit 1** are true and correct copies of the United States Registration Certificates for the LEVI'S Trademarks.

20. The LEVI'S Trademarks are exclusive to LS&Co. and are displayed extensively on LEVI'S® brand products and in LS&Co.'s marketing and promotional materials. LEVI'S® brand products have long been among the most popular jeans and apparel in the world and have been extensively promoted and advertised at great expense. In fact, LS&Co. has expended millions of dollars annually in advertising, promoting, and marketing featuring the LEVI'S Trademarks. LEVI'S® brand products have also been the subject of extensive unsolicited publicity resulting from their high-quality, timeless designs and worldwide renown. Because of these and other factors, the LEVI'S® brand and the LEVI'S Trademarks have become famous throughout the United States.

21. The LEVI'S Trademarks are distinctive when applied to the LEVI'S® brand products, signifying to the purchaser that the products come from LS&Co. and are manufactured to LS&Co.'s quality standards. Whether LS&Co. manufactures the products itself or licenses others to do so, LS&Co. has ensured that products bearing its LEVI'S Trademarks are manufactured to the highest quality standards. The LEVI'S Trademarks have achieved tremendous fame and recognition, which has only added to the distinctiveness of the marks. As such, the goodwill associated with the LEVI'S Trademarks is of incalculable and inestimable value to LS&Co.