

Products via the aloyoga.com website are significant. The aloyoga.com website features proprietary content, images and designs exclusive to Alo.

10. Alo’s trademarks are critical to its business. Alo is the owner of and has widely promoted several trademarks which have earned substantial fame and considerable goodwill among the public. Alo has used its trademarks (collectively, the “ALO Trademarks”) on and in association with its entire line of fashion and athletic apparel, accessories, and health and wellness products, as well as in connection with packaging, retail store services, and online e-commerce. Alo Products always include at least one of the ALO Trademarks. Alo incorporates a variety of distinctive marks in its various Alo Products. Consequently, the United States Patent and Trademark Office has granted Alo multiple federal registrations for the ALO Trademarks. Alo uses the ALO Trademarks in connection with the marketing of its Alo Products. The ALO Trademarks, including, but not limited to the registered trademarks listed below, are famous and valuable assets of Alo.

REGISTRATION NUMBER	TRADEMARK
3,875,869 5,172,309 7,388,807 7,804,231 7,739,309	ALO
5,172,308	ALO YOGA
6,180,601	AIRBRUSH
6,234,205	AIRLIFT
6,137,833 8,180,701	ALOSOFT
7,680,894	ALO GLOW SYSTEM
6,190,196	ALO MOVES
4,519,311	ALO SPORT
7,804,336	ALO X 01 CLASSIC
7,804,773	ALO STACKABLE WELLNESS
7,552,862	AMLA-POWERED, CLEAN BEAUTY

6,356,336	RIPPED WARRIOR
6,205,356	YOGA TO THE WORLD

11. The above U.S. registrations for the ALO Trademarks are valid, subsisting, in full force and effect, and many are incontestable pursuant to 15 U.S.C. § 1065. The registrations for the ALO Trademarks constitute prima facie evidence of their validity and of Alo's exclusive right to use the ALO Trademarks pursuant to 15 U.S.C. § 1057(b). The ALO Trademarks have been used exclusively and continuously by Alo, and have never been abandoned. Attached hereto as Exhibit 1 are true and correct copies of the United States Registration Certificates for the ALO Trademarks included in the above table.

12. The ALO Trademarks are exclusive to Alo and are displayed extensively on Alo Products and in Alo's marketing and promotional materials. Alo Products have been among the most popular premium apparel and health and wellness products in the world and have been extensively promoted at great expense. In fact, Alo expends millions of dollars annually promoting and marketing the ALO Trademarks. Alo Products have also been the subject of extensive unsolicited publicity resulting from their high-quality, innovative designs and renown as desired luxury items. Because of these and other factors, the ALO name and the ALO Trademarks have become famous throughout the United States.

13. The ALO Trademarks are distinctive when applied to Alo Products, signifying to the purchaser that the products come from Alo and are consistent with Alo's quality standards. Whether Alo manufactures the products itself or licenses others to do so, Alo has ensured that products bearing the ALO Trademarks are manufactured to the highest quality standards, and likewise ensures that the provision of retail store services under the ALO Trademarks is consistent with the highest quality standards. The ALO Trademarks have achieved tremendous fame and