

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