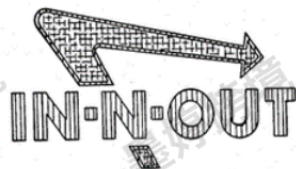
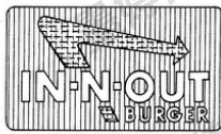
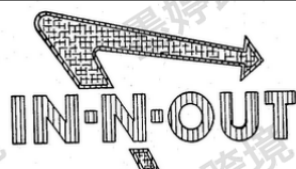


15. In 2024 alone, INO's **in-n-out.com** website had over 300,000 visits from consumers in Illinois, with its **shop.in-n-out.com** website garnering 24,000 visits from Illinois consumers. In the same year, there were over 1,000 transactions made by Illinois customers on INO's shop.in-n-out.com website and nearly 300 direct interactions with such consumers with INO's customer service.

16. Since at least 1949, INO has consistently and exclusively used various IN-N-OUT-formative marks, among others, in its restaurants, product packaging, and promotional goods like t-shirts, hats, and other clothing to indicate INO as the source of its goods and services.

17. In recognition of the consumer recognition and goodwill associated with INO's trade dress and trademarks, the US Patent and Trademark Office has issued INO several federal trademark registrations for INO's marks (collectively, the "Trademarks"), including but not limited to the following:

U.S. Reg No.	Mark
1031095	IN-N-OUT BURGER
1085163; 1101628; 1101638; 2217307; 2285823	IN-N-OUT
1023506; 2026720	
1031096	

1514689	
1516560	
1522799	
1528455	
1525982	
1528456	
1539451	

1960015



3367471



4625449; 1165723

DOUBLE DOUBLE

3572485; 4446247

DOUBLE-DOUBLE