

Registration Number	Registered Trademark	International Classes
3,761,323	HYDRO-BOOST	12

9. The HYDRO-BOOST Trademark is distinctive and identifies the merchandise as goods manufactured and sold by Plaintiff. The registration for the HYDRO-BOOST Trademark constitutes prima facie evidence of its validity and of Plaintiff's exclusive right to use the HYDRO-BOOST Trademark pursuant to 15 U.S.C. § 1057(b).

10. The HYDRO-BOOST Trademark qualifies as a famous mark, as that term is used in 15 U.S.C. § 1125 (c)(1), and has been continuously used and never abandoned.

11. The HYDRO-BOOST mark is and has been the subject of substantial and continuous marketing and promotion by Plaintiff in the industry and to consumers. Plaintiff has expended substantial time, money, and other resources in developing, advertising, and otherwise promoting the HYDRO-BOOST Trademark. Plaintiff's promotional efforts include — by way of example, but not limitation — substantial website and social media sites and point of sale materials. As a result, products bearing the HYDRO-BOOST Trademark are widely recognized and exclusively associated by consumers, the public, and the trade as being products sourced from Plaintiff.

THE DEFENDANT

12. The Defendant is an individual and business entity who, upon information and belief, resides primarily in the People's Republic of China or another foreign jurisdiction. Defendant conducts business throughout the United States, including within Illinois and in this Judicial District, through the operation of a fully interactive commercial website and online marketplace operating under the Defendant Internet Store. The Defendant targets the United