

8. Fear of God carefully plans and curates its design collections each season to provide its customers with unique apparel and products.

9. Fear of God has partnered with many prominent global brands in highly publicized collaborations, including those with Adidas, Zegna, Nike, Converse, New Era, and Vans.

10. Fear of God Products are distributed and sold to consumers throughout the United States, including in Illinois, through authorized retailers and the fearofgod.com website.

11. Plaintiff incorporates a variety of distinctive marks in the design of its various Fear of God Products. As a result of its long-standing use, Plaintiff owns common law trademark rights in its trademarks. Plaintiff has also registered its trademarks with the United States Patent and Trademark Office. Fear of God Products typically include at least one of Plaintiff's registered trademarks. Plaintiff uses its trademarks in connection with the marketing of its Fear of God Products, including the following marks which are collectively referred to as the "FEAR OF GOD Trademarks."

Registration No.	Trademark
5,696,924	FEAR OF GOD
6,380,624 6,380,625	FEAR OF GOD ESSENTIALS
6,810,494	ESSENTIALS FEAR OF GOD

12. The above U.S. registrations for the FEAR OF GOD Trademarks are valid, subsisting, and in full force and effect. The FEAR OF GOD Trademarks have been used exclusively and continuously by Plaintiff, some for many years, and have never been abandoned. The registrations for the FEAR OF GOD Trademarks constitute *prima facie* evidence of their