



ARIAT INTERNATIONAL, INC.

Ariat International, Inc. is a performance-driven and heritage-rooted brand dedicated to designing and manufacturing high-quality footwear, apparel, and accessories for equestrian, outdoor, and work communities. Founded in 1993, Ariat pioneered the integration of athletic footwear technology into equestrian boots, creating a new standard of performance and comfort.

Ariat is headquartered in San Leandro, California, and operates 30 Official Brand Shops across the United States, in addition to partnering with thousands of Authorized Ariat Dealers across North America, Latin America, and Europe. Ariat strictly controls all design, manufacturing, and advertising to ensure the highest level of quality products and has implemented such quality controls with Authorized Ariat Dealers. Ariat's product line supports English and Western riders, workers, and outdoor enthusiasts, and its family of brands and partners includes, but is not limited to, Ariat®, Stages West®, Tri Star®, Ariat Texas Rattlers®, and Ariat World Series of Team Roping.

Ariat owns and protects the worldwide rights to its trademarks and copyrights, including, but not limited to: Ariat®, Rebar®, Workhog®, Fatbaby®, and all related logos and design elements. These marks are legally protected under trademark and copyright law. Ariat enforces its intellectual property rights through monitoring programs and active litigation when necessary. Before buying or selling Ariat-branded goods on third-party platforms such as eBay, individuals should review Ariat's intellectual property policies.

Ariat works diligently to identify and remove all unauthorized uses of its intellectual property from platforms like eBay. While it is not possible to eliminate every infringement, Ariat appreciates reports of suspected counterfeit or unauthorized listings. The identity of informants is kept confidential to the extent possible.

Counterfeits: The sale of counterfeit Ariat merchandise is strictly prohibited and may result in criminal and civil penalties. Listings of counterfeit Ariat products will be removed, and sellers may be subject to enforcement action by Ariat. Lack of knowledge or intent is not a defense. The presence of a product on a marketplace such as eBay does not guarantee its authenticity.

Trademarks and Copyrights: In addition to common law trademark rights, Ariat's trademarks and copyrighted designs are registered and protected globally. Any unauthorized use of Ariat's intellectual property without express written consent may lead to infringement claims and legal action. You can find a list of some of Ariat's key trademarks and copyrighted materials in Exhibit A.

For more information, please visit www.ariat.com.

Exhibit A



ARIAT

TRI STAR
Boots



ARIAT®



ARIAT®

ARIAT
WORK



ARIAT