

## Technica USA (Moon Boot)



Moon Boot is a registered trademark of Technica.

Pursuant to common law on an interstate commerce basis, Technica's Moon Boot has been in use by Technica with the Moon Boot name emblazoned on the product since Technica invented the Moon Boot in 1971. Technica's Moon Boot was first offered in the USA in 1976 and has been offered every season since - again, with our trade name emblazoned on the product.

Registration of the Moon Boot trademark can be found under registration number 3,095,780 under the authority of the United States Patent and Trademark Office. Worldwide, Technica first registered the Moon Boot trademark on May 25, 1978 and can be found under registration number 0438194 - this trademark is enforced worldwide under the Intellectual Property agreements known as the Madrid protocols. Both filings are under international classification 025 covering the category of footwear.

Additionally, nearly all manufacturers know that Moon Boot is a registered trademark and name their boots/shoes otherwise. For instance, many call their boot "Lunar Boot." A veiled reference to our original, but not a trademark violation. When a seller offers a copy of our boot and renames from that of the original manufacturers - the new name could be a trademark infringement. Obviously, using Moon Boot in the name or description is an outright infringement.

Under the Lanham Act including the concepts of creating "initial interest confusion" - renaming the copy of our boot using terms like "Moon Style Boot" or "Moon Snow Boot" could also be considered an infringement as the name was changed specifically to make that offering appear when consumers search for "Moon Boot." This could very easily be construed as purposefully creating "initial interest confusion."

### EXAMPLE OF AUTHENTIC TECNICA MOON BOOT

For CONSUMERS - be aware that boots described with names like "Moon Style Boot" or "Moon Snow Boot" ARE NOT authentic Moon Boot.

DON'T BE FOOLED BY IMITATORS. DON'T BE A POSER - BUY THE REAL ITEM. ONLY AUTHENTIC TECNICA MOON BOOT WILL BE CALLED MOON BOOT.

