

Acquired Distinctiveness Petition #1128603

Applicant submits a claim of acquired distinctiveness, based on more than 9 years of use, as Applicant has been using the Mark in inter-state commerce since August 13, 2010.

Applicant also submits additional evidence.

Exhibit A - Emmy Favilla. *18 Things That'll Actually Make Your Feet Stop Stinking*, www.buzzfeed.com (11 Dec. 2018).

Buzzfeed article that mentions and has an affiliate link to Applicant's products.

Exhibit B - Eva Whalen. *Metro Home Best Bets Trio: Wonderbag, Moso, Weatherman*. BeautyNewsNYC. (18 Oct. 2018).

Beauty magazine using Applicant's Mark as a source indicator of Applicant and Applicant's goods.

Exhibit C - REAL SIMPLE magazine feature

Exhibit D - BRAVO feature

Exhibit E - MEN'S FITNESS feature

Exhibit F - PARENTS feature