

**AFFIDAVIT OF KELLY BLACK**

STATE OF OKLAHOMA            )  
COUNTY OF OKLAHOMA        )

Kelly Black, executive director of the Advertising Department (the “Department”) for Hobby Lobby Stores, Inc. (“Hobby Lobby”), of lawful age, being first duly sworn, upon oath states as follows:

1. Since at least as early as April 6, 2008, the Department has invested significant time and resources in advertising the “The Jewelry Shoppe” mark (the “Mark”).
2. The Mark has been used continuously and extensively since at least as early as April 6, 2008 to advertise and promote Hobby Lobby’s goods. An example of this is the advertisement attached as Exhibit 1 to this affidavit.
3. Hobby Lobby has used the Mark to advertise and promote its goods through its website. Examples of these uses are contained in Exhibit 2 attached to this affidavit.
4. In 2013, Hobby Lobby spent approximately \$79,330.49 on advertising and promoting the Mark.
5. In 2014, Hobby Lobby spent approximately \$65,367.13 on advertising and promoting the Mark.
6. In 2015, Hobby Lobby spent approximately \$60,611.58 on advertising and promoting the Mark.
7. In 2016, Hobby Lobby spent approximately \$110,332.37 on advertising and promoting the Mark.
8. In 2017, Hobby Lobby spent approximately \$149,957.88 on advertising and promoting the Mark.
9. In 2018, Hobby Lobby spent approximately \$179,458.34 on advertising and promoting the Mark.
10. In 2019, Hobby Lobby spent approximately \$219,679.10 on advertising and promoting the Mark.
11. Hobby Lobby continues to advertise and promote the Mark to show that it is the source of certain goods.

*Kelly Black*

\_\_\_\_\_  
Kelly Black

SUBSCRIBED AND SWORN BEFORE ME on this 18 day of August, 2020.

*Cindy Brown*

\_\_\_\_\_  
Notary Public

My Commission No.: 17006352

My Commission Expires: 7-11-2021



SHOPPE • SEASONAL GOODS • FLORAL SUPPLIES • SILK FLOWERS • WEARABLE ART • CRAFTS • FRAMES • CUSTO

**Modeling Clay** 2 OZ. FEATURING SCULPTURE PREMIX & FIMO. *Your Choice* 99¢ OUR EVERYDAY LOW 177 247

**Excel Hobby Knives & Replacement Blades**

**Youth & Adult Short Sleeve T-Shirt Sale** YOUTH: P.L.M. & S.M. ADULT: P.L.M. & S.M.

**All Craft Glitter & Glitter Glue** INCLUDES SEASONAL

**Flip Flops** ADULT & KIDS • 7 COLORS • 1 1/2" • GREAT FOR DECORATING

**Me & My Bag Canvas** INCLUDES CANVAS APRONS, CAPS, BELL, BOXES & BAGS

**Crafting Mirrors** INCLUDES ALL SHAPES

**Paper Maché Boxes, Frames & Shapes**

**Crafting Categories Shows**

# 50% Off

**Entire Stock of Furniture** 30% Off

INCLUDING SOLID WOOD, METAL, WITH WICKER, STORAGE, TABLES, BAKER'S RACKS, CORNER RACKS, CHAIRS, STOOLS, BENCHES, PLANT STANDS, SCREENS & BISTRO SETS.

**Garden Wall Décor & Decorative Crosses**

**Metal & Iron Garden Décor** INCLUDES HARDWARE, PLANTERS, UNPAINTED METAL DECORATIONS

**Wrought Iron Shepherd Hooks**

**Garden Categories Shows** 50% Off

**Yard Stakes & Picks**

**Outdoor Lanterns, Oil Lamps & Candle Holders**

**Shadow Box Frames, Display Cases & Flag Cases**

**Posters & Matted Prints**

**Framing Categories Shows** 50% Off

**Open Back Ready-made Frames**

**Photo Frames** SELECTION OF TABLE TOP AND HANGING PHOTO FRAMES, AS WELL AS ALL TYPES OF WOODEN PHOTO STORAGE

**All 32"x40" Matboard & Pre-Cut Mats** EXCLUDES CLOTH MATS. OUR EVERYDAY LOW 151 119

**Spring Splash & Outdoor Dining** Themes 30% Off

**Garden Lights & Electrical** 30% Off

**Decorative Pillows, Placemats, Table Runners, Throws & Rugs**

**Decorative Balls**

**Candle FX Value Packs** 3.99 OUR EVERYDAY LOW 4 99

**Home Accent Categories Shows** 50% Off

**Wall Décor INCLUDES MIRRORS, ART, SHIRTS & MORE!**

**All Woven Baskets, Storage Baskets & Hampers**

**Decorative Lamps** INCLUDES SHADES & CORD COVERS

**Marbles, Gems, Riverstones, ITSY-BEAD-SIES & Dazzlers**

**Flowering & Greenery Bushes** INCLUDES FLORAL STYLERS & TRAYS • TRAYS & BUSHES IN OUR STORE DEPARTMENT PREVIOUSLY INCLUDED ITEMS NOT INCLUDED

**Garlands, Swags, Decorated Wreaths & Bushes** FEATURING FLOWERING & GREENERY

**Floral Categories Shows** 50% Off

**Realistic Fruit, Vegetables, Bread & Cheese** INCLUDES PICKS & SPRAYS

**Floral Stems** INCLUDES EVERYDAY DESIGNER STEMS, FLORALS AND ALL STYLES & WARRIES IN OUR STORE DEPARTMENT PREVIOUSLY INCLUDED ITEMS NOT INCLUDED

**Traditions Beads & Pendants** 1.47 OUR EVERYDAY LOW 1 99

**Craft Organizers** 1.99 OUR EVERYDAY LOW 2 47

**Stretch Magic Bead Cord** 1 OR 1/8 INETER WOOD 1.99 OUR EVERYDAY LOW 2 47

**Jewelry Making Categories Shows** 50% Off

**Metal Gallery Beads and Chains**

**Base Metal Jewelry Beads**

**Jewelry Shoppe Base Metal Jewelry Findings** FEATURING SMALL PEARL, WALKER PEARLS & SILVER WALKER PEARLS INCLUDES STERLING SILVER & GOLD PLATE

**Single Sheet Paper** PRINTED AND CARDSTOCK 8 1/2" x 11" 8/1.00 OUR EVERYDAY LOW 41 50

**Alphabet Punch Set** by The Paper Studio INCLUDES UPPER & LOWER CASE LETTERS 39.99 OUR EVERYDAY LOW 69 99

**Scrapbooking Categories Shows**

**Heat Laminators** BY PURPLE COVERS 49.99 24.99 OUR EVERYDAY LOW 21 99

**American Crafts Boxed Ribbon** 3.99 OUR EVERYDAY LOW 4 99

**Dress-it-Up Embroidery** by Joie James INCLUDES SEASONAL ACCESSORIES 1.47 OUR EVERYDAY LOW 1 99

**Artist Pencils & Pastels** 25% Off

**Calligraphy & Sumi Supplies** 25% Off

**All Artist Tube Paint** 25% Off

**Art Supplies Categories Shows** 50% Off

**All Artist Canvas** INCLUDING PANELS, ROLLS AND STRETCHER BARS FEATURING MASTERS TOUCH, FAVORITE & MORE! 30% Off

**All Master's Touch Single Brushes** 50% Off

**DMC Family Blow-Out** Packaged Counted Cross Fabrics:

14" x 10" Aida 2.99	10" x 10" Aida 3.12	30" x 30" Aida 5.66
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DMC Floss 79¢ OUR EVERYDAY LOW 79

DMC Cotton 1.77 OUR EVERYDAY LOW 1 77

DMC Floss 4/1.00 OUR EVERYDAY LOW 1 00

DMC Cotton 66¢ OUR EVERYDAY LOW 66

DMC Floss 1.22 OUR EVERYDAY LOW 1 22

DMC Cotton 88¢ OUR EVERYDAY LOW 88

DMC Floss 20¢ OUR EVERYDAY LOW 20

DMC Cotton 88¢ OUR EVERYDAY LOW 88

DMC Floss 2.99 OUR EVERYDAY LOW 2 99

DMC Cotton 40% Off

DMC Floss 50% Off

DMC Cotton 30% Off

**Tulle Spools** 1.99 OUR EVERYDAY LOW 1 99

**Tulle, Shiny Tulle & Net** 77¢ OUR EVERYDAY LOW 77

**ribbonFX™** 99¢ OUR EVERYDAY LOW 99

**Polyester Satin** 30% Off

**Rip-Stop Nylon** 3.99 OUR EVERYDAY LOW 3 99

**54" Home Dec Fabric** 30% Off

**Felt** 25% Off

**Entire Stock of Calico Prints & Solids** 30% Off

**DMC Cotton 1.77**

**DMC Cotton 66¢**

**DMC Cotton 88¢**

**DMC Cotton 20¢**

**DMC Cotton 88¢**

**DMC Cotton 2.99**

**DMC Cotton 40% Off**

**DMC Cotton 50% Off**

**DMC Cotton 30% Off**

**HOBBY LOBBY.**

PRICES GOOD APRIL 7 THROUGH APRIL 13, 2008

- SALES SUBJECT TO SUPPLY IN STOCK
- SELECTION MAY VARY BY STORE
- THIS AD DOES NOT APPLY TO PRE-REDUCED ITEMS

**Save More With Our Online Weekly Coupon...**

**Check Out Our Custom Framing Dept.**

www.hobbylobby.com

AD SIZE 4 COL. X 18" RUN DATE April 6, 2008 SAU web size

CRAFTS • FRAMES • CUSTOM FRAMING • NEEDLE ART • ART SUPPLIES • FABRICS • CARDS & PARTY SHOP • CANDLES & SCENTS • GIFTS • HOBBIES • HOME ACCENTS • BASKETS • SEWING NOTIONS • CHRISTMAS SHOPPE • SEASON

ART FRAMING • NEEDLE ART • ART SUPPLIES • FABRICS • CARDS & PARTY SHOP • CANDLES & SCENTS • GIFTS • HOBBIES • HOME ACCENTS • BASKETS • SEWING NOTIONS • CHRISTMAS SHOPPE • SEASON

# EXHIBIT 2

Check To See If Your Local Hobby Lobby Store Is Now Open! [Store Locator](#)

FREE SHIPPING\* on orders of \$50 or more. Ends at midnight PST 07/04/20.

[Email Sign-Up](#)

[Store Finder](#)

[My Account](#)

[Cart \(0\)](#)

# HOBBY LOBBY

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[Home](#) | [Beads & Jewelry](#) | [Jewelry Findings](#) | [Jump & Split Rings](#) | [Split Rings - 6mm](#)



## Split Rings - 6mm

Be the first to write a review.

**\$3.99**

Brand: the Jewelry Shoppe

SKU: 709915

Split rings, like key rings, are a great alternative to jump rings as they are less likely to open and slip off. Use the nickel-free Split Rings when you want to ensure a more secure construction.

They're especially useful in bracelet designs because bracelets can often get caught on things and break, but for safety concerns most designers do not use split rings to connect clasps in necklaces to avoid choking hazards. Use split ring pliers to easily hold the ring open as you slip on the elements you wish to connect.

Details:

- Diameter: 6mm
- Metal Color: Gunmetal

Package contains 225 split rings.

Color

Gunmetal

Size

6mm

EACH

1

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Inspired?  
SHARE IT:



I love it!

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## You Might Also Like



Round Jump Rings - 6mm

(4)

\$3.99



Stainless Steel Open Jump Rings - 6mm

(1)

\$3.99



Round Jump Rings - 6mm

(1)

\$3.99



Round Jump Rings - 4mm

(4)

\$3.99

## Reviews

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Rate this product

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## Lined Cable Chain Bracelet - 7 1/2"

Be the first to write a review.

~~\$10.99~~ **\$5.49**

Clearance - Save on Select Items Online

Brand: the Jewelry Shoppe

SKU: 1604545

Try your hand at the fabulous, freeing art of jewelry making! Lined Cable Chain Bracelet features a lined cable chain construction with a lovely shiny finish. Add charms and pendants to it, and wear it out with all your favorite outfits and accessories!

Details:

- Length: 7 1/2"
- Metal Color: Rose Gold

Card contains 1 bracelet.

EACH

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Inspired? SHARE IT:

I love it! [ADD TO WISH LIST](#)

### You Might Also Like



24-Gauge Black Vinyl Coated Bead Wire

(0)

~~\$1.49~~ **\$0.89**



Tan Leather Double Bracelet - 7 1/2"

(0)

~~\$9.99~~ **\$4.49**



Black & Brown Connector Bracelets

(0)

~~\$6.99~~ **\$3.59**



Coiled Chain Necklace - 16 1/2"

(0)

~~\$14.99~~ **\$7.49**

### Reviews

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Rate this product

50 characters maximum

#### Review writing tips

Help other shoppers make informed decisions by reviewing your purchase.

We'd love to know:

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## Teardrop Chandelier Pendants

Be the first to write a review.

**\$3.99**

Brand: the Jewelry Shoppe

SKU: 1911650

Incorporate dynamic flair into your handmade jewelry creations with Teardrop Chandelier Pendants. Made of iron with a metallic finish, these pendants boast angular teardrop shapes and small holes along the bottom edge for you to add your own assorted beads. Transform them into something unique then add them to ear wires for a beautiful pair of earrings that match your colorful style!

Details:

- Length: 1 11/16"
- Width: 1 3/16"
- Metal Color: Imitation Rhodium

Card contains 2 pieces.

Color

EACH

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### You Might Also Like



Oval Hoop Chandelier Earrings

(0)

\$4.99



Angled Ear Wires

(0)

\$3.99



Round Chandelier Pendants

(0)

\$3.99



Flat Pad Earring Posts With Clutch - 8mm

(3)

\$3.99

### Reviews

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50 characters maximum

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## Black Hematite Plated French Ear Wires - 20mm x 10mm

1 review

**\$3.99**

Brand: the Jewelry Shoppe

SKU: 1898584

Give your creations an enduring foundation with jeweler's quality findings. Black Hematite Plated French Ear Wires are made with the fine craftsmanship that comes from generations of expertise in the jewelry manufacturing trade. Utilize these to construct your own handmade earrings.

### Details:

- Length: 20mm
- Width: 10mm
- Metal Color: Plated Hematite

Package contains 6 ear wires (3 pairs).

Color

Black Hematite Plated

EACH

1

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### You Might Also Like



Black Hematite Plated Marquise Ear Wires - 32mm

(0)

\$3.99



Flat Pad Earring Posts With Clutch - 8mm

(3)

\$3.99



18K Gold Plated Earring Posts With Flat Pad & Clutch - 8mm

(2)

\$3.99



Stainless Steel Fish Hook Ear Wires

(3)

\$3.99

### Reviews

[WRITE A REVIEW](#)

#### Love these!

Stacy  
March 21, 2020

I make earrings (@douceswildhandmade on IG) and I use these earring hooks; I LOVE them. The 10k gold is perfect for those with nickel/metal sensitivity.

# HOBBY LOBBY

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[Home](#) | [Beads & Jewelry](#) | [Bead Stringing & Chains](#) | [Chains](#) | 10K Gold Plated Curb Chain Necklace - 18"



## 10K Gold Plated Curb Chain Necklace - 18"

[Be the first to write a review.](#)

**\$13.99**

Brand: the Jewelry Shoppe

SKU: 1387299

Color

10K Gold Plated

EACH

1

[ADD TO CART](#)

Create a unique and interesting jewelry piece to wear with all your favorite outfits! Featuring a curb chain design with a lobster clasp, 10K Gold Plated Curb Chain Necklace is perfect for customizing with your own style and embellishments. Use it with findings, pendants, and charms for a completely stunning wearable creation!

Details:

- Necklace Length: 18"
- Link Width: 2mm
- Metal Color: 10K Gold Plated

Card contains 1 necklace.

Inspired?  
SHARE IT:



I love it!

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### You Might Also Like



10K Gold Plated Curb Chain Necklace - 18"

(0)

\$13.99



10K Gold Plated Cable Chain Necklace - 18"

(1)

\$13.99



10K Gold Plated Flat Oval Chain Bracelet - 7 1/2"

(0)

\$10.99



Slide-A-Bead Chains - 24"

(0)

\$4.99

### Reviews

*Be the first to write a review.*

Rate this product

50 characters maximum

#### Review writing tips

Help other shoppers make informed decisions by reviewing your purchase.

We'd love to know: