

AFFIDAVIT OF CHEE WEI POTTER

STATE OF OKLAHOMA)
COUNTY OF OKLAHOMA)

Chee Wei Potter, assistant vice president of the Art/Creative 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 developing and promoting the “The Jewelry Shoppe” mark (the “Mark”).
2. The Mark has been used on products shipped to the stores since at least as early as April 6, 2008.
3. The Mark has been used continuously since at least as early as April 6, 2008 to indicate that Hobby Lobby is the source of certain goods.
4. Hobby Lobby has used the Mark on the packaging of Hobby Lobby’s goods since at least as early as April 6, 2008. Examples of the various packaging containing the Mark are attached as Exhibit 1.
5. 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.
6. Since at least as early as April 6, 2008, Hobby Lobby has claimed intellectual property rights to the Mark.
7. Since at least as early as April 6, 2008, Hobby Lobby has used the ™ symbol on the Mark to indicate to third parties that Hobby Lobby claims rights to use the Mark as a trademark and source-identifier.
8. An online image search performed on June 23, 2020 shows Hobby Lobby’s goods containing the Mark, which is attached to this affidavit as Exhibit 2. The uses of the Mark are designated by the red circles. This shows that consumers recognize the Mark as a trademark of Hobby Lobby’s goods.



Chee Wei Potter

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



Notary Public
My Commission No.: 16010095
My Commission Expires: 10-24-20



EXHIBIT 1

Made in China
7707 S.W. 44th St • Oklahoma City, OK 73179
www.craftsetc.com
©2009 Crafts, Etc.

*CREATE GREAT FASHION ACCENTS
WITH QUALITY FINDINGS
FROM THE JEWELRY SHOPPE*
JEWELRY FINDINGS

NOT A TOY:
Not intended for children 14 or under.

\$0.00

**VALUE
PACK**

the
JEWELRY
shoppe™
FINDINGS

000000L

DESCRIPTION

PCS



Made in China
 7707 S.W. 44th St • Oklahoma City, OK 73179
 www.hobbylobby.com
 ©2010 Hobby Lobby
 7707 SW 4th St. OKC, OK 73179

*CREATE GREAT FASHION ACCENTS WITH
 QUALITY FINDINGS FROM THE JEWELRY SHOPPE*

JEWELRY FINDINGS

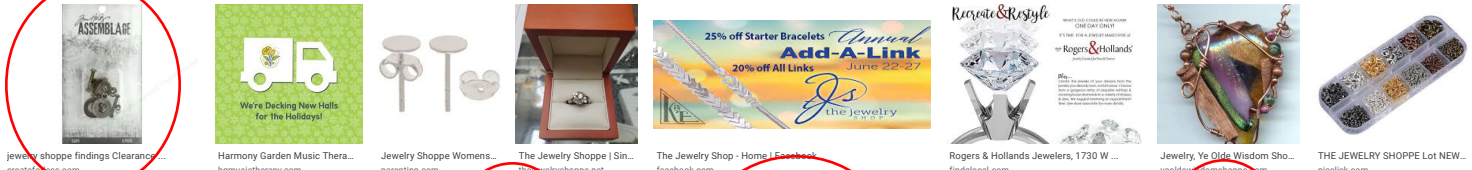
NOT A TOY:
 Not intended for children 14 or under.



\$0.00

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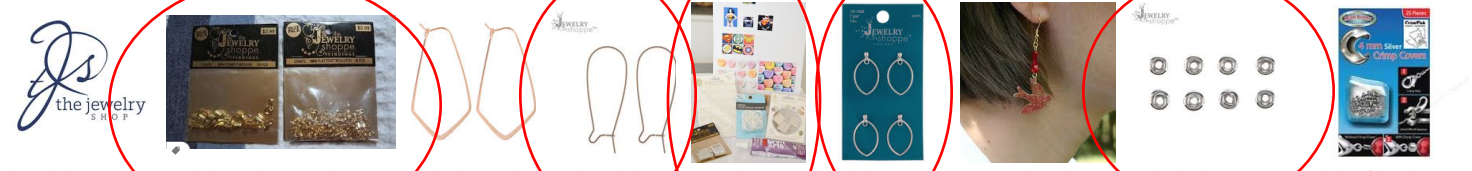
The Jewelry Shoppe in Jackson, Michigan jewelryjackson.com Flat Fish Hook Ear Wires ... more.com Alligator Hair Clips ... realsimple.com The Jewelry Box and Gift Shoppe - East ... eastwindlongisland.com the Jewelry Shoppe 8mm Antiqu... pinterest.com More GCD Studios Jewelry - 17tu... 17turtles.com Black Plated Hematite Jump Rim... hobbylobby.com - In stock Jewelry Shoppe Women... mywedding.com



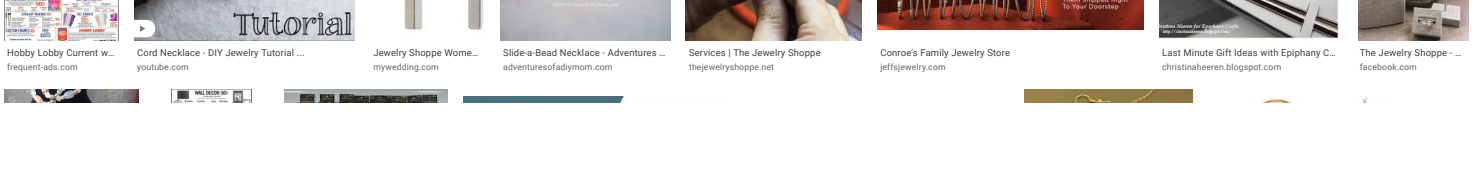
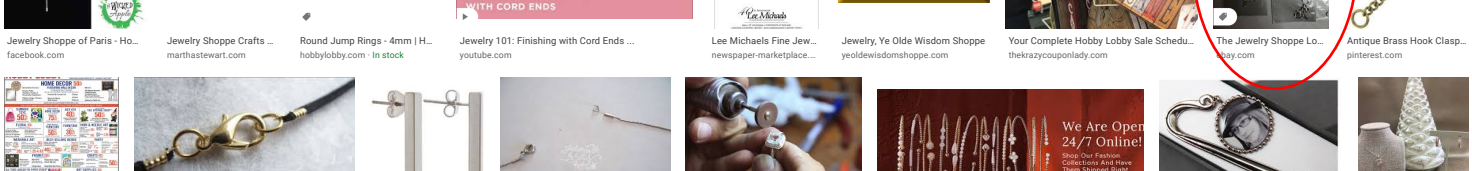
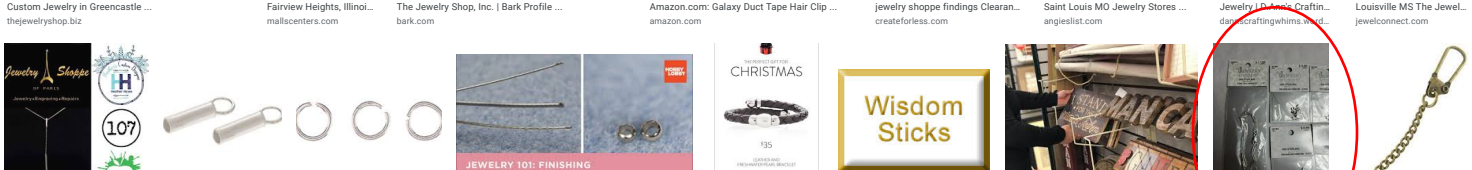
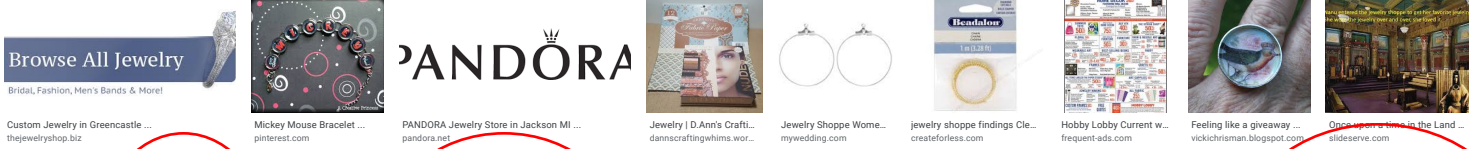
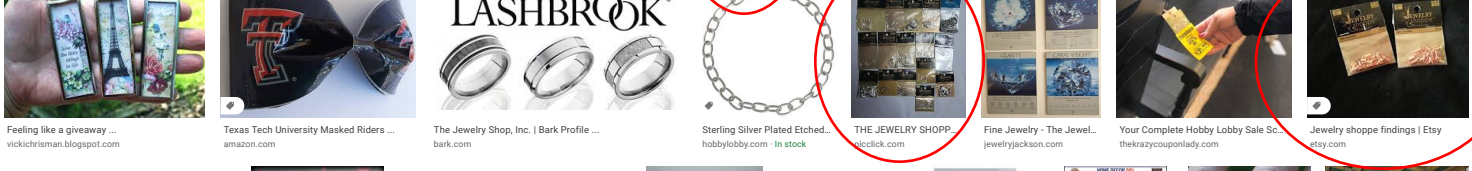
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Jewelry Shoppe Reviews, Ratings ... reviews.birdseye.com the Jewelry Shoppe & My J... hobbylobby.com Louisville MS The Jewel Sho... jewelconnect.com The 22nd Annual Mother Lode Darned! ... theposttree.net Hobby Lobby Current w... frequent-ads.com Jewelry Shoppe Crafts J... marthastewart.com Custom Jewelry in Greencastle ... thejewelryshop.biz Jewelry, Ye Olde Wisa... yeoldewisdomshoppe.com





Jewelry | D. Ann's Crafting Whims ...
dannscraftingwhims.wordpress.com



The Courier-Tribune Bu...
local.courier-tribune.com



THE JEWELRY SHOPPE Lot NE...
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Wholesale Jewelry Supplies and Bead ...
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Custom Jewelry in Greencastle ...
thejewelryshop.biz



Findings and Components for Jewe...
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hobbylobby.com - In stock



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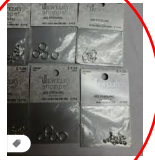
Jump, Split & Double Rings
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The Indiana Gazette, W...
issuu.com



The Jewelry Shoppe Lot NE...
ebay.com



Off 10K Gold & Sterling Silver ...
marthastewart.com



The Jewelry Shoppe Reviews, Ratings ...
reviews.birdseye.com



Findings and Components for Jewelry M...
jewelrysupply.com



Miami Dolphins NFL Duct Tape Hair Clip ...
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The Jewelry Shoppe | Jackson...
bizyellowpages.com



Fine Jewelry - The Jewelry Sho...
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Jewelry 101: Finishing with Cord Ends ...
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local.examiner-enterprise.com



Slide-a-Bead Necklace - Adventures of a ...
adventuresofadailymom.com



Bead Tips - 9mm | Hobby ...
hobbylobby.com - In stock



Jewelry Studio of Wellfleet
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Beading | D. Ann's Crafting Whims
dannscraftingwhims.wordpress.com



Daily Inter Lake Busine...
local.dailyinterlake.com



20mm Nickel-Free Gold Pla...
pinterest.fr



Murder, She Wrote' The...
imdb.com



Jewelry Shoppe Womens...
parenting.com



Jewelry, Ye Olde Wisdom Shoppe
yeoldewisdomshoppe.com



Daily Inter Lake Busine...
local.dailyinterlake.com



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weekly-ads.us



Wholesale Beads, Jewelry Findings ...
pandahall.com



Top 10 Best The Jewelry Shoppe in 202...
foniks.org



Jewelry Studio of Wellfleet
jewelystudioofwellfleet.com



Gold-Plated, Gold Vermeil, Gold-Filled ...
linjer.co



Stainless Steel Kidney ...
more.com



Wholesale Jewelry Supplies and Bead ...
wholesalejewelrysupply.com



Summer Toys



THE JEWELRY SHOPPE Lot...
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The Jewelry Shop, Inc. | ...
bark.com



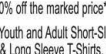
Hobby Lobby Stores, In...
oag.state.va.us



The Jewelry Shoppe Lo...
ebay.com



the Jewelry Shoppe & My ...
bit.ly



Pin on Jewelry
pinterest.at



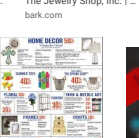
Jewelry | D. Ann's Crafting ...
dannscraftingwhims.wordpress.com



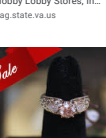
Jewelry, Ye Olde Wisdom Shoppe
yeoldewisdomshoppe.com



Hobby Lobby Current weekly a...
frequent-ads.com



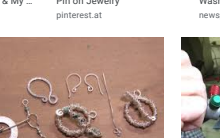
Daily Inter Lake Busine...
local.dailyinterlake.com



Deals of the Month | The Jewelry Shoppe
thejewelryshoppe.net



The Courier-Tribune Bu...
local.courier-tribune.com



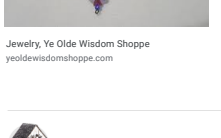
Jewelry Clasps: Types and Uses
mybluprint.com



Jewelry Repair - The Jewelry Sh...
jewelryjackson.com



Conroe's Family Jewelry Store
jeffjewelry.com



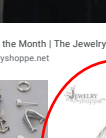
Jewelry, Ye Olde Wisdom Shoppe
yeoldewisdomshoppe.com



Wholesale Beads, Jewelry Findings ...
pandahall.com



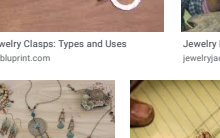
Findings and Components fo...
jewelrysupply.com



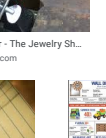
Deal. 50% Off Heavy G...
marthastewart.com



Hobby Lobby Cyber Mo...
blackfriday.com



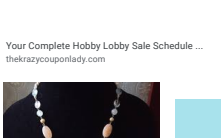
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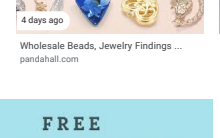
Saint Louis MO Jewelry Stores ...
angelist.com



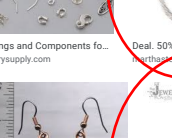
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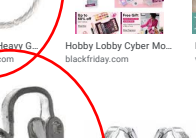
Jewelry | D. Ann's Crafting Whims
dannscraftingwhims.wordpress.com



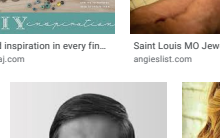
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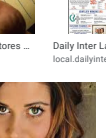
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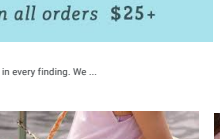
Jewelry Shoppe Reviews, Rating...
reviews.birdseye.com



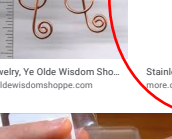
Jewelry Shoppe of Paris
mobile.facebook.com



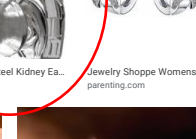
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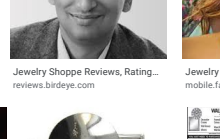
Conroe's Family Jewelry Store
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thejewelryshop.biz



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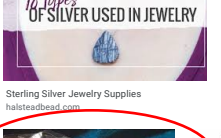
the Jewelry Shoppe Nickel ...
pinterest.cl



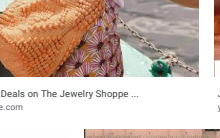
Bartlesville Examiner-E...
local.examiner-enterprise.com



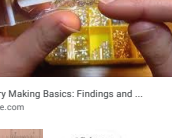
Washington Times Her...
newspapers.washtimes.com



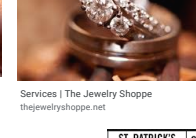
Sterling Silver Jewelry Supplies
halsteadbead.com



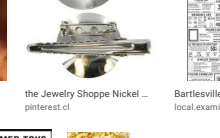
New Deals on The Jewelry Shoppe ...
shape.com



Jewelry Making Basics: Findings and ...
youtube.com



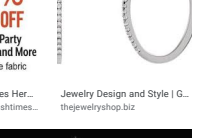
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Washington Times Her...
newspapers.washtimes.com

