

**DECLARATION OF DAVID SNOWDEN IN SUPPORT OF
APPLICANT'S RESPONSE TO OFFICE ACTION LETTER DATED MARCH 14,
2019 REFUSING REGISTRATION OF PROPOSED MARK M00NSHOT
(SERIAL NO. 88223501)**

DAVID SNOWDEN declares the following:

1. I am the owner of m00nshot, LLC. The purpose of this declaration is to provide the trademark examiner with facts and documents to enable it to properly decide Applicant m00nshot, LLC's application for registration of the proposed mark M00NSHOT (Serial No. 88223501).

2. I have performed an internet search and investigation of YG Entertainment, Inc., the company that registered and owns MOONSHOT (Reg. No. 4815844). In performing this search I have reviewed both the company's website and Wikipedia page as well as the website for Moonshot cosmetics. According to Wikipedia, YG Entertainment, Inc. does not own any of the retail stores Express, Banana Republic or Gucci nor does LVMH the conglomerate that co-produces Moonshot cosmetics with the MOONSHOT (Reg. No. 4815844) mark owner YG Entertainment, Inc. See Wikipedia pages for YG Entertainment, Inc. and LVMH attached hereto respectively as Exhibits A and B.

3. According to the YG Entertainment, Inc.'s website, Moonshot cosmetics are sold in Korea and Southeast Asia, but not in Express, Banana Republic or Gucci. See printout of Moonshot's website attached hereto as Exhibit C.

4. I am a graphic artist. I started m00nshot, LLC to sell my designs and market t-shirts that parody historical events and cultural events such as music, movies, television shows, and sports. Only two t-shirts within Applicant's online retail store, which sells at least 960 of graphic t-shirts, include a depiction of the moon. See a printout from

Applicant's online website attached hereto as Exhibit D.

5. I chose the name m00nshot for my graphic t-shirt business and trademark as an homage to John Sculley, former CEO of Apple, Inc. who has spoken frequently about moonshot businesses.

I declare under penalty of perjury that the foregoing is true and correct. Executed on August 12, 2019.



DAVID SNOWDEN