

**DECLARATION OF DAVID SNOWDEN IN SUPPORT OF
APPLICANT'S RESPONSE TO OFFICE ACTION LETTER DATED OCTOBER
7, 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). According to the YG Entertainment, Inc.'s website, Moonshot cosmetics are sold in retail stores in Korea and Southeast Asia and via its website en-moonshot-cosmetics.com. See printout of Moonshot cosmetics's website attached hereto as Exhibit A.

3. 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. See a printout from Applicant's online website attached hereto as Exhibit B.

4. The predominant customer base of m00nshot, LLC is males - making up about ninety percent of sales. I market my products via social media sites such as Facebook and Instagram as well as through ads on Google Shopping and target those ads by gender and age.

I declare under penalty of perjury that the foregoing is true and correct. Executed on April 7, 2020.



DAVID SNOWDEN