

**UNITED STATES DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE**

In Re the Application of:)	
)	
Applicant: Space Exploration Technologies Corp.)	
)	Examining Atty: Joanna E. H. Fiorelli
Mark: STARSHIP)	
)	Law Office: 105
Serial No.: 88/201,852)	
)	
Class: 39)	
)	
Filed: November 20, 2018)	
_____)

DECLARATION OF RACHEL LOVEJOY

I, Rachel Lovejoy, declare as follows:

1. I am Senior Counsel at Space Exploration Technologies Corp. (“Applicant”). I have personal knowledge of the facts set forth in this declaration. I make this declaration in support of the Response to Final Office Action filed concurrently herewith.

2. Applicant is an aerospace manufacturer that designs, manufactures and launches advanced rockets and spacecraft. Applicant’s services include launching payloads of others into space.

3. Applicant operates in a niche, highly specialized industry with a small pool of potential customers relative to many other industries. The target consumers for Applicant’s payload launch services under the STARSHIP mark are government entities like NASA, and private companies engaged in space-related activities, such as owners of satellites. In my experience, these consumers are highly sophisticated and knowledgeable about launch services.

4. Acquisition of Applicant’s launch services, including those services offered under the STARSHIP mark, is an involved and expensive process costing millions of dollars. In my

experience, this is the case with launch services generally, which are highly specialized and inherently expensive. In my experience, consumers of launch services exercise a high degree of care.

5. In addition, the payloads of our customers are themselves very valuable, and often worth millions of dollars. Accordingly, and in my experience, a decision to acquire launch services is not undertaken lightly.

I declare under penalty of perjury that the foregoing is true and correct.

Dated: November 5, 2020

By: *Rachel Lovejoy*
Rachel Lovejoy