

EXHIBIT A

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the application of:

Dyson Research Limited

Mark: DYSON and DYSON (Stylized)

Serial No.: 86/635,891, 86/635,901,
86/635,918, 86/635,922,
86/635,930, 86/635,947,
86/635,952, 86/635,958,
86/635,964, 86/635,974,
86/635,984, 86/635,993,
86/636,016, 86/636,024,
86/636,031, 86/636,044,
86/636,064, 86/636,092.

Filing Date: May 20, 2015

Trademark Atty: Giselle Agosto-Hincapie

Law Office: 102

Declaration of Gillian Ruth Smith

I, Gillian Ruth Smith, hereby declare and state:

1. I am employed by Dyson Technology Limited and act as Group IP Director for Dyson Research Limited, the Applicant in these proceedings, and I am authorized to make this declaration on Applicant's behalf. Dyson Technology Limited and Applicant are both part of the Dyson group of companies ("Dyson"), which was established by Sir James Dyson and which designs, develops, and sells various consumer products, including vacuum cleaners, fans, heaters, and hand driers.

2. I have worked for Dyson for 18 years.

3. For the reasons given below, I believe that the above-referenced DYSON and DYSON (Stylized) marks have become distinctive of Applicant's goods and services, and that distinctiveness will transfer to the applied for goods upon use in commerce.

4. Dyson is known as a company that designs and manufactures cutting-edge products, such as vacuums, fans, heaters, humidifiers, and hand driers, using particularly efficient technologies and featuring minimalist designs. These products have been very successful in the consumer marketplace and have achieved an association in consumers' minds between the DYSON brand and aesthetically pleasing problem-solving technology.

5. Dyson first used the DYSON and DYSON (Stylized) marks in October 2002 in connection with vacuum cleaners, vacuum cleaner parts and fittings, floor and carpet cleaning preparations, and cleaning preparations for removing dirt and odors from floors and carpets. Since then, Dyson has expanded the DYSON product line to include hand dryers, in 2007, fans, in 2009, heaters, in 2011, and lamps and lighting fixtures, in 2015. Dyson continues to innovate and plans to introduce additional products in the coming months and years.

6. Dyson has spent considerable effort and resources advertising and promoting its DYSON products in the U.S. and around the world, including through television commercials, magazine and newspaper advertisements, billboards, and a variety of street level signs. As a result of these efforts, Dyson has established a strong association and identification in the minds of the public between the DYSON products and the DYSON and DYSON (Stylized) marks.

7. Applicant is not aware of any other entity or person using the mark DYSON in connection with any of the applied for goods or services.

8. The DYSON and DYSON (Stylized) marks have become distinctive for Applicant's goods and services through Applicant's substantially exclusive and continuous use

of the DYSON and DYSON (Stylized) marks in commerce that the U.S. Congress may lawfully regulate for at least the five years immediately before the date of this statement.

9. Because Dyson has consistently used a single distinctive stylization for the DYSON mark, consumers have come to recognize the DYSON word mark and the Dyson (Stylized) mark as a single DYSON mark indicating a single source for Applicant's products.

10. The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both under 18 U.S.C. 1001, and that such willful false statements may jeopardize the validity of the application or any resulting registration, declares that the facts set forth in this application are true; all statements made of her own knowledge are true; and all statements made on information and belief are believed to be true.

Signed at Malmesbury, England, this 05th day of February, 2016.



Gillian Ruth Smith