

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant : JS Products, Inc. )  
 )  
 Serial No. : 88/254,286 )  
 )  
 Filed : January 8, 2019 )  
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 Mark : MOAB TIRE SUPPLY )  
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 Examining )  
 Attorney : Valeriya Painter )  
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 Law Office : 121 )  
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**DECLARATION OF JAMES MOORE**

I, James Moore, declare under penalty of perjury under the laws of the United States of America, as follows:

1. I am Executive Vice President of JS Products, Inc. (“Applicant”).
2. Unless otherwise stated, I make this Declaration on personal knowledge and, if called and sworn as a witness, I could and would competently testify as set forth below.
3. I make this declaration in support of Applicant’s Response to Office Action in connection with Applicant’s Trademark Registration Application Serial No. 88/254,286 for the mark MOAB TIRE SUPPLY (“Applicant’s Mark”) for Class 35, and I make this declaration specifically in response to the Request for Information presented by the Examining Attorney in the March 26, 2019 Office Action.
4. In response to the specific Question posed in the Office Action, in which the Examining Attorney seeks information as to whether the services of the mark, or any aspect of the services will be rendered in, or have any other connection with, the MOAB geographic location named in the mark. I can state with actual knowledge that the MOAB TIRE SUPPLY mark has no connection to the geographic location of MOAB (Utah) whatsoever, including, but not limited to the fact that the MOAB TIRE SUPPLY services are not provided in Moab, Utah, nor are any aspects of the MOAB TIRE SUPPLY services rendered in or have any connection whatsoever to the Moab, Utah geographic location. The MOAB TIRE SUPPLY mark is intended

to perhaps capture some of the allusive qualities conveyed by the look and sound of its name; however, the mark has no connection, directly or indirectly, with the geographic location.

DATED: 24 September 2019

SIGNED BY: \_\_\_\_\_

A handwritten signature in black ink, appearing to read 'J. Moore', is written over a horizontal line.

James Moore, Executive Vice President, JS Products, Inc.