

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application Serial No. 88/276,312

Filing Date: January 25, 2019

Applicant: TrainingMask, LLC

Mark: HIGH ELEVATION SIMULATION

**DECLARATION OF
CASEY DANFORD**

I, Casey Danford, of full age and under penalty of perjury, declare as follows:

1. I am the Chief Executive Officer of TrainingMask, LLC, the applicant for the above-identified mark, HIGH ELEVATION SIMULATION (hereinafter “the Mark”). As such, I am qualified to inform the Office regarding the extent of success my company has had in ensuring that the Mark has acquired distinctiveness under § 2(f) of the Lanham Act.

2. My company has been selling resistance breathing devices under the Mark since at least as early as October 1, 2010. Such products are sold under the Mark in various channels of trade, including our online website, retail stores, and sporting goods stores, around the country.

3. The total revenue for products sold under the Mark is more than \$30 million.

4. My company and authorized distributors have sold over 1 million units to date. Units sold displays the Mark on its packaging.

5. In order to ensure product purchase and placement by our retailers, my company has spent over \$3 million in advertising such products under the Mark.

6. My company also has pages on the following social networks: Facebook, Instagram, Twitter, reddit, VKontakte, YouTube, Pinterest, GoldenLine, Tumblr, and Disqus, in which the products under the Mark have been extensively advertised.

7. For example, as of October 10, 2019, my company page on Facebook had over 1,000,000 followers and over 1,100,000 likes; my company page on Twitter had over 23,000 followers; and my company page on Instagram had over 130,000 followers. See Exhibit A.

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



CASEY DANFORD

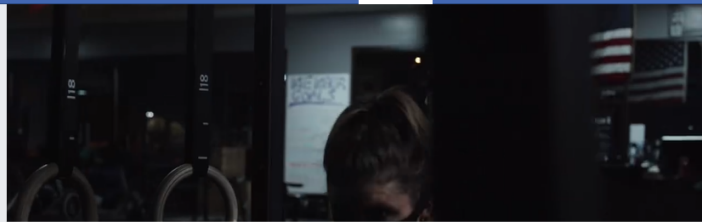
Executed: October 10, 2019

EXHIBIT A



Training Mask
@ElevationTrainingMask

- Home
- Shop
- Posts
- Reviews
- Photos
- Offers
- Groups
- Community**
- Videos
- Events
- About
- Store Locator
- Create a Page



Liked Following Share ... Shop Now Send Message

Top Fans

This badge helps you stand out to the Page and others. Become a top fan by being one of the Page's most active people.

- Nathon Lutz**
Top fan for 2 months
- James Scooter Baker**
Top fan for 1 month
- Ben Teirlinck**
Top fan for 1 month

See All

1.1M Total Likes | **1M** Total Follows

Invite your friends to like Training Mask

See All Friends

Groups

- Training Mask User Group**
Public group
1,380 members

Join

English (US) | Español | Português (Brasil) | Français (France) | Deutsch

Privacy · Terms · Advertising · Ad Choices · Cookies · More

Facebook © 2019

YOUR PAGES

CONTACTS

Training Mask

1.1M people like this
Product/Service

Typically replies instantly

Thank you for your message! We're looking to help you with our fast reply features. Please click the "Get Started" button below.

When you tap Get Started, Training Mask will see your public info.

Get Started

For the best Twitter experience, please use Microsoft Edge, or install the Twitter app from Microsoft Store.



Tweets 10.1K Following 1,406 Followers 23.3K Likes 760

Following

Training Mask

@TrainingMask

Training Mask provides enhanced breathing solutions that broaden the breathing control and exercise possibilities for athletes of all levels.

Cadillac, MI

Tweets Tweets & replies Media

Training Mask @TrainingMask · 4h
TrainingMask and Earebel have partnered up to bring you the best of the best combination!



3.0 JBL Audio Rebel Elite Training Kit
Turn Up the Beats - Crank Up Your Workout
trainingmask.com

Who to follow · Refresh · View all

Social Vignerons @Social...
Follow

Sherdog by Mandatory ...
Follow

FEAR THE FIGHTER @FearTheFighter



trainingmask

Follow

3,888 posts 130k followers 2,753 following

Training Mask
Train. Breathe. Perform. Better.
TrainingMask.com



TRAIN



RECOVERY



AGILITY



INTENSITY



NEW

POSTS IGTV TAGGED

