

Exhibit B

Declaration of Mark Kuzma

I, Mark Kuzma, declare as follows:

1. I am Mark Kuzma, Senior Counsel for the Hagerty Group, LLC.
2. I have personal knowledge of the statements made herein.
3. Hagerty is the world's largest insurer of classic and exotic automobiles, boats, and motorcycles.
4. Founded in 1973 by Frank and Louise Hagerty, Hagerty has, since that time, provided its insurance and related services to consumers in the United States, Canada, the United Kingdom, and the European Union.
5. Hagerty's meteoric success has led to the expansion of its services and the opening of additional offices in Lakewood, Colorado, Stouffville, Ontario, Canada, and Northhamptonshire, United Kingdom.
6. In combination with its insurance services, Hagerty also provides various tools, products, and informational services to classic and exotic automobile, boat, and motorcycle enthusiasts.
7. Hagerty provides many of its services, such as its insurance services, club services, valuation services, and informational services, and sells many of its goods, such as its clothing items, through its primary website located at <hagerty.com>.
8. Hagerty has consistently and exclusively used the term "Hagerty" as the common element among all of its registered and common law trademarks and business lines.
9. Hagerty has consistently used the "Hagerty" common characteristic since 1973 in association with its insurance services.

10. Hagerty has consistently advertised its insurance services through the <hagerty.com> domain name and associated website since as early as 1996.
11. Hagerty has consistently used the “Hagerty” common characteristic in association with mobile software applications since 2017, club services, towing, and emergency roadside assistant since 2007, and informational services since 2002.
12. Hagerty has also advertised the “Hagerty” common characteristic throughout the United States and through a variety of media sources.
13. Hagerty has produced twenty-three nationally aired television commercials, which played on such widely distributed and well-known networks as Velocity and ESPN, which more than well-known to Hagerty’s consumers.
14. Hagerty spends in excess of \$4,000,000 per year on advertising the Hagerty brand and the “Hagerty” common characteristic.
15. Exhibit A is a true and accurate copy of Hagerty’s registered trademarks in the United States.
16. Exhibit C is a true and accurate copy of an article describing Hagerty’s acquisition of Classics & Exotics (now called DriveShare).
17. Exhibit D is a true and accurate copy of the TESS entries associated with The Hagerty Group, LLC.
18. Exhibit E is a true and accurate copy of a website showing Hagerty’s national television commercials.
19. Exhibit F is a true and accurate copy of Hagerty’s social media channels.
20. Exhibit G is a true and accurate copy of Hagerty’s Ford Flathead V8 engine rebuild video, which is hosted on YouTube.

21. Exhibit H is a true and accurate copy of the Hagerty website's section on Hagerty's Youth Programs.
22. Exhibit I is a true and accurate copy concerning Hagerty's Dawn Patrol hats.
23. Exhibit J is a true and accurate copy of an article discussing Hagerty's sponsorship of an Indy 500 car.
24. Exhibit K is a true and accurate copy of articles describing Hagerty's various partnerships with Progressive, Nationwide, and Markel.

I declare under penalty of perjury of the laws of the United States that the foregoing is true and correct pursuant to 28 U.S.C. § 1764.

Date: 8/7/2019

A handwritten signature in black ink, appearing to read 'Mark Kuzma', written over a horizontal line.

Mark Kuzma