

NO LIKELIHOOD OF CONFUSION

The Examining Attorney has refused registration of Applicant's Mark on the basis that it is likely to be confused with Storables Inc.'s ("Registrant") Reg. No. 2,178,561 for STORABLES (the "Cited Mark") in connection with "retail store services in the field of household accessories, storage items, storage systems and space organizers" in Class 35 ("Registrant's Services"). Applicant submits that no likelihood of confusion exists between the marks for the following reasons:

A. Legal Framework of Confusion Analysis

As stated in *In re E.I. du Pont de Nemours & Co.*, the question of likelihood of confusion between marks is "not related to the nature of the mark but to its effect when applied to the goods of the applicant." The only relevant application is made in the marketplace. "The words 'when applied' do not refer to a mental exercise, but to all of the known circumstances surrounding the use of a mark." 476 F.2d 1357, 1360-61 (C.C.P.A. 1973). The *du Pont* factors significant to this case militate strongly against a finding of likelihood of confusion, including:

B. Applicant's Goods and Services are Unrelated to Registrant's Services

Registrant's Services comprise retail store services for household accessories, storage items, storage systems and space organizers. An Internet search for "household accessories" reveals the following goods advertised for sale: candleholders, decorative stacking boxes, basketball-themed night lights, trash cans, soap dispensers, and potato slicers. *See Exhibit A*. An Internet search for "storage items" reveals the following goods advertised for sale: bookcases, stackable storage cubes, and sweater bins. *See Exhibit B*. And an Internet search for "storage systems" reveals the following goods advertised for sale: wall shelving, warehouse shelving, and shelf bins. *See Exhibit C*.

On the other hand, Applicant's Goods and Services comprise a niche set of software, website, electronic payment, insurance, and software services that are used only by owners and managers of self-storage facilities in connection with storing items within private self-storage facilities. Applicant does not sell, and has not applied for registration of marks in connection with, household accessories, storage items,

storage systems, or space organizers. And the Cited Mark is not registered in connection with any software, website, electronic payment, insurance, or software services.

This unrelatedness is illustrated by the prominent retailer The Container Store, Inc., which sells household accessories and storage goods under the mark THE CONTAINER STORE that are covered by Registrant's description of services under the Cited Mark. Indeed, The Container Store, Inc.'s Reg. No. 2,470,015 for THE CONTAINER STORE includes the following services description nearly identical to that under the Cited Mark: "on-line retail store services featuring household accessories, storage items, storage systems and space organizers." A TSDR printout of this registration is attached as Exhibit D. A search of www.containerstore.com reveals that, while this entity sells hundreds of household accessories and storage items, it does not: (i) sell any software for self-storage units, (ii) provide any website services related to the self-storage industry, (iii) offer any insurance underwriting or electronic transaction services in the self-storage industry, or (iv) offer any software services in the self-storage industry. *See* Exhibit E.

Similarly, Public Storage is listed as the largest self-storage entity in the United States. *See* Exhibit E. The "About Us" page on Public Storage's website states that Public Storage has "grown to become the largest owner and operate of self-storage facilities in the world," and operates "more than 170 million net rentable square feet of real estate." *See* Exhibit G. The Public Storage website does not advertise home accessories, storage items, or storage systems. Likewise, Extra Space Storage, Inc., the second largest self-storage entity in the United States, advertises on its "About Us" page: "We own or operate over 1,840 stores, comprising approximately 1.3 million units and 135 million square feet of rentable space." *See* Exhibit H. This page, which advertises everything from the cleanliness of its storage facilities to economic return on investment in the company, does not mention any household accessories, storage systems, or storage items. Self-storage facilities are not generally known as, and do not advertise or promote, household accessories or storage items. Instead, they offer self-storage services.

The Examining Attorney has attached several federal filings and Internet screenshots to the Office Action in an effort to show relatedness between the goods and services at issue. However, as evidenced by Exhibits D – H, a leading retailer of storage items (like those of Registrant) does not offer Applicant's

Goods and Services, and leading self-storage units do not identify or advertise themselves as storage item retailers but providers of self-storage services. The fact that the Examining Attorney has found limited evidence that some self-storage facilities offer a small number of packing materials (such as cardboard boxes and bubble wrap) does not change the marketplace reality that the goods and services are unrelated, distinct, and generally not offered together. Indeed, it is longstanding precedent that simply because two items *can* appear in the same establishment, they are not related. *See Federated Foods, Inc. v. Fort Howard Paper Co.*, 192 USPQ 24, 29 (C.C.P.A. 1976) (“A wide variety of products, not only from different manufacturers within an industry but also from diverse industries, have been brought together in the modern supermarket for the convenience of the consumer. The mere existence of such an environment should not foreclose further inquiry into the likelihood of confusion.”) As *du Pont* states: “The words ‘when applied’ do not refer to a mental exercise, but to all of the known circumstances surrounding the use of a mark.” 476 F.2d 1357, 1360-61 (C.C.P.A. 1973). Here, the “known circumstances” do not indicate that self-storage facility services are related to retail store services for household accessories or storage items.

More importantly, the Examining Attorney has failed to attach any evidence that backend providers of niche services to self-storage facilities would offer retail store services for household accessories or storage items. While Applicant operates in the general self-storage field, it provides services for third-party owners of self-storage facilities that operate under entirely different trademarks and brands. Applicant does not operate its own self-storage facility and does not lease its own self-storage units. It is quite possible that a customer who stores his belongings in a self-storage facility would never know of Applicant’s existence, as Applicant sells to the self-storage facility owner, not the self-storage facility user.

Simply put, Applicant provides niche self-storage software, software services, electronic payment services, insurance underwriting services, and website services to self-storage owners. The Cited Mark is registered for retail services of household accessories and storage items. Household accessories, such as the night light portrayed in Exhibit A, cannot function as software for self-storage unit owners. And storage items such as storage containers and organizers cannot function as insurance underwriting and electronic

transaction services, or any of Applicant's other niche software and related services for owners of self-storage facilities. The two sets of goods and services are unrelated.

C. The Relevant Goods and Services are Offered to Dissimilar Customers and Travel in Dissimilar Trade Channels

By their very nature, Applicant's services are designed for and used by individuals in the self-storage business, such as self-storage owners and managers. Applicant's goods in Class 9 and services in Class 42 comprise computer software and software services used for business management, revenue management, accounting, and other activities necessary for owning and operating a self-storage unit. Only a self-storage facility owner or manager would have any reason to purchase these goods and services. Similarly, Applicant's services in Class 35 comprise website services for comparing, reviewing, and promoting self-storage facilities and services for others. The only individuals interested in these services would be individuals looking to promote their self-storage facilities. And Applicant's Class 36 services, namely, insurance underwriting and electronic payment services, both in the field of storage, would only be used by self-storage facility owners; the average consumer would have no need to purchase electronic payment and transaction services, let alone those services in the self-storage field. Applicant is aware of its niche customer base - not only does it use the phrase "owners of self-storage facilities" in its goods and services identification, it also advertises in large lettering on the front page of its website: "We help self storage owners do more with powerful technology." See Exhibit I.

The average customer desiring household accessories and storage items is not a self-storage facility owner interested in niche software goods and services, insurance and electronic payment services, or website services. Instead, he or she is a general customer interested in products found at The Container Store and similar retailers. This individual would not contact Applicant to purchase home accessories or storage items, and would likely not even know of Applicant, as Applicant does not sell or market to general consumers but rather self-storage facility owners and managers.

In *In re HerbalScience Group, LLC*, the Board held that there was no likely confusion between MINDPOWER (for the manufacture of nutraceuticals) and MIND POWER RX (for nutritional

supplements). 96 USPQ2d 1321 (TTAB 2010) (precedential). Even though the marks were nearly identical in appearance and both connected to the field of nutrition and nutritional supplements, confusion was not likely because (i) the applicant's identification of goods was "sufficient to show that its goods would be sold to manufacturers of pharmaceuticals, nutraceuticals and the like," and not registrant's customers, and (ii) there was no proof that a normal channel of trade would include both the applicant's and registrant's goods (end users who purchase nutritional supplements are generally not the same individuals who purchase nutrition and nutraceutical manufacturing services). *Id.* at 1327.

Similarly, the Federal Circuit held that there was no likely confusion between the functionally identical marks E.D.S. (for computer services) and EDS (for power supplies and battery chargers) because sales were made to separate channels of consumers. *See Electronic Design & Sales, Inc. v. Electronic Data Systems Corp.*, 21 USPQ2d 1388 (Fed. Cir. 1992). This was true even where there was some evidence of market overlap – it was true that some individuals would at some time need both computer services and battery chargers, certain entities offered both computer services and power supplies, and that both plaintiff and defendant had sold to the same entities. However, the Federal Circuit held that in these cases, "it cannot be presumed . . . that the general computer services are selected by the same individuals who select battery chargers and power supplies." *Id.* at 1391.

Here, like *Electronic Design & Sales* and *HerbalScience Group*, Applicant's Goods and Services are marketed to and purchased by self-storage facility owners and managers. Like *HerbalScience Group*, Applicant's identification of goods and services clearly indicates that these goods and services are sold to a niche set of individuals and not the general public. Registrant's Services, on the other hand, are purchased by individuals seeking general household accessories and storage items. The relevant goods and services are marketed to and purchased by discrete channels of consumers. And like *Electronic Design & Sales* and *HerbalScience Group*, while it is always possible that the same individual could purchase both Applicant's Goods and Services and Registrant's Services, this unlikely possibility does not outweigh the fact that the goods and services at issue are marketed to, purchased by, and used by different customer sets. And because Applicant's Goods and Services involve purchasing complex software used for accounting, as well

electronic payment transaction, and insurance underwriting services, any individual who encountered both Applicant's Mark and the Cited Mark "would do so only in the context of a lengthy sales process leaving no room for misunderstanding about the sources of the respective products." *Edwards Lifesciences Corp. v. VigiLanz Corp.*, 94 USPQ2d 1399 (TTAB 2010) (no likely confusion where products were used by different personnel in the medical care field). Because the goods and services travel in different channels and are purchased and used by different users, no confusion is likely.

CONCLUSION

Because no likelihood of confusion exists between Applicant's Mark and the Cited Mark, and because Applicant has responded to all other issues in the Examining Attorney's Office Action, Applicant respectfully submits that Applicant's Mark is deserving of publication. In the event any remaining matters can be addressed via phone, Applicant invites the Examining Attorney to contact its attorney at the contact information below.

EXHIBIT A

Google "household accessories"  

Q All  Images  Maps  Shopping  More Settings

Home Stores Departments Orders About Google Shopping  

Your location: East Cesar Chavez, Austin, TX   SORT BY: DEFAULT  Sponsored 

Show only

 Buy on Google

New items

Price

Up to \$20

\$20 - \$45

\$45 - \$90

Over \$90

\$ _____ to \$ _____

GO

Seller

a180a.com

Amazon.com

eBay

Etsy

Thriftbooks.com

MORE



Mid Century Lantern, Cafe, Small - Lanterns & Candleholders - Home Decor - Lighting Accessories

\$21.75 west elm **88% positive** seller rating

Inspired by Brazilian mid-century design, these distinctive lanterns nestle glass hurricanes inside shaped wood stands. Pair a ...

west elm · Wood · Tabletop · Hanging

Other size options: [M](#) · [L](#) · [XL](#)



Alpine 421 Automatic Hands Free Bulk Liquid Soap Dispenser 33 oz capacity Grey Commercial Bathroom Accessories Soap Dispenser Wall Mounted

\$43.99 Build.com **94% positive** (5,455) [Compare prices from 25+ stores](#)

★★★★★ 11 product reviews

Working with most free-flowing, all-purpose brands of liquid soap, this Alpine Touchless Universal Liquid Soap Dispenser is ...

Automatic · 33.8 oz

Other style options: [White](#) · [White/Gray](#)



Alpine 470 Open Top Trash Can Stainless Steel Commercial Bathroom Accessories Waste Receptacles Waste Receptacles

\$118.00 Build.com **94% positive** (5,455) [Compare prices from 25+ stores](#)

★★★★★ 18 product reviews

The alpine open top trash can is a great solution for busy, high-traffic commercial areas. It's always open so it's easy to ...

Bathroom · Stainless Steel · 17 gal · Fingerprint Proof



Alpine 425 Surface Mounted Soap and Hand Sanitizer Dispenser 800 ml Capacity Grey Commercial Bathroom Accessories Soap Dispenser Wall Mounted

\$16.93 Build.com **94% positive** (5,455) [Compare prices from 20+ stores](#)

★★★★★ 11 product reviews

The Alpine Industries 425-GRY Liquid Soap & Hand Sanitizer Dispenser is ideal for restrooms in offices, restaurants, health ...

Other style options: [White](#)



"household accessories"



LLUUKK Basketball Shooting Visual 3D Night Light Desk Lamp Pose 7 Color Touch w/ USB Cable White Bottom Table Decoration Household Accessories Kids luk020

\$16.44 Amazon.com - Seller | Compare prices from 2 stores

When we first saw the light we couldn't believe our eyes. What we originally thought was a beautifully illuminated three ...
Desk · Touch · Cordless · Basketball Shooting · For Kids



Costbuys Toolsadgets Aid-Holder Onion-Fork Potato Food-Slicer Household-Accessories Kitchen Kitchen Accessories multi all size

\$46.77 Costbuys

Toolsadgets Aid-Holder Onion-Fork Potato Food-Slicer Household-Accessories Kitchen Kitchen Accessories Item specifics Type ...
Chopper · Slicer · Fruit / Vegetable



Golf Club Brush Golf Groove Cleaning Brush 2 Sided kolf Putter Wedge Ball Groove Cleaning Tool Golf Household Accessories

\$250.00 Alibaba.com

Trade Assurance, No Shipping Fee | Alibaba.com



FY antiskid and windproof clothes-line fence type clothes-line clothes-line outdoor travel clothes-line Household accessories

\$39.00 Alibaba.com

Trade Assurance, No Shipping Fee | Alibaba.com



Home Accessories: Arrah Throw : 60x50in

\$50.05 Art.com **88%** positive seller rating

size: 60x50in Home Accessories: Arrah Throw : The Arrah throw is woven in acrylic creating a delicate and practical addition ...

https://www.google.com/search?q=%22household+accessories%22&rlz=1C1CHBF_enUS833US833&sxsrf=ACYBGNT8MJEGcrkX_WeoiSHqo1ha_kftg:1575913607234&source=lnms&tbm=shop&sa=X&ved=2ahUKEwit04XWj6nmAhUDlqwKHev6AusQ_AUoAXoECA0QAw&biw=1920&bih=969

(last visited December 9, 2019)

EXHIBIT B

The screenshot displays a Google search for "storage items" with a grid of 12 product listings. Each listing includes a product image, title, price, retailer, and customer ratings. The products shown are:

- NewAge Products BOLD 3.0 Series Red 10-Piece ...**: \$1,764.95, Garage Organization, 5 stars (17 reviews).
- 3-2-1 Cube Organizer Shelf White 11" - Room ...**: \$44.99, Target, 4.5 stars (239 reviews).
- Way Basics Eco Stackable Large Storage Cube ...**: \$50.99, Macy's, 4.5 stars (58 reviews).
- Soft Closet Storage - Sweater Bin**: \$16.50, west elm.
- NewAge Products PRO 3.0 Series Grey 6-Piece ...**: \$1,669.95, Garage Organization, 5 stars (67 reviews).
- NewAge Bold 3.0 Red 12 Piece Set w/Stainless ...**: \$1,862.06, GarageAppeal.com, 5 stars (4 reviews).
- Clarklake Organizer Cube Bookcase Gracie Oaks ...**: \$239.99, Wayfair, 5 stars (1 review).
- Preschool & Daycare Contender Cubby Storage ...**: \$183.99, SchoolsIn.
- 3-2-1 Cube Organizer Shelf White 11" - Room ...**: \$44.99, Target, 4.5 stars (239 reviews).
- Way Basics Eco Stackable Large Storage Cube ...**: \$50.99, Macy's, 4.5 stars (58 reviews).
- Soft Closet Storage - Sweater Bin**: \$16.50, west elm.
- Way Basics Eco Stackable Large Storage Cube ...**: \$50.99, Macy's, 4.5 stars (58 reviews).

<https://www.google.com/search?q=storage+items&hl=en&tbs=vw:g,ss:44&tbm=shop&sxsrf=ACYBGNS24Kj1SjrACek4cWVcqXTx0XrHlg:1575913810151&ei=UonuXZr0CMrAsAXDsoDAAw&start=120&sa=N&ved=0ahUKEwia5ea2kKnmAhVKIKwKHUMZADg4UBDw0wMIsAg&biw=2400&bih=1211>

(last visited December 9, 2019)

EXHIBIT C

Google storage systems

Warehouse Shelving - Wide Span Storage Rack, 72 x 24 x 72" - ULINE
\$210.00 ULINE **100%** positive seller rating
Wide Span Storage Racks - Particle Board - Store and unload heavy, bulky items with convenient four-way access to shelves ...

Steel Open Shelving 13 Shelves No Bin - 36x12x73
\$166.95 Global Industrial **74%** positive (202) | Compare prices from 2 stores
★★★★☆ 4 product reviews
Type: Pallets

Seton Small Parts Storage Units
\$25.48 Seton **89%** positive (1,607)
Seton Small Parts Storage Units

Shelf Bin Organizer - 36 x 12 x 39" with 7 x 12 x 4" Clear Bins - ULINE - H-4423
\$205.00 ULINE **100%** positive seller rating
Shelf Bin Organizers - Get organized! Bins offer easy access to small parts and accessories. Maintenance-free, powder-coated ...

Wall Mount Panel Rack - 36 x 19" with 5 1/2 x 4 x 3" Black Bins - ULINE - H-1909BL
\$69.00 ULINE **100%** positive seller rating
Bench / Panel Racks - Maximum storage in minimum space. Mounts on walls saves floor and workbench space.. Additional Bins ...

Metal Shelving - Adjustable Open Wire, 48 x 18 x 72" - Chrome - ULINE
\$170.00 ULINE **100%** positive seller rating

https://www.google.com/search?hl=en&biw=2400&bih=1211&tbm=shop&sxsrf=ACYBGNTJRLVjFNcVAV2j6_oRj_Aaw0DFUA%3A1575913820018&ei=XInuXYdZhN6wBcjuklgD&q=storage+systems&oq=storage+systems&gs_l=psy-ab-sh.3..0l10.165030.165639.0.165719.7.7.0.0.0.125.562.1j4.5.0....0...1.1.64.psy-ab-sh..2.5.561...0i67k1.0.rikY3kslnRs

(last visited December 9, 2019)

EXHIBIT D

Status results found

STATUS	DOCUMENTS	MAINTENANCE	?	Download	Print Preview
Generated on:	This page was generated by TSDR on 2019-12-09 12:59:24 EST				
Mark:	THE CONTAINER STORE		THE CONTAINER STORE		
US Serial Number:	75476151	Application Filing Date:	Apr. 28, 1998		
US Registration Number:	2470015	Registration Date:	Jul. 17, 2001		
Register:	Principal				
Mark Type:	Service Mark				
TM5 Common Status Descriptor:		LIVE/REGISTRATION/Issued and Active	The trademark application has been registered with the Office.		
Status:	The registration has been renewed.				
Status Date:	Dec. 28, 2010				
Publication Date:	Oct. 12, 1999	Notice of Allowance Date:	Jan. 04, 2000		
▲ Mark Information ▼ Expand All					
▲ Related Properties Information					
▼ Goods and Services					
Note: The following symbols indicate that the registrant/owner has amended the goods/services: <ul style="list-style-type: none">• Brackets [...] indicate deleted goods/services;• Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and• Asterisks *..* identify additional (new) wording in the goods/services.					
For:	on-line retail store services featuring household accessories, storage items, storage systems and space organizers				
International Class(es):	035 - Primary Class	U.S Class(es):	100, 101, 102		
Class Status:	ACTIVE				
Basis:	1(a)				
First Use:	Aug. 08, 2000	Use in Commerce:	Aug. 08, 2000		
▲ Basis Information (Case Level)					
▲ Current Owner(s) Information					
▲ Attorney/Correspondence Information					
▲ Prosecution History					
▲ TM Staff and Location Information					
▲ Assignment Abstract Of Title Information - Click to Load					
▲ Proceedings - Click to Load					

Download Adobe Reader

https://tsdr.uspto.gov/#caseNumber=2,470,015+&caseSearchType=US_APPLICATION&caseType=DEFAU

[LT&searchType=statusSearch](#)

(last visited December 9, 2019)

EXHIBIT E

Storage & Organization

FILTER BY: [Clear All](#)

Category

- Holiday Shop (2320)
- Office (1344)
- Kitchen (1194)
- Gift Packaging (887)
- Storage (794)
- Shelving (646)
- Closet (606)
- Holiday Deals (580)
- Travel (548)
- Bathroom (531)
- Elfa (441)
- Craft & Hobby (250)
- Hooks (249)
- Toy Storage (234)
- Laundry (209)
- Drawer Organizers (200)
- Cleaning (182)
- Trash & Recycling (164)
- Entryway (152)
- Garage (140)
- Jewelry Storage (108)
- Desks & Chairs (16)
- Avera (8)
- [- Show Less](#)

HOLIDAY SHOP

STOCKING STUFFERS

HOLIDAY DEALS

ELFA

AVERA

LAREN

BATHROOM

CLEANING

DESK

DRAWER ORGANIZERS

Feedback

www.containerstore.com/s

(last visited December 9, 2019)

EXHIBIT F

auctionstx.com/what-are-the-top-10-largest-self-storage-companies-in-the-u-s/

What Are the Top 10 Largest Self Storage Companies in the U.S.?

🕒 May 3, 2013 🧑 Travis Lane 📄 Storage Auction News 💬 1 Comment



Although small, independent storage companies exist across the country, a handful of major chains dominate the industry. These chains have facilities in several states and have enough room to hold a substantial amount of stored items. It pays to keep track of the “big players” in the storage business as they often have the largest auctions and the most units to choose from. Here are the top 10 storage companies in the country, ranked by overall square footage across their facilities:

1.) **Public Storage Inc.** This California-based company has 2,064 storage facilities in 38 states as well as locations in Europe. The company first opened its doors in 1972, and now it provides 142 million square feet of storage space to its customers. Storage units range from small lockers to 10 x 30 foot units and parking spaces for RV's and boats. In addition to offering storage spaces, it provides some basic moving supplies such as boxes and tape. Each Public Storage facility usually has an auction once a month.

2.) **Extra Space Storage.** This company's headquarters are in Salt Lake City, Utah. It operates in 35 states, with a total of 882 facilities containing 585,000 units altogether. The company has been in business for more than 30 years. In addition to storage units and lockers, ESS facilities include parking spaces for boats and vehicles. Extra Space Storage maintains a blog on its company website that provides information about the storage industry, including

<https://auctionstx.com/what-are-the-top-10-largest-self-storage-companies-in-the-u-s/>

(last visited December 9, 2019)

EXHIBIT G

publicstorage.com/our-story



FIND A UNIT SIZE GUIDE HELP CENTER STORAGE TYPES ▾ ABOUT US ▾



Since opening our first self-storage facility in 1972, we've grown to become the largest owner and operator of self-storage facilities in the world. With thousands of locations across the U.S. and Europe, and more than 170 million net rentable square feet of real estate, we're also one of the largest landlords.

But size isn't everything. With our customer focus and a significant presence in major markets, we've maintained a leadership position in the self-storage industry for almost half a century.

We're a member of the S&P 500 and FT Global 500. Our common and preferred stocks trade on the New York Stock Exchange.

[See investor relations >](#)

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 **Public Storage Through Years**
Trusted Nationwide Since 1972®

<https://www.publicstorage.com/our-story>

(last visited December 9, 2019)

EXHIBIT H

extraspaces.com/help/about/

Find the right storage:

zip, city, or address

Need help finding the RIGHT SIZE?

[TRY OUR SIZE GUIDE](#)

WHY I CHOSE EXTRA SPACE STORAGE.

WATCH THE VIDEO



Linda

LEARN MORE ABOUT EXTRA SPACE STORAGE®



Our facilities are everywhere! You have probably seen an Extra Space Storage sign near your home or office. We have properties in 40 states, Washington, D.C. and Puerto Rico. We own or operate over 1,800 stores, comprising approximately 1.3 million units and 135 million square feet of rentable space.

The cornerstone of Extra Space Storage is successful partnerships with our stakeholders, partners, investors and customers. Our goals are driven by a passionate, dedicated workforce that thrives on innovation.

CUSTOMERS Storing with us is easy and convenient! LEARN MORE	INVESTORS Focused on consistently increasing shareholder value. LEARN MORE	EMPLOYEES Our employees enjoy fun culture, competitive benefits and a rewarding career path. LEARN MORE
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CUSTOMERS

Clean, updated and secure

Our facilities are everywhere! You have probably seen an Extra Space Storage sign near your home or office. We have properties in 40 states, Washington, D.C. and Puerto Rico. We own or operate over 1,840 stores, comprising approximately 1.3 million units and 135 million square feet of rentable space.

We bring security, attractive landscaping and professional property management to every facility we buy, build or manage. An Extra Space Storage facility is as much a part of your community as our on-site managers, employees and customers.

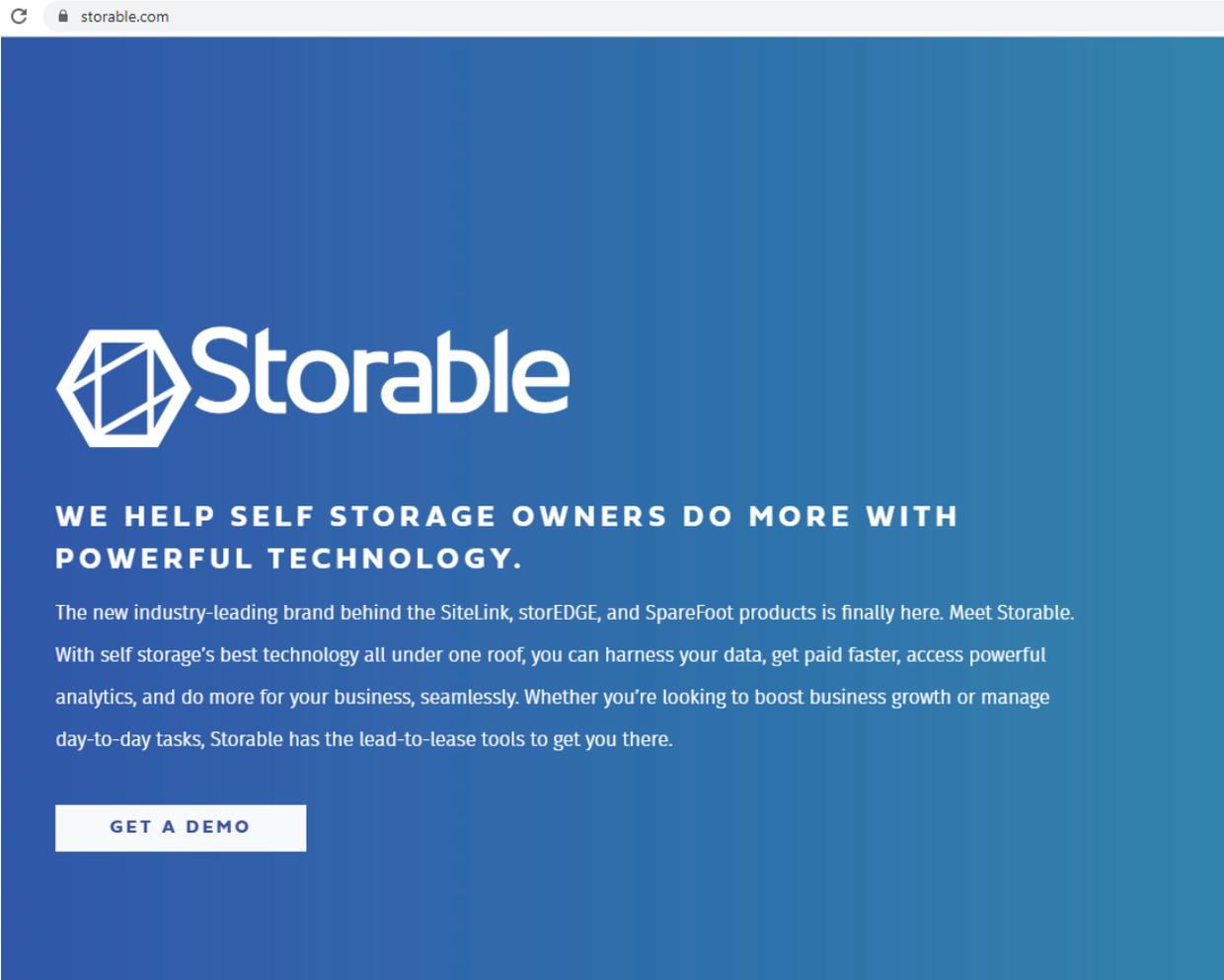
- States with Extra Space Storage
- No Locations Available



<https://www.extraspace.com/help/about/>

(last visited December 9, 2019)

EXHIBIT I

A screenshot of the Storable website homepage. The page has a solid blue background. At the top left, there is a browser address bar showing "storable.com". The Storable logo, which consists of a white geometric cube icon followed by the word "Storable" in a white sans-serif font, is positioned in the upper left quadrant. Below the logo, the text "WE HELP SELF STORAGE OWNERS DO MORE WITH POWERFUL TECHNOLOGY." is displayed in all caps. A paragraph of text follows, describing the company's services. At the bottom left, there is a white rectangular button with the text "GET A DEMO" in all caps.

storable.com

Storable

**WE HELP SELF STORAGE OWNERS DO MORE WITH
POWERFUL TECHNOLOGY.**

The new industry-leading brand behind the SiteLink, storEDGE, and SpareFoot products is finally here. Meet Storable. With self storage's best technology all under one roof, you can harness your data, get paid faster, access powerful analytics, and do more for your business, seamlessly. Whether you're looking to boost business growth or manage day-to-day tasks, Storable has the lead-to-lease tools to get you there.

GET A DEMO

www.storable.com

(last visited December 9, 2019)