

DECLARATION OF PETER TAYLOR

Serial No: 88/505,775
Mark: PURPLE
Applicant: Purple Innovation, LLC

I, Peter Taylor, declare under penalty as follows:

1. I am over the age of eighteen and competent to make this Declaration.
2. The facts stated in this Declaration are within my personal knowledge and are true.
3. I am the Corporate Controller for Purple Innovation, LLC, the Applicant of record for the trademark application for the PURPLE mark.
4. I manage and track expenditures, revenues, sales *etc.* for Purple Innovation, LLC.
5. Purple Innovation, LLC has operated at least one retail location since 2016.
6. Purple Innovation, LLC opened at least five (5) other retail locations in 2019.
7. The at least six (6) retail stores are currently located in three (3) states.
8. Purple Innovation, LLC has expended more than \$700,000 in the last six (6) months in establishing the at least six (6) retail locations.
9. Purple Innovation, LLC has received more than \$1,200,000 in revenue in the last six (6) months from the at least six (6) retail locations.

[Remainder of page intentionally left blank]

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 statement made jeopardize the validity of the application for any resulting registration, declares that all statements made of his or her own knowledge are true and that all statement made on information are believed to be true.



Signature

Peter Taylor
Name

Corporate Controller
Title

12/19/19
Date