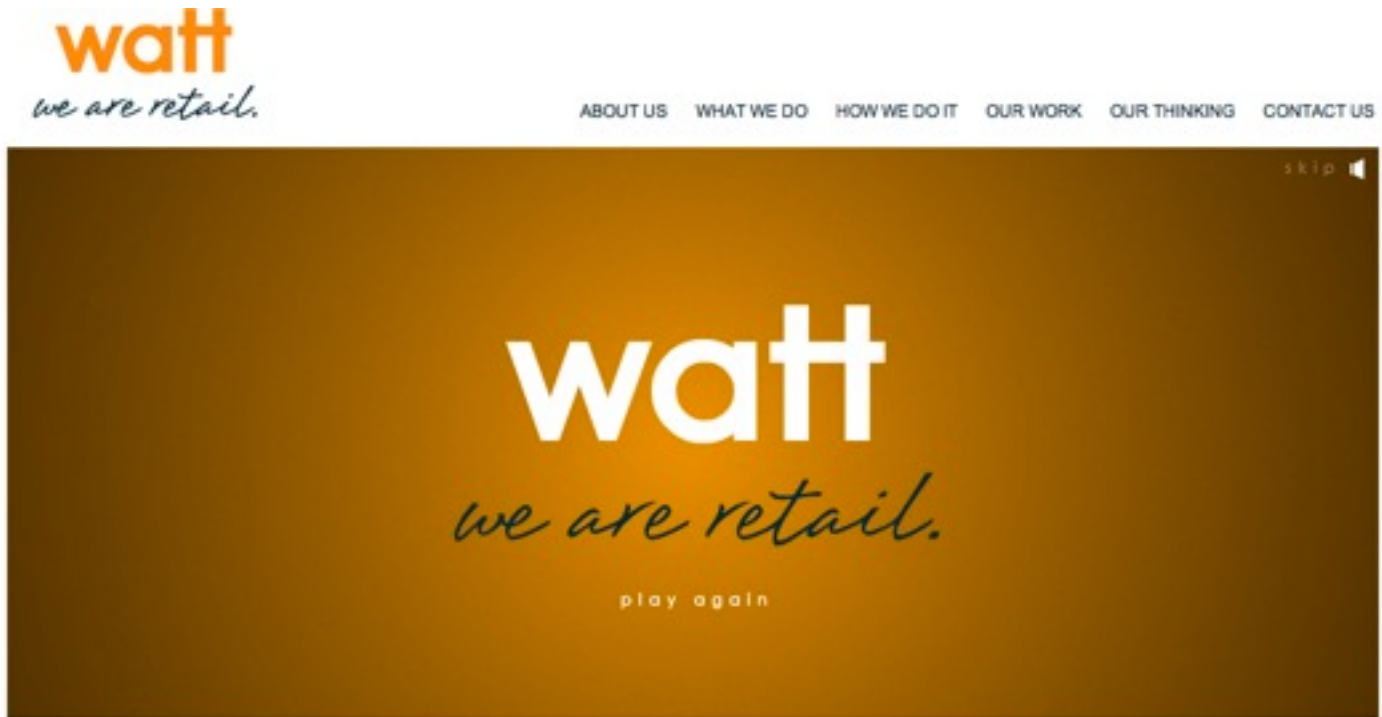



WATT - trademark of Watt International
Combined Sections 8 and 9 Declaration of Use - SPECIMENS of Use

Specimen 1, Applicant Website, <http://www.wattintl.com>



 We are hiring a Creative Director! Know someone? <http://t.co/breOHjVgg> - an hour ago



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fax: 860-286-0115

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Detroit

201 W. Big Beaver Road
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Troy, MI 48084
phone: 248-524-2300
fax: 248-524-2700



Specimen 2, Applicant's Linked in Profile, <http://www.linkedin.com/company/watt-international>

The screenshot shows the LinkedIn profile for Watt International. At the top, the LinkedIn logo and navigation menu are visible. The profile header includes the company logo with the tagline "we are retail.", the name "Watt International", and "539 followers" with a "Follow" button. Below the header, there are tabs for "Home", "Products", and "Insights".

About Watt International
Watt International is an integrated retail agency with over forty years experience in over forty countries around the world. We work with brand marketers, retailers and developers to uncover the most pivotal insights, set the right strategies, and deliver results-oriented creative solutions, to support their business goals.

Specialties
Research & Insights, Packaging and Private Brand Development, Strategy, Consulting, Environmental Design, Marketing & Activation

Headquarters 300 Bayview Avenue Toronto, Ontario M5A3R7 Canada	Website http://www.wattisretail.com	Industry Design
	Type Privately Held	Company Size 51-200 employees
	Founded 1966	

How You're Connected
69 Employees on LinkedIn [See all](#)

Products
Let Watt International know you'd like to see their products and services here. [Send message](#)

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Specimen 3, Applicant's Twitter Page,

The screenshot shows the Twitter profile for Watt International (@Wattisretail). The profile header includes the 'watt' logo, the name 'Watt International', and the handle '@Wattisretail'. A bio states: 'Watt International is an integrated retail agency – encompassing research, strategy & creative.' The location is listed as 'Toronto' and the website is 'http://www.wattisretail.com'. The profile statistics are: 247 Tweets, 231 Following, and 223 Followers. The main content area shows two tweets:

- Tweet 1:** Posted 1 hour ago. Text: 'We are hiring a Creative Director! Know someone? tinyurl.com/axbvhs6'
- Tweet 2:** Posted Mar 8. Text: 'We're looking for a Sr. Director to join our Strategy team! Check it out: tinyurl.com/aatqvxt'

The left sidebar contains navigation options: Tweets, Following, Followers, Favorites, Lists, and a 'Tweet to Watt International' form with the handle '@Wattisretail' entered.

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Specimen 4, article, Design Edge Canada, <http://www.designedgecanada.com/news/2012/20120322900.shtml>

4

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JOBS Post a Job Total jobs: 22 Jobs this week: 2

NEWS

22 March 2012

Watt International relocates and rebrands

TORONTO—UPDATE: Watt International, an integrated retail agency, is moving to a new location and is rebranding.

As of April 2, Watt's new home will be 590 King St. W., Suite 300, "located in the vibrant, youthful, retail-rich district of King West in downtown Toronto," noted the company.

Vince Guzzi, an executive with Watt, a global agency, said there's been an ongoing discussion whether to stay at Watt's current address at 300 Bayview Ave. in Toronto. "It's been a recurring topic of conversation when the lease comes due," he said. "Frankly, we had way too much space here."



The agency scoped out several spaces before choosing 590 King St. W., with the final selection made with the help of staff, he added. "It's been hard to give up free parking, and that's pretty much what has been keeping us here," he said with a laugh.

The new space is in a "creative hub" and the hope is to attract new

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