

## DECLARATION OF DR. ZURI MURRELL

I, Zuri Murrell, declare under penalty of perjury as follows:

1. I am the Applicant of record for the U.S. trademark application filed herewith for the mark ANAL REJUVENATION for medical advisory services, medical assistance services, medical services, and medical care consulting in Class 44.

2. I am the Registrant of record for U.S. Reg. No. 5178404 for the mark ANAL REJUVENATION for medical advisory services, medical assistance services, medical services, and medical care consulting in Class 44.

3. The facts included herein are known to me from my own personal knowledge or from documents and information brought to my attention by virtue of my position, unless stated otherwise.

4. Continuously for more than eight (8) years, Registrant has advertised and provided medical advisory services, medical assistance services, medical services, and medical care consulting which are the subject of the instant application. During this period of time, Registrant developed a substantial reputation in the medical industry as the exclusive source of its proprietary medical treatments for the anus in connection with the ANAL REJUVENATION mark.

5. Registrant offers the services identified in the application under the ANAL REJUVENATION mark through its clinics in Beverly Hills, California and Los Alamitos, California.

6. Registrant provides its services to patients across the United States and worldwide, including from Hong Kong, Saudi Arabia, Dubai, Mexico, Brazil, and Jamaica.

7. In the last eight (8) years, sales of Registrant's services have exceeded \$650,000.

8. Registrant advertises the services identified in the application under the ANAL REJUVENATION mark through its website <https://www.lacolonrectalsurgeon.com/additional-specialties/anal-rejuvenation/> (“Applicant’s Website”). A screen printout of the website is submitted as the specimen of use herewith.

9. Registrant’s Website describes the ANAL REJUVENATION procedure, and demonstrates consistent trademark use of the ANAL REJUVENATION mark.

10. Since Registrant’s Website launched in June 2012, the site has received more than 181,317 visits from more than 149,705 unique visitors resulting in 281,417 page views.

11. For the past three years, Registrant has paid \$500 per month to maintain Registrant’s Website, which explains and promotes the services offered in connection with the ANAL REJUVENATION mark.

12. To date, Registrant has spent over \$18,000 to promote the ANAL REJUVENATION mark on its website.

13. The mark ANAL REJUVENATION is recognized by the relevant consuming public as Registrant’s mark indicating the source of Registrant’s goods.

14. Registrant, its ANAL REJUVENATION mark, and Registrant’s services have earned the recognition and respect of its customers, and have acquired an excellent reputation and extensive goodwill.

15. As a result of the many years of substantial sales, advertising and promotion of its services in connection with the mark ANAL REJUVENATION, consumers have come to recognize the mark ANAL REJUVENATION mark as coming exclusively from Registrant as the source of the goods.

16. Due to Registrant's substantially exclusive and continuous use of the mark in U.S. commerce for at least the five (5) years immediately before the date of this declaration, the mark ANAL REJUVENATION has become distinctive of Registrant's goods.

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 statements may jeopardize the validity of the registration, declares that all statements made of his own knowledge are true and that all statements made on information are believed to be true.

DR. ZURI MURRELL

Signature: \_\_\_\_\_

Name: Dr. Zuri Murrell

Date: \_\_\_\_\_

10/11/20