

AFFIDAVIT

I, Dustin Sullivan, being duly sworn, declare that:

1. I am an employee of Walgreen Co., an Illinois corporation, located at 200 Wilmot Road, Deerfield, Illinois 60015. As a result of my responsibilities and familiarity with Walgreen Co.'s business records, I can attest that Walgreen Co. has used the BIG ROLL mark in conjunction with the sale of bathroom tissue for at least five years. In addition, through its extensive use, Walgreens' BIG ROLL mark has acquired distinctiveness, as evidenced by the following documentation.
2. Walgreen Co. is a national retail pharmacy chain with approximately 6,300 stores nationwide serving approximately 3.6 million customers each day.
3. Attached hereto as Exhibit "A", in support of Walgreen Co.'s proposition that its BIG ROLL mark has acquired distinctiveness, please find nationwide sales records demonstrating the sale of 237,920,423 units of bathroom tissue bearing the BIG ROLL mark, comprising \$135,142,680.00 in gross sales between January 4, 2000 and June 3, 2008.
4. The Walgreen Co. BIG ROLL trademark is also publicized, promoted and advertised in a broad variety of ways, including television, radio, magazine and newspaper advertising as well as store signage. Said publication of the BIG ROLL mark utilizes the mark in a fashion similar to examples attached hereto as Exhibit "B".
5. The undersigned declarant, being hereby warned that willful false statements and the like are punishable by fine or imprisonment, or both under 18 U.S.C. 1001, and that any willful false statements may jeopardize the validity of this application or any resulting registration, declares that the undersigned is authorized to execute this instrument on behalf of the applicant; declarant believes the applicant to be the owner of the mark sought to be registered; to the best of declarant's knowledge and belief no other person, firm, corporation, or association has the right to use the above-identified mark in commerce, either in the identical form or in such near resemblance thereto as to be likely, when applied to the goods/services of such other person, to cause

confusion, or to cause mistake, or to deceive; and that all statements made of declarant's own knowledge are true and all statements made on information and belief are believed to be true.

WALGREEN CO.

By 
Dustin Sullivan