

Request for Reconsideration after Final Action

The table below presents the data as entered.

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LAW OFFICE ASSIGNED	LAW OFFICE 105
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LITERAL ELEMENT	KUTANA
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
MARK STATEMENT	The mark consists of standard characters, without claim to any particular font style, size or color.
ARGUMENT(S)	
<p>Please see Request for Reconsideration After Issuance of Final Office Action, Declaration of Brendan Burns Exhibit 1 and additional Exhibits 2-82, attached as "evidence" files, for consideration.</p>	
EVIDENCE SECTION	
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DESCRIPTION OF EVIDENCE FILE	Request for Reconsideration After Issuance of Final Office Action, Declaration of Brendan Burns Exhibit 1 and additional Exhibits 2-82.
GOODS AND/OR SERVICES SECTION (018)(class deleted)	
GOODS AND/OR SERVICES SECTION (025)(current)	
INTERNATIONAL CLASS	025
DESCRIPTION	PERFORMANCE HUNTING CLOTHING, NAMELY, HUNTING VESTS
FILING BASIS	Section 1(b)
GOODS AND/OR SERVICES SECTION (025)(proposed)	
INTERNATIONAL CLASS	025
TRACKED TEXT DESCRIPTION	
PERFORMANCE HUNTING CLOTHING, NAMELY, HUNTING VESTS ; Performance mountain hunting clothing made mostly of stretch nylon fabric, namely hunting vests, for hunters to use in rugged mountain hunting terrain and extreme conditions, excluding women's fashion clothing	
FINAL DESCRIPTION	
Performance mountain hunting clothing made mostly of stretch nylon fabric, namely hunting vests, for hunters to use in rugged mountain hunting terrain and extreme conditions, excluding women's fashion clothing	
FILING BASIS	Section 1(b)
CORRESPONDENCE SECTION	
ORIGINAL ADDRESS	L. GRANT FOSTER DORSEY & WHITNEY LLP 111 SOUTH MAIN STREET, SUITE 2100 SALT LAKE CITY Utah US 84111-2176
NEW CORRESPONDENCE SECTION	
NAME	L. Grant Foster
FIRM NAME	Dorsey & Whitney LLP
DOCKET/REFERENCE NUMBER	T271933.US
STREET	111 South Main Street, Suite 2100
CITY	Salt Lake City
STATE	Utah
ZIP/POSTAL CODE	84111-2176
COUNTRY	United States
PHONE	801-933-7360
EMAIL	ip.docket.slc@dorsey.com;shimada.tiffany@dorsey.com
AUTHORIZED EMAIL COMMUNICATION	Yes
SIGNATURE SECTION	

RESPONSE SIGNATURE	/L. Grant Foster/
SIGNATORY'S NAME	L. Grant Foster
SIGNATORY'S POSITION	Attorney of Record, UT Bar member
SIGNATORY'S PHONE NUMBER	801-933-7360
DATE SIGNED	07/01/2019
AUTHORIZED SIGNATORY	YES
CONCURRENT APPEAL NOTICE FILED	NO
FILING INFORMATION SECTION	
SUBMIT DATE	Mon Jul 01 18:45:28 EDT 2019
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Request for Reconsideration after Final Action

To the Commissioner for Trademarks:

Application serial no. **87813463** KUTANA(Standard Characters, see <https://tmng-al.uspto.gov/resting2/api/img/87813463/large>) has been amended as follows:

ARGUMENT(S)

In response to the substantive refusal(s), please note the following:

Please see Request for Reconsideration After Issuance of Final Office Action, Declaration of Brendan Burns Exhibit 1 and additional Exhibits 2-82, attached as "evidence" files, for consideration.

EVIDENCE

Evidence in the nature of Request for Reconsideration After Issuance of Final Office Action, Declaration of Brendan Burns Exhibit 1 and additional Exhibits 2-82. has been attached.

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Original PDF file:

[evi_38142163218-20190701171350106719_.Exh.24-Kutana.webpage.with.quote.from.Jason.H..pdf](#)

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Original PDF file:

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[Evidence-1](#)

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Original PDF file:

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[evi_38142163218-20190701171350106719_. Exh. 38 - Google search for Field Stream.pdf](#)

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[evi_38142163218-20190701171350106719_. Exh. 39 - Field Stream webpage.pdf](#)

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Original PDF file:

[evi_38142163218-20190701171350106719_. Exh. 40 - Google Search for LL Bean.pdf](#)

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[evi_38142163218-20190701171350106719_.Exh.46-Google-search-results-for-Under-Armour.pdf](#)

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Original PDF file:

[evi_1-38142163218-20190701171350106719_.Exh.50-Google-Search-Results-for-Outback-Trading.pdf](#)

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Original PDF file:

[evi_38142163218-20190701171350106719_.Exh.54-Google-search-for-Duxbak.pdf](#)

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Original PDF file:

[evi_38142163218-20190701171350106719_.Exh.56-Google-search-results-for-Avery-Outdoors.pdf](#)

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Original PDF file:

[evi_38142163218-20190701171350106719_.Exh.58 - Google_search_results_for_Badlands_Packs.pdf](#)

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[evi_38142163218-20190701171350106719_.Exh.63 - Kinona - Reg. 5515630_clothing_.pdf](#)

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[evi_38142163218-20190701171350106719_.Exh.66 - https_www.katanaboutique.pdf](#)

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Original PDF file:

[evi_38142163218-20190701171350106719_.Exh.67 - Katana - 5384778_cameras_.pdf](#)

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[evi_38142163218-20190701171350106719_.Exh.68 - Katana - 74418423_airplanes_.pdf](#)

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Original PDF file:

[evi_38142163218-20190701171350106719_.Exh.80-Katana-87806123.pdf](#)

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[evi_38142163218-20190701171350106719 . Exh. 82 - 2016-12-13 - hunting-gear-kuiu.pdf](#)

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[Evidence-1](#)

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CLASSIFICATION AND LISTING OF GOODS/SERVICES

Applicant hereby deletes the following class of goods/services from the application.

Class 018 for BAGS USED FOR HUNTING EQUIPMENT, NAMELY, HUNTING BAGS

Applicant proposes to amend the following class of goods/services in the application:

Current: Class 025 for PERFORMANCE HUNTING CLOTHING, NAMELY, HUNTING VESTS

Original Filing Basis:

Filing Basis: Section 1(b), Intent to Use: *For a trademark or service mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to use the mark in commerce on or in connection with the identified goods/services in the application. ***For a collective trademark, collective service mark, or collective membership mark application:*** As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by members on or in connection with the identified goods/services/collective membership organization. ***For a certification mark application:*** As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by authorized users in connection with the identified goods/services, and the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant.

Proposed:

Tracked Text Description: ~~PERFORMANCE HUNTING CLOTHING, NAMELY, HUNTING VESTS;~~ [Performance mountain hunting clothing made mostly of stretch nylon fabric, namely hunting vests, for hunters to use in rugged mountain hunting terrain and extreme conditions, excluding women's fashion clothing](#)

Class 025 for Performance mountain hunting clothing made mostly of stretch nylon fabric, namely hunting vests, for hunters to use in rugged mountain hunting terrain and extreme conditions, excluding women's fashion clothing

Filing Basis: Section 1(b), Intent to Use: *For a trademark or service mark application:* As of the application filing date, the applicant had a bona fide intention, and was entitled, to use the mark in commerce on or in connection with the identified goods/services in the application. ***For a collective trademark, collective service mark, or collective membership mark application:*** As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by members on or in connection with the identified goods/services/collective membership organization. ***For a certification mark application:*** As of the application filing date, the applicant had a bona fide intention, and was entitled, to exercise legitimate control over the use of the mark in commerce by authorized users in connection with the identified goods/services, and the applicant will not engage in the production or marketing of the goods/services to which the mark is applied, except to advertise or promote recognition of the certification program or of the goods/services that meet the certification standards of the applicant.

CORRESPONDENCE ADDRESS CHANGE

Applicant proposes to amend the following:

Current:

L. GRANT FOSTER
DORSEY & WHITNEY LLP
111 SOUTH MAIN STREET, SUITE 2100
SALT LAKE CITY
Utah
US
84111-2176

Proposed:

L. Grant Foster of Dorsey & Whitney LLP, having an address of
111 South Main Street, Suite 2100 Salt Lake City, Utah 84111-2176
United States
ip.docket.sl.c@dorsey.com;shimada.tiffany@dorsey.com

801-933-7360

The docket/reference number is T271933.US .

SIGNATURE(S)

Request for Reconsideration Signature

Signature: /L. Grant Foster/ Date: 07/01/2019

Signatory's Name: L. Grant Foster

Signatory's Position: Attorney of Record, UT Bar member

Signatory's Phone Number: 801-933-7360

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the owner's/holder's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the owner/holder in this matter: (1) the owner/holder has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the owner/holder has filed a power of attorney appointing him/her in this matter; or (4) the owner's/holder's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is not filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Mailing Address: L. Grant Foster
Dorsey & Whitney LLP
111 South Main Street, Suite 2100
Salt Lake City, Utah 84111-2176

Serial Number: 87813463

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
TRADEMARK EXAMINING OPERATION

Applicant: KUIU, LLC	Law Office: 105 Examining Attorney: Robert N. Guliano
Serial No.: 87/813463	
Filed: Insert	
Mark: Kutana	


Commissioner for Trademarks
P.O. Box 1451,
Alexandria, VA 22313-1451

REQUEST FOR RECONSIDERATION
AFTER ISSUANCE OF FINAL OFFICE ACTION

Applicant KUIU, LLC (“KUIU,” pronounced “Kew-You”) submits this Request for Reconsideration after issuance of a Final Office Action dated January 3, 2019, regarding Application Serial No. 87/813,463 (the “Application”). As noted below, KUIU amends the Application below, clarifying, but not broadening the identification of goods.

In its Final Office Action, the Examining Attorney made final the refusal of registration of KUIU’s mark KUTANA for “bags used for hunting equipment, namely hunting bags” in class 18 and “performance hunting clothing, namely hunting vests” in class 25 under Section 2(d) of the Trademark Act.

On June 11, 2018, KUIU received an Initial Office Action refusing registration based on Section 2(d) Refusal – Likelihood of Confusion with the marks (i) KITANA, Reg. No. 5319731, owned by Teddy S.p.A., an Italian company, for: “Gowns; skirts; trousers; shirts; jackets; coats; mackintoshes; sweaters; pullovers; blousons; hats; sashes for wear; head scarves; stockings;

gloves; belts; footwear; boots; sandals; clogs; mules” in class 25; and (ii) , Reg. No. 2707106, (collectively with Kitana, Reg. No. 5319731, the “Cited Marks” or “Kitana”) also owned by Teddy S.p.A. (the “Registrant”) for: “handbags” in class 18 and “dresses, skirts, trousers, shirts, jackets, coats and pullovers, hats, scarves” in class 25.

On December 11, 2018, in its response to the Examining Attorney’s Initial Office Action, KUIU argued that confusion is unlikely to occur between the KUTANA mark and the Cited Marks because the marks are not similar, the goods are not related, and numerous phonetically similar marks coexist in the marketplace. On January 3, 2019, the Examining Attorney issued a Final Office Action rejecting Applicant’s arguments and maintaining the Section 2(d) refusal.

Here, KUIU proposes a narrowing amendment to its classification of goods to further limit and clarify the goods covered by the mark. KUIU also requests reconsideration of the refusal on the ground that the Cited Marks and KUIU’s mark, when taken as a whole, are not likely to cause confusion. The marks are not confusingly similar, the goods KUIU provides are starkly different from the goods provided by Registrant, KUIU and Registrant do not use the same trade channels to distribute their goods, and consumers cannot purchase the respective goods at the same place. Moreover, goods sold under the KUTANA mark are not purchased on a whim as hunters exercise high levels of care when buying clothing for hunting in rugged mountain terrain and conditions. Finally, although KUIU and Registrant have co-existed since 2011, KUIU has never before heard of Kitana, its customers have never inquired about Kitana, and, to KUIU’s knowledge, products offered by KUIU have never been confused with products offered by Registrant. This is understandable because KUIU and Registrant provide distinctly different products to entirely separate customer bases through different channels of trade that

never intersect. For these reasons, and as set forth more fully below, there is no likelihood of confusion between the KUTANA mark and the Cited Marks.

I. AMENDMENT OF IDENTIFICATION OF GOODS

KUIU hereby withdraws the identification of goods in class 18 from its Application, as KUIU no longer intends to use the KUTANA mark for bags. KUIU hereby amends the identification of goods in Class 25 as follows (new limitations are underlined):

“Performance mountain hunting clothing made mostly of stretch nylon fabric, namely hunting vests, for hunters to use in rugged mountain hunting terrain and extreme conditions, excluding women’s fashion clothing.”

Pursuant to 37 C.F.R. § 2.71(a), this amendment clarifies and narrows the relevant goods but does not expand them beyond those originally itemized in the application. See **Exhibit 1** (Burns Decl.) at ¶¶ 13, 34.¹

II. FACTUAL BACKGROUND

KUIU has been selling technical mountain rugged clothing and equipment for hunters since 2011. Burns Decl. at ¶ 2. KUIU’s hunting clothing is not typical clothing for everyday wear. *Id.* at ¶ 3. KUIU markets and describes its clothing as “gear” or “equipment” designed for tough hunting terrain and conditions. *Id.* All of KUIU’s products, including its KUTANA collection of hunting clothing, are designed for and marketed exclusively to the hunting market. *Id.* at ¶ 5. KUIU’s customer base is composed entirely of outdoor enthusiasts, and nearly all of KUIU’s customers purchase KUIU clothing for the sole purpose of hunting, or in some instances, fishing. *Id.* Although KUIU offers a very limited selection of hunting clothing for women, the vast majority of KUIU’s customers are male, and KUIU’s advertising almost

¹ References to “Burns Decl.” are to the Declaration of Brendan Burns In Support of KUIU LLC’s Request for Reconsideration After Issuance of Final Office Action.

exclusively targets the male hunter. *Id.* at ¶ 6. For example, KUIU's 2019 Spring Catalog does not list a single item specifically for women and every one of the product pictures in the Catalog feature men wearing KUIU clothing while hunting, as shown by the following examples:



Id.

Similarly, KUIU does not use even a single product photograph on its website at www.kuiu.com (*i.e.*, its “store”) showing a woman wearing KUIU clothing. Burns Decl. at ¶ 7. The product photographs on KUIU’s website exclusively feature men hunting, as shown by the

following examples:



Burns Decl. at ¶ 7.

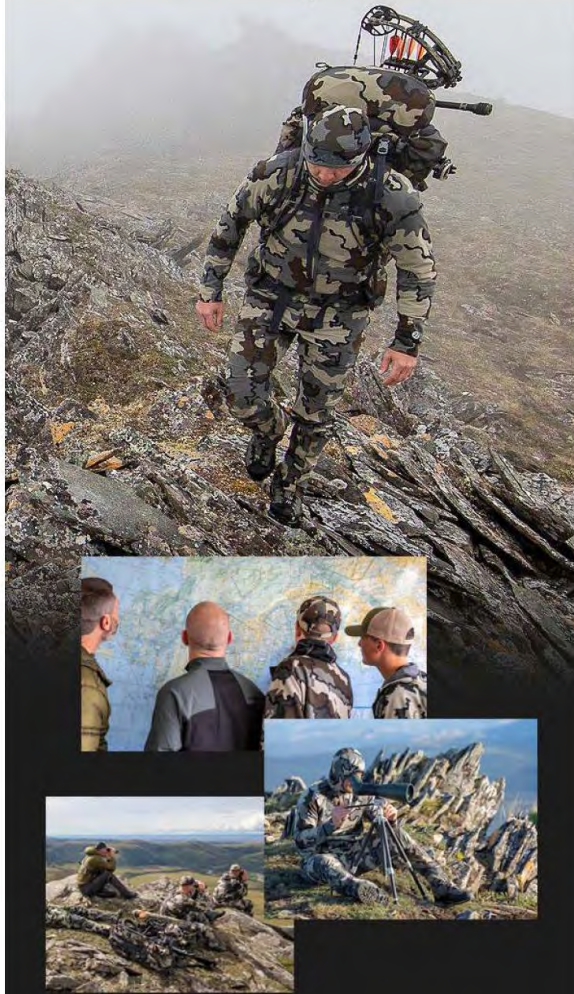
Only a small fraction of KUIU's customer base consists of women, and all of KUIU's female customers are hunters or other outdoor enthusiasts. *Id.* at ¶ 8. KUIU's hunting clothing is not marketed as or intended to be feminine or fashionable, and none of KUIU's customers are looking for feminine, fashionable clothing. *Id.* at ¶ 9.

On April 30, 2019, KUIU publicly introduced its new KUTANA line of mountain hunting apparel. *Id.* at ¶ 11. The name KUTANA is a nod to KUIU’s Japanese material supplier that developed a new method of manufacturing stretch nylon fabric in partnership with KUIU specifically for the KUTANA gear. *Id.* at ¶ 12. KUIU likens the process of developing the fabric for the KUTANA clothing as similar to the Japanese craftsmen who perfected the Katana sword over many centuries. *Id.* The spelling and pronunciation variation from Katana to Kutana is a play on KUIU, with the first syllable in Kutana pronounced “Kew,” in the same way as the first syllable in KUIU. *Id.* Thus, KUIU is pronounced “Kew-You” and KUTANA is pronounced “Kew-Tana.” KUIU is thus in the process of building upon its strong family of KU-formative marks in its product line and business name.

The KUTANA line is designed for the toughest mountain terrain and extreme hunting conditions. *Id.* at ¶ 14. The new nylon fabric in the KUTANA clothing allows for exceptional durability against pick abrasion in thick vegetation without sacrificing the performance of the gear or adding weight. *Id.* KUIU advertises KUTANA gear to its customers as suitable for “the most punishing terrain” and “designed for the toughest hunts.” *Id.* The KUTANA clothing is as “ideal for rugged terrain and thick vegetation where abrasion and pick-resistance are non-negotiable.” *Id.* Similarly, KUIU markets its KUTANA clothing on its Facebook page as “lightweight gear engineered for the most unrelenting terrain.” *Id.* at ¶ 15.

As with KUIU’s other hunting clothing, the KUTANA gear is designed and marketed primarily for the male hunter. *Id.* at ¶ 16. KUIU does not specifically target female hunters in any of its KUTANA advertising. *Id.* The following advertisement from June 18, 2019, depicts the type of terrain KUTANA is suitable for, the customer targeted by KUTANA, and the consumer need KUTANA is designed to fulfill:

KUIU IN THE FIELD
UNALAKLEET, ALASKA



"WE JUST RETURNED FROM AN INCREDIBLE ADVENTURE HUNTING GRIZZLY BEAR IN UNALAKLEET, ALASKA. THE KUTANA GAITER WAS EXACTLY WHAT THIS HUNT CALLED FOR. IT IS EASY TO ADJUST FOR A PERFECT FIT AND IS THE IDEAL MIXTURE OF LIGHTWEIGHT AND DURABLE." - Brendan Burns

INTRODUCING
KUTANA
GAITERS

Id. at ¶ 17.

KUIU's headquarters are located in Dixon, California. *Id.* at ¶ 4. KUIU stores its inventory and ships customer orders from the Dixon location. *Id.* KUIU also operates a showroom from the Dixon headquarters where consumers can purchase KUIU's products. *Id.* With the exception of this Dixon showroom, KUIU's hunting clothing cannot be purchased in brick-and-mortar stores. *Id.* KUIU's business model is to sell products directly to the consumer, through websites owned and operated by KUIU. *Id.* Thus, KUIU's websites are the only place the vast majority of KUIU's customers can purchase KUIU's products. *Id.* Further, KUIU only sells its own clothing on its websites, and consumers cannot purchase non-KUIU brands on KUIU's website. *Id.*

III. KUTANA IS UNLIKELY TO CAUSE CONFUSION WITH KITANA

A. Legal Standard for Determining Likelihood of Confusion

In *Application of E.I. DuPont DeNemours & Co.*, 476 F.2d 1357 (CCPA 1973), the United States Court of Custom and Patent Appeals listed thirteen factors to be considered when determining whether a likelihood of confusion exists between two marks. These factors are:

1. The similarity or dissimilarity of the marks in their entireties as to appearance, sound, connotation, and commercial impression.
2. The similarity or dissimilarity and the nature of the goods or services, as described in an application for registration or in connection with which a prior mark is in use.
3. The similarity or dissimilarity of established, likely to continue trade channels.
4. The conditions under which buyers to whom sales are made, i.e., "impulse" vs. careful, sophisticated purchasing.
5. The fame of the prior mark (sales, advertising, length of use).
6. The number and nature of similar marks in use on similar goods.

7. The nature and extent of any actual confusion.
8. The length of time during and conditions under which there has been concurrent use without evidence of actual confusion.
9. The variety of goods on which a mark is or is not used (house mark, “family” mark, product mark).
10. The market interface between applicant and the owner of a prior mark:
 - a. A mere “consent” to register or use.
 - b. Agreement provisions designed to preclude confusion, i.e., limitations on continued use of the marks by each party.
 - c. Assignment of mark, application, registration and goodwill of the related business.
 - d. Laches and estoppel attributable to owner of prior mark and indicative of lack of confusion.
11. The extent to which applicant has a right to exclude others from its mark on its goods.
12. The extent of potential confusion, i.e., whether *de minimis* or substantial.
13. Any other established fact probative of the effect of use.

Id. at 1361.

The determination under Section 2(d) is based on an analyses of all of the probative factors in evidence that bear on the issue. *See In re Thor Tech, Inc.*, 113 USPQ 2d 1546 (TTAB 2015) at *3 (“In every case turning on likelihood of confusion, it is the duty of the examiner, the board, and this court to find, upon consideration of all the evidence, whether or not confusion appears likely.”) (emphasis in original). The Office Action relied upon the first two *DuPont* factors (i.e., comparison of marks and relatedness of goods) in denying registration of the KUTANA mark. However, as shown below, careful application of all relevant *DuPont* factors clearly demonstrates that the Kutana mark is not confusingly similar to the Cited Marks.

B. Factor 1 - Comparison Of The Marks: The Marks Differ Visually, Differ In Sound, and Have Markedly Different Overall Commercial Impressions.



The Examining Attorney asserts that the marks are similar for likelihood of confusion purposes because the “marks are six-letter words that begin with “k” and end with “tana.” Office Action. KUIU’s Mark and the Cited Marks differ in their literal elements, in sound, and in the commercial impression the marks invoke, such that confusion is unlikely. In analyzing the similarity of the marks, it is not proper to dissect the marks and focus solely on the similar elements, as the Office Action has done. *See McCarthy on Trademarks and Unfair Competition*, § 23:41 (4th ed. 2003) (“It is incorrect to compare marks by eliminating portions thereof and then simply comparing the residue.”). “[W]hat is critical is the overall appearance of the marks as used in the marketplace, not a deconstructionist view of the different components of the marks.” *PlayMakers, LLC v. ESPN, Inc.*, 69 USPQ 2d 1439 (W.D. Wash. 2003), *aff’d* 376 F.3d 894 (9th Cir. 2004) (emphasis added). Here, the Examining Attorney improperly focused on the shared letters of the marks, and did not consider the distinguishable aspects of the marks. For the reasons set forth in detail in KUIU’s December 11, 2018, response to Initial Office Action, the marks are not confusingly similar.

C. Factor 2 - Comparison Of The Goods: Registrant’s Goods Are Not Closely Related To Applicant’s Goods.

The Examining Attorney contends that confusion may be found if the respective goods are “related in some manner and/or if the circumstances surrounding their marketing are such that they could give rise to the mistaken belief that the goods emanate from the same source.” Office Action (citing *Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1369 (Fed. Cir. 2012)). The Examining Attorney concludes that the goods of KUIU and Registrant are closely related based on internet evidence purporting to show that “clothing goods like those

identified by registrant are commonly sold by the same source, under the same mark, and at the same location as hunting bags and hunting vests like the goods specified by applicant.” Office Action. This conclusion is erroneous for three reasons.

First, the Examining Attorney’s conclusion that the goods are related simply because they are both “clothing goods” violates the “no *per se*” rule. See TMEP at § 1207.01(a)(iv).² Under that doctrine, “there can be no rule that certain goods or services are *per se* related, such that there must be a likelihood of confusion from the use of similar marks in relation thereto.” *Id.* The “no *per se* rule” has been expressly adopted in the context of clothing. See, e.g., *In re Kanner*, 2017 TTAB LEXIS 329, at *15 (Mar. 9, 2017) (“there is no *per se* rule governing likelihood of confusion in cases involving wearing apparel”).

For example, in *In re Shane Marquess*, 2016 TTAB LEXIS 419 (Sep. 1, 2016), the TTAB reversed a section 2(d) refusal to register the mark  for “cycling shorts; hats; shirts; shorts; socks; sweatshirts; tank tops;” in International Class 25 based on a likelihood of confusion with  registered for use with “sarongs.” In reversing the refusal, the TTAB stated that “there is no *per se* rule governing likelihood of confusion involving clothing items,” and found that “Applicant’s and Registrant’s goods are only related to the extent that they are apparel, and may be sold by the same retailer among a wide and diverse variety of clothing items.” *Id.* at *9. Here, as with *In re Shane Marquess*, there is not a likelihood of confusion simply because the goods of KUIU and of Registrant can both broadly be characterized as clothing and some retailers sell a wide and diverse variety of clothing items.

² The goods are not legally identical here because Registrant’s recitation of goods does not include “vests,” which are the only specific type of clothing recited in KUIU’s requested amendment to goods classification.

As another example, in *In re British Bulldog, Ltd.*, 224 USPQ 854, 855-56 (TTAB 1984), the TTAB reversed a refusal to register “Players” for men’s underwear based on a likelihood of confusion with the previously registered mark “Players” for shoes. In concluding that there was no likelihood of confusion, the TTAB stated that:

“[I]t is true that the goods in question, namely, men’s underwear and shoes, are items of wearing apparel to be sold in the same stores to the same classes of purchasers. However, they are distinctly different in nature; when sold in the same stores, e.g., department stores, they would ordinarily be displayed in different sections thereof; they are not complementary or companion items, as are coats and boots, or athletic shoes and athletic clothing; and men’s underwear is in the nature of a self-service, “off the shelf” item, whereas shoes are purchased with care, usually with the assistance of a salesman.”

Id. at 856. See also *In re Sears, Roebuck & Co.*, 2 USPQ 2d 1312, 1314 (TTAB 1987) (holding CROSS-OVER for bras and CROSSOVER for ladies’ sportswear not likely to cause confusion). As with these cases, the Office Action erred in concluding that KUIU’s goods and Registrant’s goods are “related for likelihood of confusion purposes” simply because both can broadly be categorized as clothing items.

Second, the internet evidence relied on by the Examining Attorney does not support the Examining Attorney’s position.³ The Examining Attorney cites Drake, Mossy Oak, Field & Stream, L.L. Bean, ScotteVest, Filson, Under Armour, Orvis, Outback Trading, Carhartt, Duxbak, Avery, Badlands, and Mojo, and attaches website printouts that purport to “demonstrate[] that clothing goods like those identified by registrant are commonly sold by the same source, under the same mark, and at the same location as hunting bags and hunting vests like the goods specified by applicant.” Office Action. But, the internet evidence submitted by the Examining Attorney consists of webpages from mega-retailers that sell a wide and diverse

³ “The examining attorney must provide evidence showing that the goods and services are related to support a finding of likelihood of confusion.” TMEP at § 1207.01(a)(vi).

selection of hunting and outdoors clothing.⁴ This evidence does not establish that the goods are related.

The evidence attached to the Office Action here is similar to the internet evidence submitted by the Examining Attorney in *In re Shane Marquess*, 2016 TTAB LEXIS 419. There, the Examining Attorney argued that Registrant's "sarongs" were "highly related" to Applicant's "cycling shorts; hats; shirts; shorts; socks; sweatshirts; tank tops." *Id.* at *3. In making this argument, the Examining Attorney relied exclusively on printouts from eight different websites that advertised both sarongs and socks, hats, shorts, etc. *Id.* at *4. The Board disagreed:

"Applicant's and Registrant's goods are only related to the extent that they are apparel, and may be sold by the same retailer among a wide and diverse variety of clothing items. See *In re British Bulldog, Ltd.*, 224 USPQ 854 (TTAB (1984) (there is no per se rule governing likelihood of confusion involving clothing items). Apart from this fact, however, the internet evidence submitted by the Examining Attorney does not persuade us that there is a strong relationship between Applicant's articles of clothing and Registrant's sarongs. It has not been shown that a sarong is similar in function or purpose to 'hats, shirts, shorts, socks, sweatshirts, and tank tops.' The latter are more traditional and common articles of clothing for everyday use whereas a sarong is better known as a traditional Malaysian and Pacific Islands garment or, as demonstrated in the Examining Attorney's evidence, commonly used in the U.S. as a wrap to 'cover up' other clothing, e.g., a swimsuit."

Id. at *7.

Similarly, here, the website evidence submitted by the Examining Attorney shows only

⁴ See Burns Decl. at ¶ 32, p. 25 (Drake Waterfowl Systems sells "hunting gear."); *id.* at 26 ("Mossy Oak is an outdoors brand" and "hunting is in our blood. It's what we do, who we are, and who we'll always be."); *id.* at 27 (Field & Stream is the "Soul of the Total Outdoorsman"); *id.* at 28 (L.L. Bean's products allow customers to "Be An Outsider" with "outdoor gear."); *id.* at 29 (ScotteVest targets the "Outdoor Adventurer."); *id.* at 30 (Filson's "dedication to the sportsman" is demonstrated by its "top quality outdoor clothing."); *id.* at 31 (Under Armour sells "workout clothes."); *id.* at 32 (Orvis' customers can "Gear Up" with "Orvis Outdoor Clothing & Quality Gear."); *id.* at 33 (Outback Trading offers "all-weather outdoor apparel."); *id.* at 34 (Carhartt sells "Go-To Outdoor Gear."); *id.* at 35 (Duxback is "America's Original Sportsman's Brand."); *id.* at 36 (Avery Outdoors sells "Outdoor Gear" that is "proven to add benefit to your waterfowl hunting experience."); *id.* at 37 (Badlands Packs' products are "Made For Hunters."); *id.* at 38 (MoJo Sportswear Company sells "performance men & women's outdoor apparel.");

that the goods are clothing and may be sold by the same retailer among a wide and diverse variety of clothing items. Further, as with *In re Shane Marquess*, the Office Action here does nothing to show that Registrant's "common articles of clothing for everyday use" are similar in function or purpose to the Kutana mountain hunting clothing.⁵ Finally, the Board in *In re Shane Marquess* also criticized the Office because, as here, the website printouts were the only evidence submitted to show the goods were related.⁶

Third, the differences between KUIU's goods and Registrant's goods are overwhelmingly marked. As clarified by KUIU's requested amendment to its goods identification, the KUTANA mark covers "performance mountain hunting clothing" that is "made mostly of stretch nylon fabric" and intended "for hunters to use in rugged mountain hunting terrain and extreme conditions, excluding women's fashion clothing." This identification narrows the goods to specialty clothing for a specific class of consumer for a specific purpose. Indeed, KUIU markets KUTANA as "lightweight gear engineered for the most unrelenting terrain." Burns Decl. at ¶ 15. *See also id.* at ¶ 14 ("ideal for . . . hunts in rugged conditions"); *id.* ("designed for the toughest hunts"); *id.* ("for a tough hunt that's wet and brush-choked"). Finally, the KUTANA gear is designed and marketed primarily for male hunters. KUIU does not specifically target female hunters in its KUTANA advertising. *See id.* at ¶ 16.

⁵ Moreover, KUIU's requested amendment to the goods recitation further narrows the covered goods to mountain hunting clothing "made mostly of stretch nylon fabric . . . for hunters to use in rugged mountain terrain and extreme conditions." None of the website printouts attached to the Office Action include this type of hunting clothing. Burns Decl. at ¶ 33.

⁶ *See In re Shane Marquess*, 2016 TTAB LEXIS 419, at *7 ("Moreover, we would be remiss if we did not point out the lack of third-party registration evidence that is usually submitted by the Office for purposes of showing certain goods may emanate from a common source under the same mark.").

By stark contrast, goods sold under Registrant’s KITANA mark have nothing whatsoever to do with hunting or mountain terrain and conditions. *Id.* at ¶ 25. Rather, Kitana is “plus-sized fashion clothing” made exclusively for women and sold primarily outside the United States. *Id.*⁷ The tagline for Kitana clothing is “Kitana CurvyStyle.” *Id.* at ¶ 26. Registrant targets curvy (sizes 14 to 20), feminine women, and advertises the Kitana clothing as being for “the true woman, the Mediterranean one, the one with all the curves in the right place, the one who is not afraid of her body and of her full and luxuriant femininity”:

⁷ The Examining Attorney objected to extrinsic evidence showing actual use of the marks because “[d]etermining likelihood of confusion is based on the description of the goods stated in the application and registration at issue, not on extrinsic evidence of actual use.” For the reasons set forth above, however, the Examining Attorney failed to show the goods are related based on the descriptions in the application and the registration. Nevertheless, extrinsic evidence is proper in this case because Registrant’s identification of goods is so vague and broad that it is virtually meaningless. *See, e.g., In re Reprod. Med. Assocs. of N.J.*, 2019 TTAB LEXIS 9, at *8-9 (“If an identification of goods or services is technical or vague and requires clarification, extrinsic evidence of use may be considered to determine the meaning of the identification.”); *In re Trackmobile, Inc.*, 15 USPQ 2d 1152, at *5 (TTAB 1990) (“when the description of goods for a cited registration is somewhat unclear, as is the case herein, it is improper to simply consider that description in a vacuum and attach all possible interpretations to it when the applicant has presented extrinsic evidence showing that the description of the goods has a specific meaning to members of the trade.”); *In re SunGard Dev. Corp.*, 1999 TTAB LEXIS 735, at *9 (allowing extrinsic evidence because “description ‘computer programs’ is so broad and comprehensive as to be devoid of any information as to just what computer programs are marketed by registrant”).



DON'T HIDE YOUR BODY, BE PROUD OF IT!

Is it the stringy and long-limbed women the only ones who can be up-to-date? Kitana says no! Feeling special, cool, glamorous, comfortable in every situation, feeling beautiful... Kitana makes your dream come true. The unique star, the unquestioned protagonist is the true woman, the Mediterranean one, the one with all the curves in the right place, the one who is not afraid of her body and of her full and luxuriant femininity.



See *id.* at ¶ 27. Consumers purchasing Kutana clothing and Kitana clothing, and the purposes served by the respective goods, could not be more different:

KUTANA Customers



KITANA Customers





Burns Decl. at ¶¶ 6, 7, 28. Thus, the goods offered under the two marks are completely unrelated and are sold to entirely different classes of consumers with different needs. This undermines any likelihood of consumer confusion between the KUTANA mark and the KITANA marks.

D. Factor 3 - Trade Channels: The Trade Channels Through Which Registrant and KUIU Distribute Their Goods Are Different.

The Examining Attorney asserts that KUIU and Registrant's goods are related for likelihood of confusion purposes because clothing goods like KUIU's and Registrant's are "sold by the same source, under the same mark, and at the same location." Office Action. On the contrary, as discussed above, the goods provided by Registrant and KUIU are distinct and have nothing to do with one another. The products of Registrant and KUIU are non-competitive and differ in utility such that their channels of trade are not sufficiently similar to give rise to a likelihood of confusion.

In the matter of *In re Thor Tech, Inc.*, 113 USPQ 2d 1546 (TTAB 2015), the applicant filed an intent to use application to register the mark "TERRAIN" for "recreational vehicles, namely, towable trailers," in class 12. *Id.* at *1. The Trademark Examining Attorney refused to

register the applicant's mark because of a likelihood of confusion with the mark "TERRAIN" for "motor land vehicles, namely, trucks" in class 12. *Id.* The marks were identical. To show that trucks and towable trailers move in the same channels of trade, the Examining Attorney submitted website printouts from companies purporting to sell both products. In finding that the channel of trade factor did not weigh in favor of confusion, the Board stated:

While trucks and recreational towable trailers may occasionally be sold by the same retailers, we cannot overlook the fact that the products are, at least on this record, noncompetitive, differ completely in utility, have nothing in common with respect to their essential characteristic of sales appeal, and, as discussed below, are expensive. Accordingly, we cannot find on this record that the channels of trade and circumstances under which trucks and recreational vehicle towable trailers are sold are sufficiently similar so as to be likely to give rise to the mistaken belief that the trucks and trailers emanate from a single source when sold under the same mark.

Id. at *15-16.

Similarly, in this case, "performance mountain hunting clothing . . . for hunters to use in rugged mountain hunting terrain and extreme conditions, excluding women's fashion clothing" is noncompetitive, differs completely in utility, and has nothing in common with regard to the essential characteristics of Registrant's gowns, skirts, trousers, and other everyday apparel. It is clear from the identification of Kutana's goods that the Kutana clothing travels through channels of trade directed to hunters. As in *In re Thor*, the fact that the cited hunting companies may offer hunting vests and other types of outdoor clothing does not establish that the channels of trade and the circumstances under which KUIU and Registrant sell their products are sufficiently similar to give rise to the mistaken belief that KUIU's hunting gear and Registrant's everyday clothing emanate from a single source.

In *In re Shane Marquess*, for example, the Board concluded that website printouts from companies purporting to sell the same type of goods cited by applicant and by registrant were insufficient to show common trade channels:

“With respect to the channels of trade for Applicant’s and Registrant’s goods, the website evidence is of limited probative value for purposes of showing the goods are related. Aside from the Fair Winds Sarongs website, it is evident that the website retailers offer a wide variety of clothing and other goods. . . . The record does not support a finding that consumers are accustomed to encountering sarongs in the same channels of trade as the more common articles of clothing listed in Applicant’s identification of goods.”

Id. at *8-9 (emphasis added). This reasoning applies equally here. The website evidence submitted by the Examining Attorney does not prove that consumers are accustomed to encountering “performance mountain hunting clothing . . . for hunters to use in rugged mountain hunting terrain and extreme conditions” in the same channels of trade as the more common articles of everyday clothing listed in Registrant’s identification of goods.

In this case, while KUIU and Registrant can very broadly both be described as being in the clothing industry, each is engaged in an entirely different business within that industry. The KUTANA mark covers mountain hunting clothing for hunters facing rugged mountain terrain or conditions. KUIU’s hunting clothing can only be purchased from KUIU’s websites, and no other brands or types of clothing can be purchased from KUIU’s websites. Burns Decl. at ¶ 4. The KITANA brand of clothing is sold primarily in brick-and-mortar stores in Europe and, to a limited extent, on a few websites selling fashion clothing for women. *Id.* at ¶ 31. Consumers cannot purchase Kitana clothing at the same location as Kutana clothing. Accordingly, because KUIU and Registrant’s customers are different, their products are different, their marketing and advertising strategies differ, and they target a different class of consumer, the *DuPont* factor of similarity or dissimilarity of trade channels weighs against a finding of likelihood of confusion.

E. Factor 4 - Consumer Sophistication: Buyers Purchase Kutana Goods To Fill A Specific Hunting Need, Rather Than On A Whim.

The fourth *DuPont* factor in determining likelihood of confusion is the “conditions under which and buyers to whom sales are made, i.e., ‘impulse’ vs. careful, sophisticated purchasing.”

The Kutana products are not “impulse” purchases. As KUIU’s requested amendment to the classification of its goods clarifies, Kutana products are bought to fill a specific hunting need, namely they are “for hunters to use in rugged mountain hunting terrain and extreme conditions.” Hunting gear worn by hunters in rugged mountain terrain and conditions can make or break a hunt and is a decision that hunters do not take lightly. Burns Decl. at ¶ 18. The wrong choice of hunting clothing for rugged mountain terrain or extreme conditions can even be life threatening. *Id.* As a result, mountain hunters carefully consider and select their hunting clothing gear. *Id.* This is compounded by the fact that, for the vast majority of hunters, hunting in mountain terrain is itself an expensive and time consuming event that occurs at most once or twice a year. *Id.* In other words, for the vast majority of KUIU’s customers, it is a special purchase for a rare and special occasion. Because of this, buyers of Kutana goods are discerning and careful purchasers. *See, e.g., In re Thor Tech, Inc.*, 2015 WL 496133 (the purchase of recreational vehicle trailers are items that are purchased with care and deliberation because, in part, they are “special purchases” for consumers).⁸ By contrast, consumers of Registrant’s clothing for everyday wear are not likely to be as discerning. Thus, the degree of consumer care factor weighs against a finding of a likelihood of confusion.

F. Factor 5 - The Fame Of The Prior Mark: Registrant’s Mark Is Not Famous In The Relevant Market.

Famous marks are rewarded with a larger cloak of protection than lesser known marks. *See Kenner Parker Toys, Inc. v. Rose Art Indus. Inc.*, 963 F.2d 350, 354 (1992). Registrant’s KITANA marks are not famous when viewed in the context of the limitation placed in KUIU’s requested amendment—*i.e.*, hunters. The hunting community knows nothing about Registrant’s

⁸ Further, the Kutana clothing is expensive, with prices ranging from \$149 to \$349, which leads to sophisticated purchasers. Burns Decl. at ¶ 18.

Kitana-branded clothing. Burns Decl. at ¶¶ 20-24. By comparison, KUIU is very well-known in the hunting community. Burns Decl. at ¶ 10. Because Registrant's mark is less famous than KUIU's mark in the relevant market, it is entitled to a limited scope of protection.

G. Factor 6 - Similar Marks For Similar Goods: Numerous Phonetically Similar Marks For Similar Goods Indicate The Kitana Mark Is Entitled To A Narrow Scope Of Protection.

If the evidence establishes that the consuming public is exposed to third party use of similar marks on similar goods, it "is relevant to show that a mark is relatively weak and entitled to only a narrow scope of protection." *Palm Bay Imps., Inc. v. Veuve Clicquot Ponsardin Maison Fondee en 1772*, 396 F.3d 1369, 1373-74 (Fed. Cir. 2005). *See also Omaha Steaks Int'l Inc. v. Greater Omaha Packing Co.*, 908 F.3d 1315 (Fed. Cir. 2018) (The purpose of introducing evidence of third-party use is "to show that customers have become so conditioned by a plethora of such similar marks that customers have been educated to distinguish between [such] marks on the bases of minute distinctions.").

In its response to the Initial Office Action, KUIU presented evidence of several phonetically similar marks for similar goods to show that Registrant's mark is subject to a narrow scope of protection. The Office Action concluded that KUIU's recitation of third-party registrations has no bearing on the likelihood of confusion determination because "applicant lists only one other mark that consists of a six-letter word that begins with "k" and ends with "tana," and that mark is not registered. Office Action. The Office Action erred for two reasons.

First, it is not proper to dissect the marks and focus solely on the similar elements, as the Office Action has done. *See McCarthy on Trademarks and Unfair Competition*, § 23:41 (4th ed. 2003) ("It is incorrect to compare marks by eliminating portions thereof and then simply comparing the residue."). Second, the Examining Attorney declined to consider evidence of

third-party use of a similar mark--*i.e.*, Katana--because “that mark is not registered.” But, relevant use of a mark is not limited to registrations. See *Mini Melts, Inc. v. Reckitt Benckiser, LLC*, 118 USPQ 2d 1464, at *35 (TTAB 2016) (“evidence regarding third-party use and registrations” is relevant to show that “consumers are likely to be accustomed to encountering the term ‘mini-melt(s)’ in relation to food products”) (emphasis added).

In addition, to the evidence of phonetically similar marks covering similar goods submitted with KUIU’s December 11, 2018, response to the Initial Office Action, KUIU attaches the following additional evidence: **Exhibit 62** (Reg. No. 3,359,099 for “KITANICA” covering “men and women jackets, coats, trousers, vests, in class 25 (U.S. Cls. 22 and 39)”); **Exhibit 63** (Reg. No. 5,515,630 for “KINONA” covering “women’s apparel, namely, pants, tops, shorts, capris, dresses, skirts, camisoles”); **Exhibit 64** (Reg. No. 2,491,463 for “KIANA” covering “sports equipment, namely, ski boots and snowboard boots); **Exhibit 65** (Reg. No. 4,567,648 covering “KIYONNA” for “clothing, namely, tops, bottoms, shirts, blouses, T-shirts, tops, work shirts, outer shorts, boxer shorts, pants, trousers, overalls, slacks, jeans, socks, ties, footwear, headwear, ski hats, lingerie, underwear, sleepwear, fleece sweaters and shirts, sweatpants, skirts, dresses, sweaters, jackets, suits, slippers, coats, sweaters”); **Exhibit 66** (www.katanaboutique.com) sells women’s fashion clothing under the name “Katana Fashion”).⁹

⁹ In addition, “[t]he greater the number of identical or more or less similar trademarks already in use on different kinds of goods, the less the likelihood of confusion.” *Amstar Corp. v. Domino’s Pizza, Inc.*, 615 F.2d 252, 259-60 (5th Cir. 1980). TESS lists a total of 120 records for “KATANA” (a six letter word that begins with “k” and ends with “tana”). There are numerous Registrations for “KATANA” covering a wide variety of different goods. See, e.g., **Exhibit 67** (Reg. No. 5,384,778 for camera mounts and related items); **Exhibit 68** (Reg. No. 1,944,879 for airplanes and structural parts thereof); **Exhibit 69** (Reg. No. 4,415,015 for parts related to drill bits); **Exhibit 70** (Reg. No. 3,412,086 for surgical instruments); **Exhibit 71** (Reg. No. 3,800,195 for herbicides); **Exhibit 72** (Reg. No. 3,904,911 for golf equipment); **Exhibit 73** (Reg. No.

H. Factor 7 - The Nature And Extent Of Actual Confusion: There Is No Evidence Of Any Actual Confusion.

KUIU is not aware of any instances of actual confusion that have occurred as to the source of the goods covered by the KUTANA mark and the Cited Marks. *See* Burns Decl. at ¶¶ 20-24.

I. Factor 8 - The Length of Concurrent Use without Evidence of Actual Confusion.

Although there is no evidence of actual confusion between the KUTANA mark and the Cited Marks, the KUTANA mark is relatively new having been publicly launched in April 2019. Burns Decl. at ¶ 11. As a result, this *DuPont* factor is either neutral or weighs slightly against a finding of likelihood of confusion.

J. Factor 12 - The Extent Of Potential Confusion: The Extent Of Potential Confusion is De Minimis.

The KUTANA mark covers specialty mountain hunting clothing for hunters facing rugged mountain terrain or conditions and is akin to “gear,” rather than everyday clothing. By contrast, Registrant’s KITANA mark covers items of everyday fashion clothing sold to plus-sized women primarily in Europe. Thus, KUIU’s mark and Registrant’s mark target different customers in different countries and in entirely different facets of the clothing industry. For this reason, there is no potential confusion between KUIU’s mark and Registrant’s mark.

5,742,343 for industrial process control software); **Exhibit 74** (Reg. No. 4,027,722 for pet grooming shears); **Exhibit 75** (Reg. No. 4,611,950 for automobiles, motorcycles, all-terrain vehicles); **Exhibit 76** (Reg. No. 4,076,358 for parachutes); **Exhibit 77** (Reg. No. 4,422,502 for audio speakers); **Exhibit 78** (Reg. No. 4,271,284 for energy drinks); **Exhibit 79** (Reg. No. 4,723,824 for ceramic materials used to make artificial teeth); **Exhibit 80** (Reg. No. 5,594,582 for computer software for capturing trades); **Exhibit 81** (Reg. No. 5,751,446 for downloadable software plugins).

CONCLUSION

For all of these reasons, Applicant respectfully submits that there is no likelihood of confusion between Applicant's mark and the Cited Marks and requests the Examining Attorney to allow the Application to proceed to publication at the earliest possible date.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
TRADEMARK EXAMINING OPERATION

Applicant: KUIU, LLC

Serial No.: 87/813463

Filed: Insert

Mark: Kutana

Law Office: 105

Examiner: Robert N. Guliano

Commissioner for Trademarks
P.O. Box 1451,
Alexandria, VA 22313-1451

DECLARATION OF BRENDAN BURNS IN SUPPORT OF KUIU, LLC'S REQUEST
FOR RECONSIDERATION AFTER ISSUANCE OF FINAL OFFICE ACTION

I, BRENDAN BURNS, declare as follows:

1. I am the Co-CEO of KUIU, LLC ("KUIU") (pronounced Koo-Yew), the applicant in the above captioned matter. I understand that on January 3, 2019, the United States Patent and Trademark Office ("USPTO") issued a Final Office Action rejecting KUIU's application to register its KUTANA mark based on a likelihood of confusion with two registered marks for KITANA, both owned by Teddy S.p.A., an Italian company. I submit this declaration in support of KUIU's Request for Reconsideration After Issuance of Final Office Action ("Request for Reconsideration"). I am fully familiar with the facts set forth in this declaration from personal knowledge or from documents and websites that I have reviewed.

BACKGROUND ON KUIU

2. KUIU has been selling high-performance mountain rugged clothing and gear for hunters since 2011. Among the hunting clothing and gear sold by KUIU are packs and bags, shoes, gloves, tents, shirts, jackets, and pants.

3. KUIU's clothing is not typical clothing for everyday wear. KUIU markets and describes its clothing as "gear" or "equipment" designed for tough mountain hunting terrain and conditions. Some of KUIU's taglines are "Enjoy the Misery" and "Made for the Mountains." **Exhibits 2-3** (printouts from the homepage of KUIU's website showing taglines). KUIU's 2019 Spring Product Catalog describes KUIU's clothing as "technical" "mountain hunting gear" designed to "meet the demands of the toughest terrain and conditions you may face." **Exhibit 4** (KUIU's 2019 Spring Catalog) at 1. Similarly, KUIU's website describes its clothing as "Mountain Hunting Equipment." **Exhibit 5** (printout from KUIU's Business Model webpage). Among other technical aspects, KUIU's entire clothing line, including its Kutana collection, is designed as a layering system for hunters. As advertised in its 2019 Spring Catalog, "KUIU's technical layers are designed to work together as a system to manage the variable weather conditions faced when hunting." See **Exhibit 4** (2019 Spring Catalog) at 4.

4. With the exception of our showroom located in Dixon, California, where consumers can buy our products, KUIU's clothing cannot be purchased in brick-and-mortar stores. KUIU's business model is to sell products directly to the consumer, primarily through KUIU's website at www.kuiu.com. See **Exhibit 6** (printout from KUIU's Business Model webpage). See also **Exhibit 4** (2019 Spring Catalog) at 1 (KUIU tells its customers that its business model is "eliminating the middle man and selling direct"). KUIU-owned and operated websites are the only place the vast majority of our customers can purchase our products. See, e.g., **Exhibit 4** (KUIU's 2019 Spring Product Catalog) at front cover (noting that products are available "Only at KUIU.com"). KUIU sells only its own clothing products and consumers cannot purchase non-KUIU brands on our website.

5. All of KUIU's products, including its Kutana collection, are designed solely for and targeted exclusively at the hunting market. KUIU's customer base is composed entirely of outdoor enthusiasts, and nearly all of our customers purchase our clothing for the sole purpose of hunting or, in some instances, fishing. KUIU's target market and customer demographics are exemplified by the "KUIU Nation" page of our website where KUIU invites its customers to post actual photographs of themselves wearing KUIU gear. The following are among the hundreds of customer photographs posted on KUIU's KUIU Nation webpage:



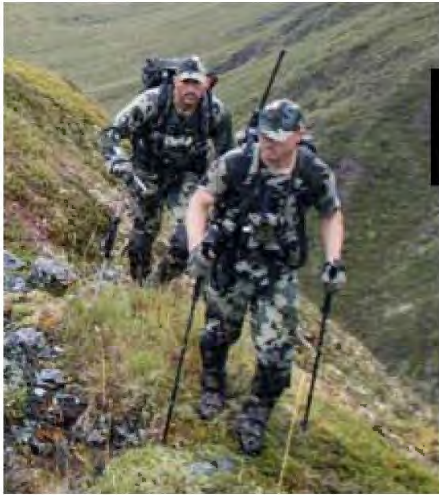
See **Exhibit 7** (printout from KUIU Nation webpage).

6. Although KUIU offers a very limited selection of hunting clothing for women, the vast majority of KUIU's customers are male and KUIU's advertising almost exclusively targets men. For example, KUIU's 2019 Spring Catalog does not list a single item for women and every one of the product pictures in the Catalog feature men wearing KUIU clothing while hunting, as the following examples show:



See **Exhibit 4** (2019 Spring Catalog) at 4-5, 10.

7. Similarly, KUIU does not use even a single product photograph on its website (*i.e.*, its “store”) showing a woman wearing KUIU clothing. Rather, KUIU’s product photographs exclusively feature men, as the examples below illustrate:



See, e.g., Exhibits 3, 8-10 (printouts from KUIU’s website).

8. Only a small fraction of KUIU's customers are women, and all of our female customers are hunters or other outdoor enthusiasts. Of the 2,600+ photos on KUIU's Facebook page, only a handful show women wearing KUIU clothing:



See **Exhibit 11** (May 12, 2019, post on KUIU's Facebook page).



See **Exhibit 12** (May 12, 2019, post on KUIU's Facebook page).



See **Exhibit 13** (February 23, 2019, post on KUIU's Facebook page).



See **Exhibit 14** (December 13, 2017, post on KUIU's Facebook page).

9. KUIU's hunting clothing is not marketed as or intended to be feminine or fashionable, and none of our customers are looking for feminine, fashionable clothing.

10. KUIU has enjoyed unparalleled commercial success in the hunting clothing market. After launching our business in 2011, KUIU's growth has been exponential. In just five years (2016) we enjoyed annual revenues in excess of \$50 million, and they have gone up steadily since then.¹ Based upon my understanding of the hunting clothing market, we are clearly in the top 5-10 in terms of revenue. Based upon my experience in the industry, we are viewed as the top product in the market in terms of quality. Based upon my knowledge of the industry, there are two companies that compete for the high end, highest quality hunting apparel: KUIU and Sitka. For these reasons, KUIU has become an industry leader and holds itself out to the hunting community as "the leader in the ultralight hunting apparel industry." **Exhibit 4** (2019 Spring Catalog) at 20.

KUIU'S KUTANA HUNTING CLOTHING

11. On April 30, 2019, KUIU publicly introduced its new Kutana line of performance hunting apparel.

12. KUIU chose the name Kutana for two reasons. First, the Kutana clothing is made from a new method of manufacturing stretch nylon fabric developed in partnership with KUIU's Japanese material supplier. Because of this Japanese connection, Kutana is a nod to Katana, a traditional Japanese sword revered for its durability, continuous design improvement, and high quality craftsmanship. KUIU's website includes a video showcasing this connection. *See Exhibit 17* (printout of Kutana webpage on KUIU's website showing video about the Katana sword). As KUIU explains to its customers:

¹ See Article, <https://www.racked.com/2016/12/13/13872396/hunting-gear-kuiu>, attached as **Exhibit 82**.

“Our partners at Toray Japan carry on this tradition of commitment to continuous improvement; they’ve developed an innovative new process to create a Primeflex fabric made from nylon, allowing KUIU to build new products at lower weights with better durability than ever before, without sacrificing the elastic-free stretch and comfort that hunters need.”

WATCH 

Exhibit 18 (printout of Kutana webpage on KUIU’s website). Second, the spelling and pronunciation variation from Katana to Kutana is a play on KUIU, and the first syllable in Kutana is pronounced “Koo,” in the same way as the first syllable in KUIU.

13. Because the entire Kutana collection of hunting clothing will be made of the stretch nylon fabric created in partnership with KUIU’s Japanese material supplier (Toray), the Kutana line is most accurately described as embracing a specific fabric technology. As a result, KUIU is requesting an amendment of the identification of the goods covered by the Kutana Mark to clarify that they are “made mostly of stretch nylon fabric.”

14. The Kutana line of hunting gear is designed for the toughest mountain terrain. The stretch nylon fabric allows for exceptional durability against pick abrasion in thick vegetation and brush without sacrificing the performance of the gear or adding weight. KUIU advertises the Kutana gear as intended for “the most punishing terrain,” and showcases the Kutana line on its website as follows:



KUTANA SOFT SHELL

20.5 oz / 581 g

This soft shell jacket is an all-season outer layer designed to provide enhanced durability without sacrificing performance or increasing weight. Built with Toray's groundbreaking stretch nylon fabrics, the Kutana Soft Shell Jacket is ideal for rugged terrain and thick vegetation where abrasion and pick resistance are non-negotiable in an outer layer. It delivers wind and weather protection across a wide range of conditions in the most punishing terrain.

[SHOP JACKET](#)

Exhibit 19 (printout of webpage showing Kutana Soft Shell).



KUTANA STRETCH WOVEN PANT

13.4 oz / 380 g

A remarkably durable and lightweight pant designed to withstand formidable terrain. Toray Primeflex Nylon fabric provides abrasion and pick resistance unmatched in its weight class, with two-way spandex-free stretch. Articulated knees and a gusseted crotch allow for a full range of unrestricted movement, while low-profile cargo pockets provide storage with minimal bulk. Ideal for early-to-mid-season hunts in rugged conditions where durability is just as crucial as performance and mobility.

[SHOP PANT](#)

Exhibit 20 (printout of webpage showing Kutana webpage showing Kutana stretch woven pant).



KUTANA 3DEFX+ HYBRID JACKET

13.6 oz / 386 g

Bridging the gap between insulation and outer layer, this jacket is designed with more durability than the average insulation piece. Its hybrid design places nylon-faced 3DeFX+ synthetic insulation in core areas for warmth and protection, and high-stretch breathable StrongFleece in heat-generating zones, particularly the back panel for excellent breathability while wearing a pack. Wear it as a lightly-insulated outer layer, or as a mid layer in colder conditions.

Exhibit 21 (printout of webpage showing Kutana 3DEFX + Hybrid Jacket).



KUTANA STORM SHELL JACKET

18.3 oz / 519 g

Designed for the toughest hunts, this waterproof breathable rain jacket is built for durability at a backpack-friendly weight. Featuring a tough ripstop stretch nylon face fabric, backed with an entirely new Toray waterproof membrane and seam tape combination, the Kutana Storm Shell Jacket is the next line of innovation in protection and longevity. Designed as a full-featured jacket with all of the built-in pocketing, ventilation, and cinch options you need for a **difficult hunt**.

[SHOP JACKET](#)

Exhibit 22 (printout of webpage showing Kutana Storm Shell Jacket).



KUTANA STORM SHELL PANT
15.5 oz / 439 g

If you're preparing for a tough hunt that's wet and brush-choked, you need protection with a rain gear system that's durable, lightweight, and dries quickly. The Kutana Storm Shell Pant features an entirely new microporous hydrophobic membrane from Toray that breathes even when activity level is minimal, and absorbs very little water for incredibly fast dry times. The durable stretch nylon 6/6 face fabric offers great tear strength for its weight, and will stay dry longer due to a new, more durable K-DWR treatment.

SHOP PANT

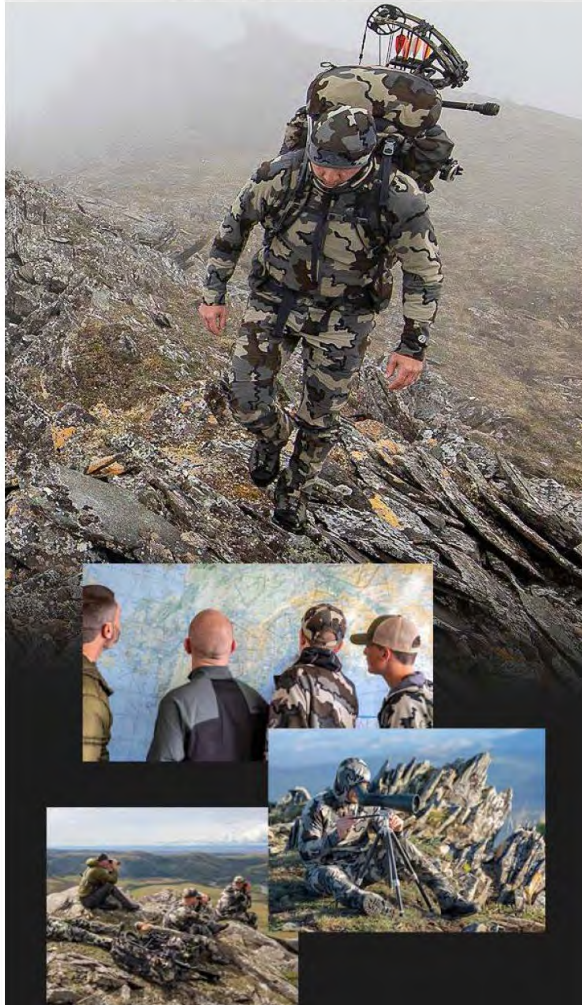
Exhibit 23 (printout of webpage showing Kutana Storm Shell Pant).

15. As we tell our customers, the Kutana line of hunting gear is designed to be “the lightest and highest performing mountain hunting clothing possible.” **Exhibit 24** (printout of Kutana webpage). Similarly, KUIU’s Facebook page describes the Kutana line as “lightweight gear engineered for the most unrelenting terrain.” **Exhibit 25** (April 30, 2019 Facebook post).

16. The Kutana clothing is designed and marketed primarily for the male hunter. KUIU does not specifically target female hunters in any of its Kutana advertising. As with all of KUIU’s hunting clothing, KUIU’s sizing for its Kutana gear is based on KUIU’s “athletic fit.” **Exhibit 26** (KUIU Size Chart). Our athletic fit is designed for wear in active environments, and our sizing is based on men with a muscular upper-body that requires more room in the shoulders, chest, and arms.

17. The following advertisement sent to KUIU’s newsletter email list on June 18, 2019, depicts the type of terrain Kutana is suited for, the customer targeted by Kutana, and the consumer need Kutana is designed to fulfill:

KUIU IN THE FIELD
UNALAKLEET, ALASKA



"WE JUST RETURNED FROM AN INCREDIBLE ADVENTURE HUNTING GRIZZLY BEAR IN UNALAKLEET, ALASKA. THE KUTANA GAITER WAS EXACTLY WHAT THIS HUNT CALLED FOR. IT IS EASY TO ADJUST FOR A PERFECT FIT AND IS THE IDEAL MIXTURE OF LIGHTWEIGHT AND DURABLE." - Brendan Burns

INTRODUCING
KUTANA
GAITERS

THE IDEAL ULTRALIGHT GAITER FOR HUNTS WHERE
MINIMIZING TOTAL WEIGHT IS OF THE UTMOST IMPORTANCE



- Adjustable drawcord top closure-split ends to avoid snags
- Metal snap button at top closure
- 2-way stretch Durable Nylon 6/6 face fabric
- Waterproof and breathable Toray ENTRANT membrane

- Easy-adjust internal hook and loop boot-strap
- 330D Cordura reinforced lower interior for added durability
- Seamless design eliminates failure points
- Silicone print traction strip keeps the gaiter held in place



NEW



WT: 8.0 OZ PAIR

KUTANA GAITERS

SHOP NOW

Exhibit 27 (June 18, 2019, advertisement for Kutana Gaiters).

18. The Kutana hunting gear is not cheap, with prices ranging from \$149 to \$349. But, price is not the only or even the main consideration when consumers select mountain hunting gear. The clothing worn by a hunter during rugged mountain terrain and tough hunting conditions can make or break a hunt and is a decision that our customers do not take lightly. At best, the wrong clothing can seriously detract from a hunt (often one that is itself expensive and time consuming) that occurs at most once or twice a year for the majority of our customers. At worst, inappropriate clothing can be life threatening in tough terrain. As KUIU tells its customers, “our product line is designed to be dependable in the most extreme conditions in the world.” **Exhibit 4** (2019 Spring Catalog) at 20. As a result, our customers are discerning and carefully select the attire and gear for their mountain hunts. The anticipation and nature of the hunts our gear is intended for is captured and portrayed well to our customers in the introductory section of KUIU’s 2019 Product Catalog:

INNOVATION NEVER RESTS

What do you see when you look at the photo on the cover of our 2019 Spring Offerings? Look closely...

Last spring, Jason Hairston, Lance Kronberger, and I lived out one of our shared dreams on the Alaskan Peninsula: pursuing the largest land predator on the planet, in one of the most remote settings in North America. **It was a trip we had been planning for years** and had all of the elements of the perfect hunt – Super Cubs, great friends, terrible weather, dangerous encounters with giant bears, and hard-earned success.

For me, the photo represents **thirty years of anticipation**, thirty seconds of pure adrenaline, fifteen seconds of sheer terror, and not one ounce of regret.

When you look at this cover, what we hope you see is YOURSELF, on the one adventure you have always longed to experience. A reminder that life begins where your comfort zone ends. We hope you are inspired to put a plan in place today and make it happen. **Don’t Wait...**

While all of our bucket lists may not be the same, the expectations we share for every KUIU product is: uncompromising quality and unparalleled performance. **We truly understand there is no room for error on the trip of a lifetime, and in your moment of truth, the last thing on your mind should be your choice of gear.**

Exhibit 4 (2019 Spring Catalog) at 1. The special nature of the hunting experience KUIU's products are designed for is also portrayed to customers on KUIU's website:

Roots and tradition of hunting

I grew up reading about hunting lore and legend (Fred Bear, Saxton Pope, Art Young) and listening to hunting stories told around the campfire. **Hunting has always been as much about adventure and experience and survival as anything else.** I mean, the kill is the reason for taking a bush plane into Unalakleet, landing on a gravel bar and floating a river for nine days. Without a tag and the hunt you wouldn't have a reason to be there. **But the whole process—the gear selection and packing, the travel, all of the pieces that need to come together, and all of the hard work and effort hiking and setting up camp and dealing with the weather—that's all a part of the experience.**

The roots and tradition of hunting have always been important to me. I want KUIU to continue to contribute to the tradition through storytelling. I want KUIU to be a source of inspiration by living and breathing Mountain Hunting.



The pinnacle of hunting

I also want our customers to know they can absolutely and unconditionally trust KUIU. I want them to know we live and breath Mountain Hunting, that we do our homework and research, that we're out there hunting in and testing all of our products— **in the hardest and most demanding of environments and conditions.** In fact, the standard against which we measure and test KUIU is sheep hunting. Sheep hunting is an expedition. Weather and storms are always an issue, temperatures swing wildly, and it's often wet and cold. The landscape is harsh and unforgiving—steep rock fields, glaciers, roaring river crossings, often requiring bouldering and sidehilling. Sheep hunting requires huge investments in terms of money and time. It requires massive amounts of physical and mental preparation. It's the pinnacle of Mountain Hunting, and as such, it's the most demanding on gear. **That's why we exist, to build gear that meets these demands.**

Exhibit 15 (“Our Founder” webpage on KUIU's website). Our customers share this sentiment, as shown by the following post by a customer on KUIU's Facebook page:



KUIU

May 29 at 6:55 PM · 🌐



"We were hunting at Nahanni Butte Outfitters. We found the ram the evening of day 5 and snuck in to 300 yards on day 6. We sat there for 7 hours waiting for it to move to a better spot for a stalk. After it got up and fed at about 100 yards, we snuck in to 43 yards and Greg made a good shot. As soon as we got to the ram it started to rain and then turned into freezing rain. We had strong wind, rain and fog throughout the hunt. The KUIU gear kept us warm and dry through it all."

Photo: Guide Brady Lough and hunter Greg Shuerger



👍❤️👍 307

5 Comments 3 Shares

Exhibit 16 (May 29, 2019 post on KUIU's Facebook page).

The Kitana Mark is Used for Plus-Sized Women's Fashion Clothing

19. I understand that KUIU's application to register the KUTANA mark was refused on the ground that there is a likelihood of confusion with the KITANA marks. I respectfully disagree. I have reviewed the Kitana branded products, and even a cursory examination of the Kutana products and the Kitana products makes clear that there is zero chance that consumers will mistakenly believe that they come from the same source. The Kutana products and the Kitana products target entirely different classes of consumers, for entirely different purposes, and

there is no chance that consumers would ever encounter KUIU's Kutana hunting clothing in the same marketplace as the Kitana clothing. Simply put, there is absolutely no likelihood of any confusion between the two products.

20. As a preliminary manner, I have been heavily involved in the hunting industry all of my life, and I have been involved directly and indirectly with the clothing industry for more than a decade and have never before heard of Kitana.

21. KUIU attends approximately 10 national and international consumer trade shows every year, and another 6-10 consumer trade shows in select states. The purpose of these trade shows is for companies in the industry to showcase and sell their products directly to customers. I have been attending these consumer shows since KUIU began business and personally attended these consumer shows for more than a decade and a half before then. I estimate that I have attended more than 100 trade shows over the course of my career, and have never encountered Kitana at any of them.

22. KUIU advertises only in hunting related magazines. Examples of magazines in which KUIU has advertised include: Bowhunter magazine, Peterson's Bowhunting magazine, Epic Outdoors magazine, Hunt'n Fool magazine, and Sports Afield magazine. I have never seen a Kitana advertisement in any of the magazines in which KUIU advertises.

23. KUIU sponsors one television show: Wild Yukon. It is a television program dedicated to hunting. I have never seen a Kitana advertisement or sponsorship for Kitana on any Wild Yukon episode.

24. Finally, KUIU engages heavily with our customer base through our KUIU Nation and basecamp pages on our website as well as on our Facebook page. I have never had any

customer inquiries about the Kitana-branded clothing, and, to my knowledge, none of KUIU's customers have ever mistaken any of our clothing for the Kitana branded clothing.

25. This is not surprising as Kitana branded clothing is not designed for, marketed to, or sold to, hunters needing high performance clothing for rugged mountain terrain. Kitana clothing has nothing whatsoever to do with hunting. Rather, it is “fashion clothing” designed for and sold exclusively to plus-sized women, primarily outside the United States.

26. Kitana has a website at www.kitana.com, which is in Italian but can be translated to English. Kitana's tagline is “Kitana CurvyStyle,” and the homepage of its website describes the Kitana clothing to consumers as “Feminine, sparkling, fashion”:

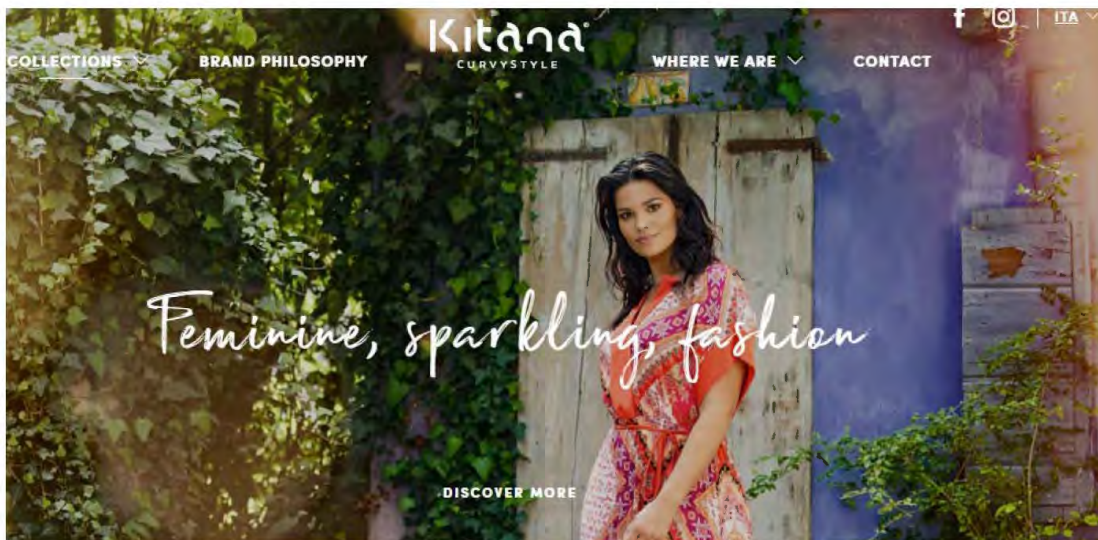


Exhibit 28 (printout from homepage of Kitana's website at Kitana.com).

27. Kitana's marketing targets curvy (sizes range from 14 US to 20 US), feminine women, as shown by the following screenshots from the Kitana website:



DON'T HIDE YOUR BODY, BE PROUD OF IT!

Is it the stringy and long-limbed women the only ones who can be up-to-date? Kitana says no! Feeling special, cool, glamorous, comfortable in every situation, feeling beautiful... Kitana makes your dream come true. The unique star, the unquestioned protagonist is the true woman, the Mediterranean one, the one with all the curves in the right place, the one who is not afraid of her body and of her full and luxuriant femininity.





Kitana started its activity 8 years ago. It is known as the continuing line of Rinascimento the Italian brand leader of prêt-à-porter, with a size range which goes from the 14 to the 20, but Kitana is much more than this. Kitana knows what is fashion, Kitana knows the style, the trends, but also women's body and that's why our stylists carefully select the products to underline and improve the softness of the female curves.



Quality and Italian style are blended, in Kitana, with the variety of the prêt-à-porter. The main purpose is not hiding the feminine body but to be proud of it. Kitana's collection thinks on every single moment of the modern woman's day, from the casual morning to the shining and unpredictable nights. Always in love with glamour, our stylists bet on young and trendy collection for a curvy woman that finds her dimension not giving up with being fashion and seductive.

Made in Italy, neverending seek for perfection, attention to shape and comfort, innovative suggestions, up-to-date look, multifaceted taste, care for details, freshness, beauty, femininity...

Exhibit 29 (Kitana's Brand Philosophy webpage on Kitana.com).

28. The Kitana brand of clothing is exclusively for plus-sized women, and is not designed for or marketed to men. Every single one of the product pictures posted on Kitana's website show women wearing Kitana fashion clothing:



Exhibit 30 (printout of Kitana’s Summer 2019 Collection on Kitana’s website at

www.kitana.com). I have seen no Kitana advertising targeting female hunters.

29. Kitana's target customer is illustrated by the pictures posted on Kitana's Facebook page, including the following:



Exhibit 31 (April 17, 2019, post on Kitana's Facebook page). There is not a single product picture of a man on Kitana's Facebook page or its website. This is not surprising as I understand

Kitana clothing is exclusively for women.

30. None of KUIU's customer base is comprised of plus-sized women seeking fashion clothing. Thus, Kutana's hunting clothing and Kitana's plus-sized women's clothing are non-competitive and serve entirely different purposes. Although KUIU and Teddy S.p.A. can both broadly be described as being in the clothing industry, they are engaged in entirely different businesses within that industry.

31. Furthermore, consumers cannot purchase Kitana clothing and Kutana clothing at the same place. From what I understand, Kitana clothing is sold mainly at brick-and-mortar stores in Europe, and, to a limited extent, on a few websites selling exclusively women's fashion clothing. Kitana's website has a "Where to Buy" button, that directs consumers to stores and distributors located exclusively in Europe when clicked. See **Exhibit 32** (Kitana webpage showing "Stores"); **Exhibit 33** (Kitana webpage showing "distributors"). Consumers will not and cannot find Kutana hunting clothing at the European stores that sell Kitana clothing because KUIU's Kutana clothing can only be purchased on Kutana's website. When consumers are on KUIU's website looking at Kutana clothing, there is no chance that they will mistakenly believe they are purchasing Kitana clothing.

32. The Office Action attached "internet evidence" from several large retailers to show "that clothing goods like those identified by registrant are commonly sold by the same source, under the same mark, and at the same location as hunting bags and hunting vests like the goods specified by applicant." Specifically, registration of the Kutana mark was refused because Drake Waterfowl Systems, Mossy Oak, Field & Stream, L.L. Bean, ScotteVest, Filson, Under Armour, Orvis, Outback Trading, Carhartt, Duxbak, Avery, Badlands, and Mojo sell hunting bags and hunting vests as well as other types of outdoors clothing. This is not surprising since

all of these companies are mega-retailers that offer a wide selection of products and all of these companies focus exclusively on hunting or outdoor clothing, as shown by the following screenshots (showing results from searching Google for each company's name followed by the company's website):

Drake Waterfowl Systems

Drake Waterfowl: Duck Hunting Gear, Clothing & Equipment

<https://www.drakewaterfowl.com/> ▼

The highest quality hunting gear, hunting waders, and hunting clothes made especially for duck hunters by duck hunters.

Exhibit 34 (Google search results of “Drake Waterfowl”).

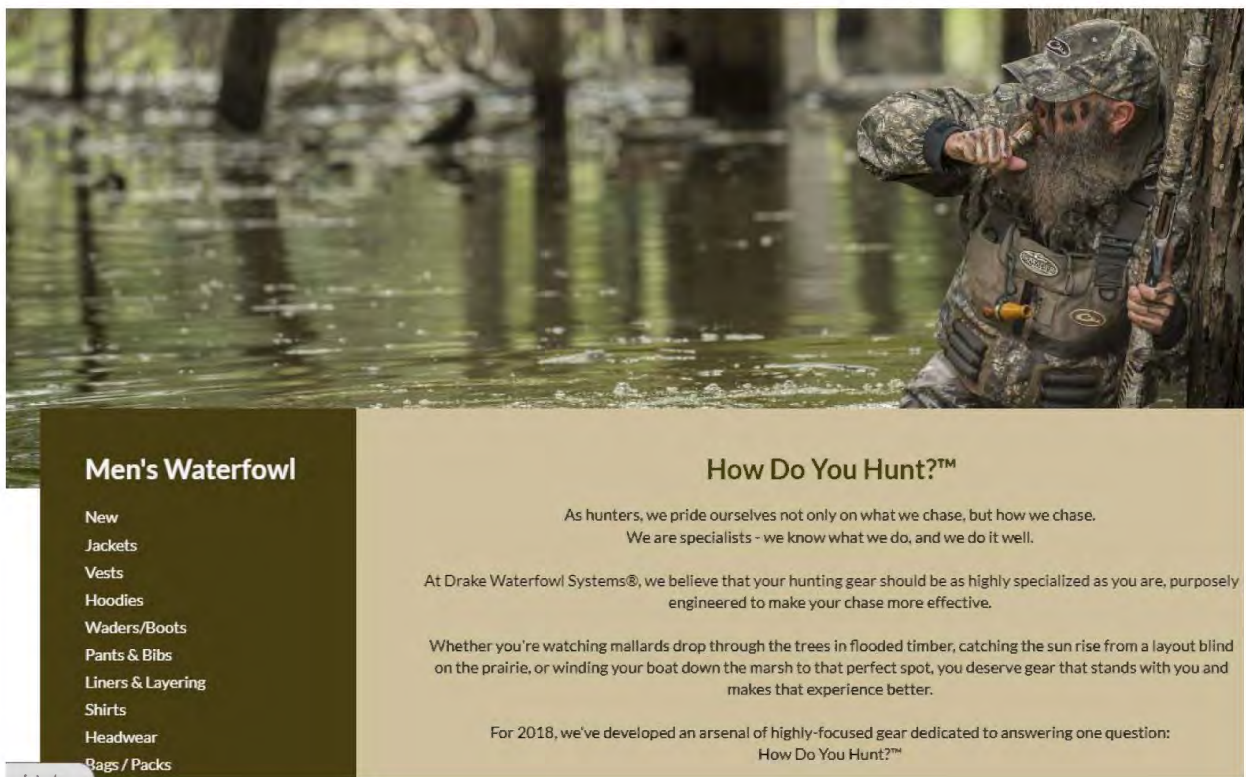


Exhibit 35 (printout from Drake Waterfowl website at www.drakewaterfowl.com).

Mossy Oak

Mossy Oak: Home

<https://www.mossyoak.com/> ▼

We're glad you're here. Mossy Oak is an outdoors brand and our online presence reflects just that. Learn about our camouflage, family of brands, television and ...

Exhibit 36 (Google search results of “Mossy Oak”).

Official Camouflage Partner of the NRA

Contact Share This Page ▼

MOSSY OAK

Natv

BIO LOGIC

GAMEKEEPERS

MOSSY OAK PROPERTIES

MOSSY OAK

BRANDS YOUR OBSESSION MOSSY OAK TV STORE CAMOUFLAGE LICENSING RESOURCES ABOUT

MOSSY OAK / ABOUT

ABOUT

HUNTING IS IN OUR BLOOD. IT'S WHAT WE DO, WHO WE ARE AND WHO WE'LL ALWAYS BE.

It's not a passion, it's an obsession. Every day at Mossy Oak, we live and breathe the outdoors — from hunting and conservation, to stewardship and legacy efforts. Since 1986, that obsession has formed the proud, rock-solid foundation of Mossy Oak. What started as a fistful of dirt has grown to become one of the strongest, most effective and most-recognized camouflage brands in the world. Today, our consumers are ultra-loyal to our brand because we deliver uncompromising quality, and share a unique bond driven by the heritage of hunting and our love for the great outdoors.

ABOUT

- Our Story
- Meet Our Staff
- National Pro Staff

Exhibit 37 (printout from Mossy Oak webpage at <https://www.mossyoak.com/about>).

Field & Stream:

Field & Stream: How to Hunt, Fish, Shoot Guns, Camp, and Survive

<https://www.fieldandstream.com/>

Hunting and fishing tactics from the pros, gear reviews, gun tests, and adventure stories. **Field & Stream is the Soul of the Total Outdoorsman.**

[Contact Us](#) · [Fishing](#) · [Subscribe to Field & Stream ...](#) · [Blogs](#)

Exhibit 38 (Google search results for “Field & Stream”).

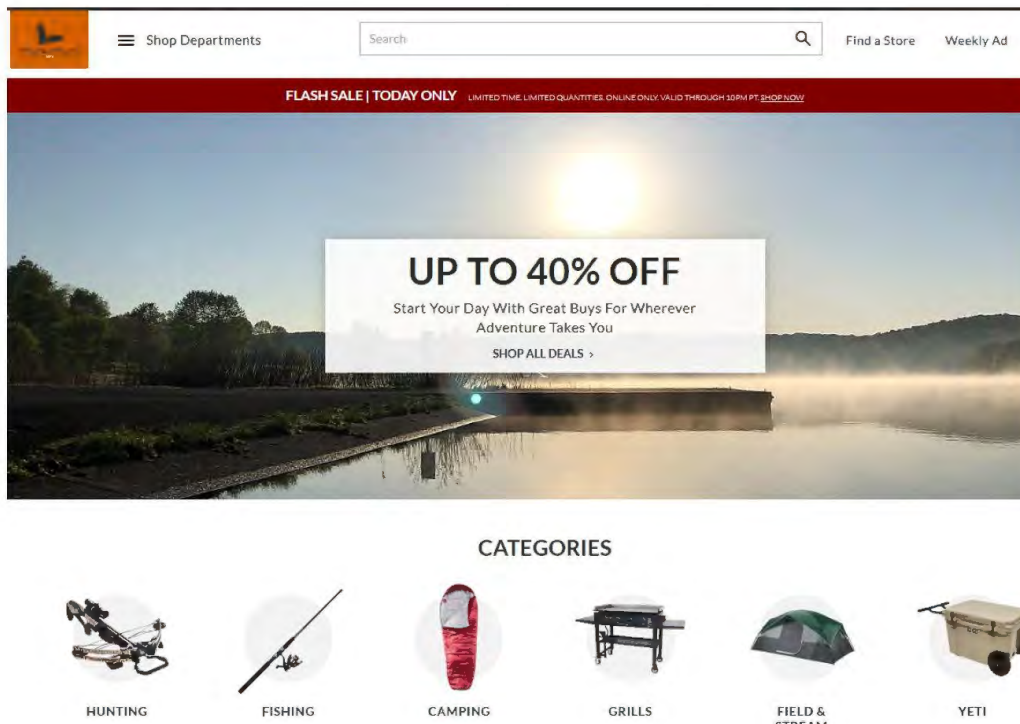


Exhibit 39 (Field & Stream webpage at www.fieldandstreamshop.com/).

L.L. Bean

L.L.Bean - The Outside Is Inside Everything We Make

<https://www.llbean.com/> ▼

Enjoy Free Shipping with \$50 purchase on clothing, shoes, outdoor gear and more, all made for the shared joy of the outdoors.

Exhibit 40 (Google search results for L.L. Bean).



Exhibit 41 (printout of L.L. Bean webpage at www.llbean.com/llb/shop/516884?page=about-llb&nav=F14i516884-hp).

ScotteVest

SCOTTeVEST® Official Site | Style, Comfort & Convenience

www.scottevest.com/ ▼ (866) 959-4025

Use Promo Code G15 For 15% Off All Products, Excluding Outlet Items. Versatile. Functional. Effortless. Engineered for the Everyday Adventurer. Up To 42 Pockets. Water-resistant. Perfect for air travel. 2-yr warranty. Types: Jackets, Vests, Hoodies, Pants, Shirts.

Exhibit 42 (Google search results for “Scottevest”).



Exhibit 43 (Scottevest webpage at www.scottevest.com/page/outdoor-enthusiast.shtml).

Filson

Filson | American Heritage Outerwear, Clothing & Bags

<https://www.filson.com/> ▼

Shop unfailing goods and apparel from **Filson**. Committed to providing top quality **outdoor clothing** and bags, built on a heritage of excellence since 1897.

Exhibit 44 (Google search results for “Filson”).

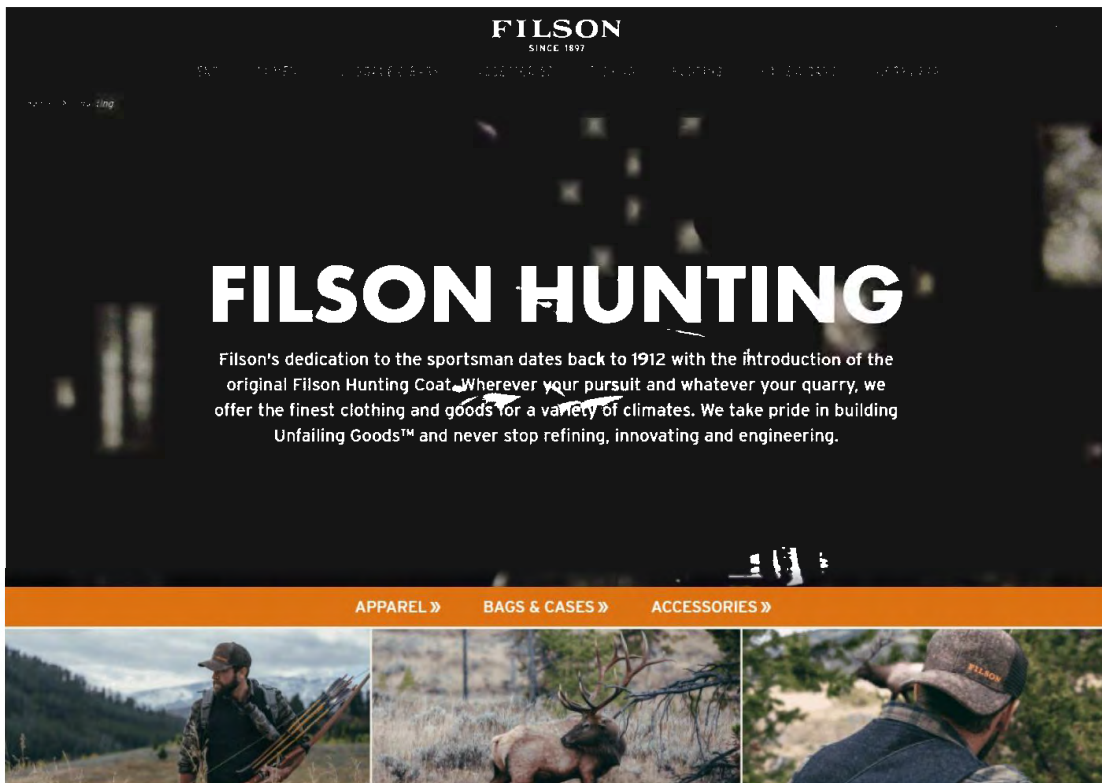


Exhibit 45 (printouts from Filson’s website at www.filson.com).

Under Armour

Under Armour® Workout Clothes | Shop The Official Site

www.underarmour.com/

We'll Make The Technology. You Keep Getting Better. Shop The Latest UA Tech & Innovation. Heatgear Built To Keep You Cool During Any Workout Or Competition. Shop UA HeatGear Today. Largest Style Selection. Free Returns. New UA Exclusives. United We Win.

Exhibit 46 (Google Search results for "Under Armour").

Under Armour logo

MEN WOMEN BOYS GIRLS SHOES OUTLET

Search

EXTRA 30% OFF \$100: UA OUTLET ONLY
Use code: **JUNE30**. Ready? **GO!**
1000s OF NEW Styles. Applies To Prices In Red, US/CA

Outlet 2254 Results Relevance

GENDER CATEGORY COLOR SIZE & FIT SPORT TECHNOLOGY PRICE RANGE

Baseball
Basketball
Boxing
Cycling
Field Hockey
Fishing
Football
Golf
Gymnastics
Hiking & Trail
Hockey
Hunting
Lacrosse
Military & Tactical
Outdoor
Running
Soccer
Softball
Tennis
Training
Volleyball
Yoga & Studio

CALLING ALL ATHLETES
SEMI-ANNUAL EVENT

5 Colors Available
UA Tech™
Men's Short Sleeve Shirt
\$16.99 - \$19.99 ~~\$24.99~~

5 Colors Available
UA Tech™ V-Neck - Tank
Women's Short Sleeve Shirt
\$16.99 - \$19.99 ~~\$24.99~~

Feedback

Exhibit 47 (printout from Under Armour webpage at www.underarmour.com).

Orvis

Orvis® Official Site | **Gear Up** For Summer Today

Ad www.orvis.com/ ▼ (888) 235-9763

Enjoy This Season Even More With **Orvis® Outdoor Clothing & Quality Gear**. Shop Our Newest Clothing and Products, & Our Most Innovative Gear Available Online Today! New Items, New Markdowns. 5% For Nature Every Day. Your Guide To Adventure. Visit A Local **Orvis** Store.

Exhibit 48 (Google search results for “Orvis”).

The screenshot shows the Orvis website homepage. At the top, the Orvis logo is centered. To the left, there are links for 'GIFT CARD' and '5% FOR NATURE'. To the right, there is a search bar with the text 'What can we help you find?' and a magnifying glass icon. Below the logo, a horizontal navigation menu includes links for 'MEN', 'WOMEN', 'FLY FISHING', 'DOGS', 'HUNT', 'HOME', 'GIFTS', 'LUGGAGE', 'TRIPS & SCHOOLS', and 'SALE'. A prominent green banner across the middle of the page reads 'LIMITED TIME FREE SHIPPING, NO MINIMUM' with the code 'SHIPFREE' and a note that terms and conditions apply. Below the banner, there are links for 'OUR COMPANY' and 'ABOUT THE ORVIS COMPANY' on the left, and a link to 'Find an Orvis retail store near you.' on the right. The main content area is titled 'ABOUT THE ORVIS COMPANY' and features a large video player. The video player has a background image of a person fly fishing in a forest. Text overlaid on the video reads: 'For more than a century and a half, Orvis has loved the wild, explored it, found solace in it, reveled in it, and protected it. Come with us and let us guide you to a life outdoors, to places where you can once again...'. Below this text is the 'GET WILD.' logo, a red play button icon with the word 'WATCH' underneath, and the hashtag '#FINDYOURWILD' at the bottom.

Exhibit 49 (printout from Orvis webpage at www.orvis.com/s/about-the-orvis-company/261?dir_id=35438).

Outback Trading

Outback Trading Company - Premium Oilskin & Western Wear Since ...

<https://www.outbacktrading.com/> ▼

Outback is a leading supplier of all-weather outdoor apparel. We specialize in producing high quality oilskins, jackets, vests and more for men and women with ...

Exhibit 50 (Google search results for “Outback Trading Company”).



Premium Oilskin & Outdoor Clothing Since 1983

Outback Trading Company is a leading supplier of all-weather outdoor apparel. Established in 1983, Outback Trading Company stays true to its reputation of producing durable and rugged high performing apparel. We are committed to producing hard wearing comfortable clothes for working lifestyles, as well as functional fashion apparel.

Outback Trading Company has a style and fit for all.

SHOP OILSKIN

Exhibit 51 (printout from Outback Trading website at www.outbacktrading.com/).

Carhartt

Carhartt® Official Site | Shop for Carhartt Gear Today

www.carhartt.com/

★★★★★ Rating for carhartt.com: 4.8 - 407 reviews

Shop Durable Carhartt Workwear. Trusted Wherever Hard Work Is Being Done - Since 1889. Shop Carhartt® Workwear and Restock The Gear You'll Rely on All Year Long. Largest Online Selection. Official Carhartt® Site. Exclusive Gear Available. Durable & Rugged Apparel. Types: Men's, Women's. Carhartt® Men's Pants · Carhartt® Women's Gear · Carhartt® Outerwear · Carhartt® Men's Layering
📍 116 E Winchester St, Murray, UT - Open today · 10:00 AM – 9:00 PM

Exhibit 52 (Google search results for “Carhartt”).

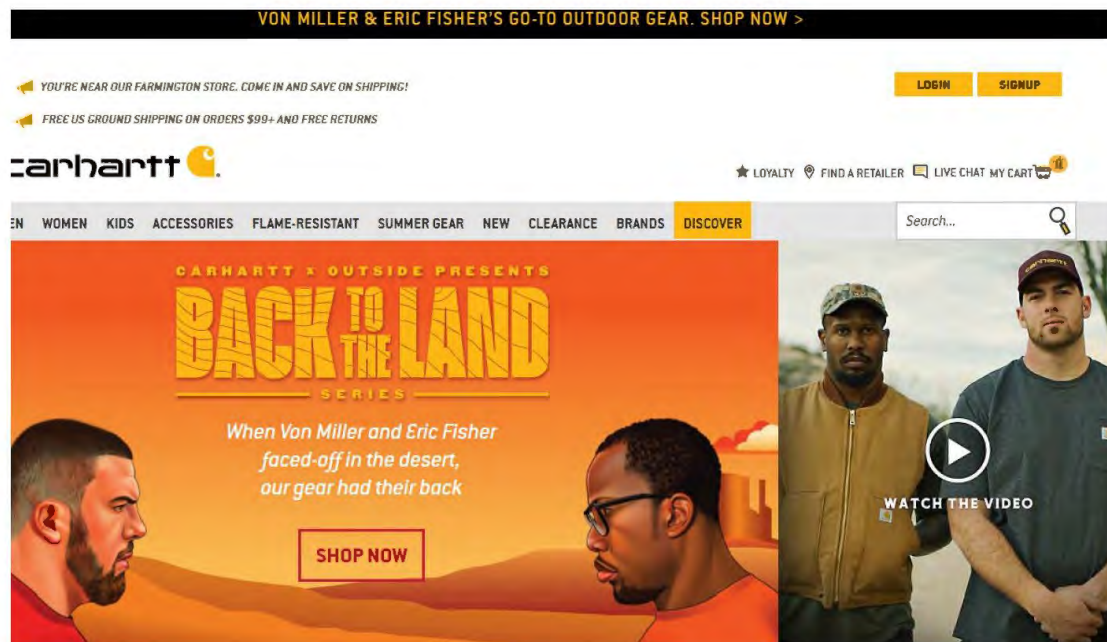


Exhibit 53 (Printout of Carhartt's website at www.carhartt.com/).

Duxbak

OUR BRAND - Duxbak

<https://www.duxbak.com/our-brand/> ▼

During the 1960s **Duxbak** adopted the slogan "The Action Sports **Brand**" and expanded their successful hunting, fishing, and camping offerings to include a full ...

Exhibit 54 (Google search results for Duxbak).

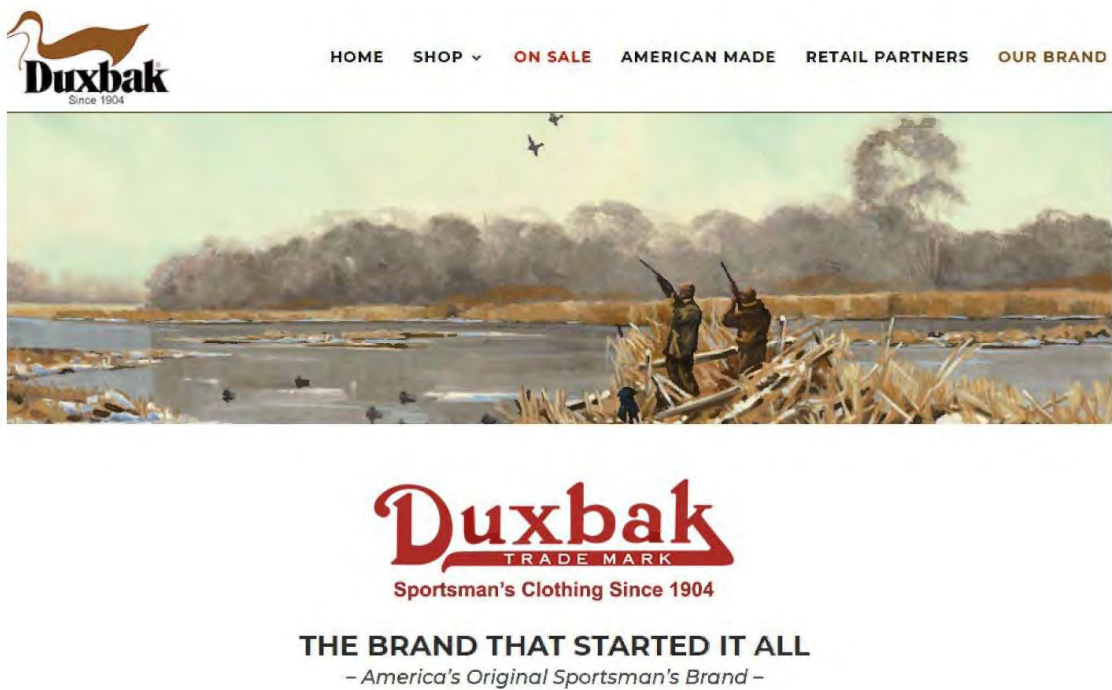


Exhibit 55 (Printout of Duxbak website at www.duxbak.com/our-brand/).

Avery Outdoors

[Home](#) | [Outdoor Gear](#) | [Avery Outdoors Hunting Accessories and Gear](#)

<https://averyoutdoors.com/> ▼

Our outdoor gear here at **Avery Outdoors** has been proven to add benefit to your waterfowl hunting experience. View our hunting accessories and apparel here!

Exhibit 56 (Google search results for “Avery Outdoors”).

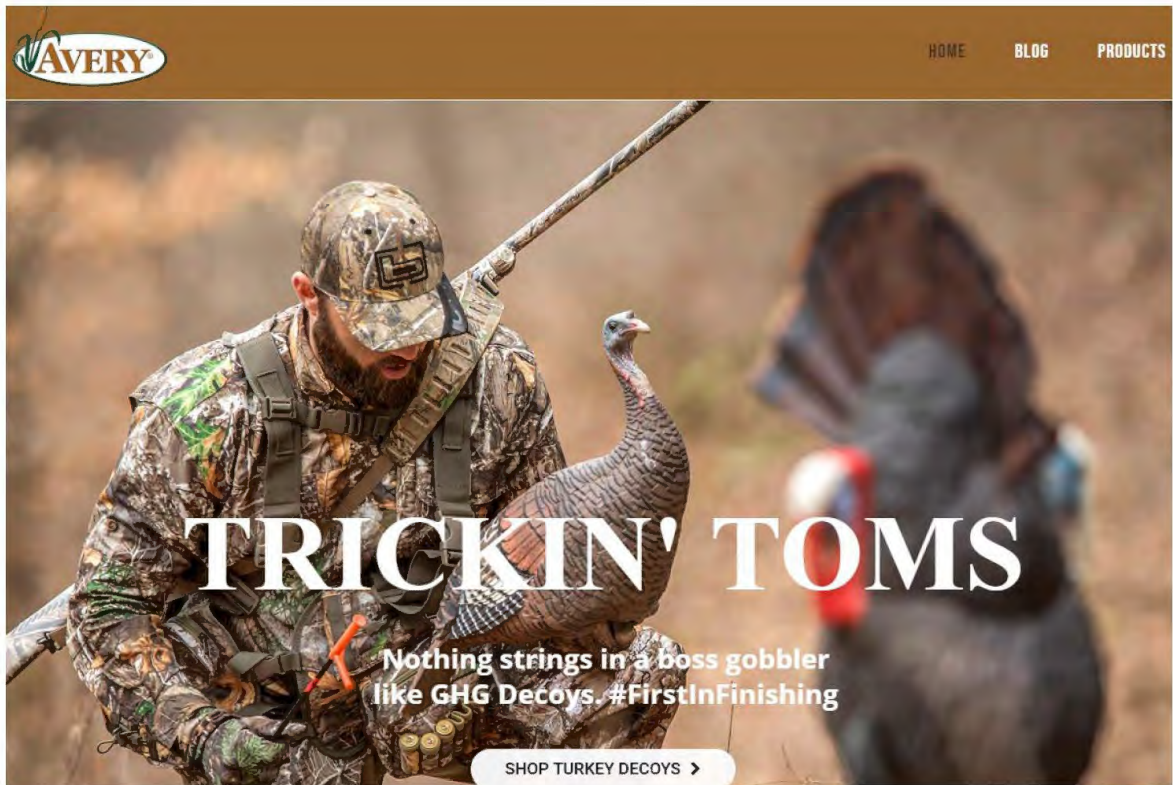


Exhibit 57 (Printout of Avery Outdoors website at <https://averyoutdoors.com/>).

Badlands Packs

Badlandspacks.com | Badlands **Hunting** Packs | Badland Packs

(Ad) www.badlandspacks.com/ (800) 269-1875

Designing & Producing The World's Best **Hunting Packs & Gear**. Shop Today! **Made For Hunters**. Lifetime Warranty. 25 Years In The Industry. Styles: Approach Camo, Realtree Xtra, Blaze Orange.

Our Legendary Warranty

We don't care what happened, we will fix it for free, forever.

Hunting Apparel

Shop Badlands hunting gear and apparel direct from the source.

Hunting Packs

Shop our selection of the best hunting packs in the industry.

Hunting Accessories

Need some hunting accessories? Badlands has you covered. Shop now!

Exhibit 58 (Google search results for "Badlands Packs").

The screenshot shows the Badlands website's product page for hunting packs. The header includes the Badlands logo, navigation links (LOG IN OR REGISTER, CART, GEAR, INSIDE BADLANDS, WARRANTY, DEALER LOCATOR), and a search bar. Below the header, there are navigation links (HOME | GEAR | PACKS) and a filter section titled "WHAT DO YOU HUNT?" with options like BIG GAME (10), PREDATOR (11), UPLAND/TURKEY (9), and WHITE TAIL (7). There is also a "CHOOSE A PATTERN COLLECTION" section with various camouflage patterns. The main content area displays a grid of eight hunting packs, each with a name, price, and review count. The packs shown are: TIMBER (\$169.99, 9 Reviews), EASTERN DAY (\$129.99, 15 Reviews), DASH (\$199.99, 20 Reviews), SCOUT (\$139.99, 15 Reviews), TREE WRAP, 2200, DIABLO DOS, and SUPERDAY.

Product Name	Price	Reviews
TIMBER	\$169.99	9 Reviews
EASTERN DAY	\$129.99	15 Reviews
DASH	\$199.99	20 Reviews
SCOUT	\$139.99	15 Reviews
TREE WRAP		
2200		
DIABLO DOS		
SUPERDAY		

Exhibit 59 (Printout from Badlands Packs website at www.badlands packs.com).

Mojo Sportswear Company

Mojo Sportswear Company - #getyourmojoon

<https://www.getyourmojoon.com/>

Mojo Sportswear Company is the place to find all of your performance men & women's outdoor apparel.

Exhibit 60 (Google search for “Mojo Sportswear”).

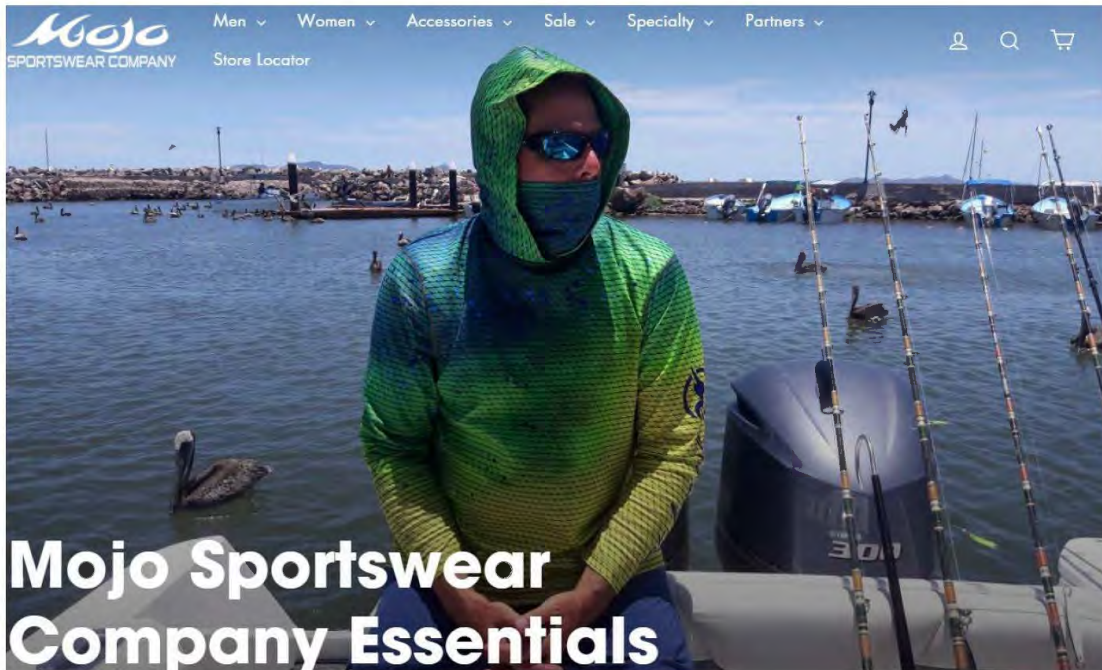


Exhibit 61 (Printout from Mojo Sportswear Company website at

<https://www.mojosportswearcompany.com/>).

33. The companies identified in the Office Action as selling both hunting bags and hunting vests and “clothing goods like those identified by registrant” are all mega-retailers targeting the hunting or outdoorsman community. It is not surprising that hunting companies sell hunting vests and bags as well as other hunting-themed clothing. A common theme among nearly all of the companies cited by the Office Action are that they describe and market their clothing as “gear” or as “outdoor apparel” intended for the outdoors. None of the companies

cited by the Office Action sell plus-sized women's fashion-clothing like those of Registrant.

34. In addition, KUIU is requesting an amendment of the identification of the goods to clarify and further limit the goods covered by the Kutana mark. Specifically, KUIU is requesting the following amendment (new limitations are underlined):

“Performance mountain hunting clothing comprised mainly of stretch nylon fabric, namely hunting vests, for hunters facing rugged mountain hunting terrain or conditions, excluding women's fashion clothing.”

None of the website printouts attached to the Final Office Action that purport to show “hunting vests” are clothing of this nature. *See* **Attachment 2** to Office Action (Mossy Oak Sherpa 2.0 Lined hunting vest made of fleece); **Attachment 8** to Office Action (Badlands hunting vest of unspecified material); **Attachment 11** to Office Action (Field & Stream Men's Every Hunt Upland Vest of unspecified material); **Attachment 20** to Office Action (Duxbak Sportsman's Shooting Vest made of cotton and canvas); **Attachment 24** to Office Action (Carhartt Upland Field Vest made of 60% cotton / 40% polyester); **Attachment 28** to Office Action (Under Armour hunting safety vest made of 100% polyester); **Attachment 32** to Office Action (Orvis Pro Series Hunting Vest made of unspecified material); **Attachment 35** to Office Action (Outback Trading Company Men's Deer Hunter Vest made of 100% cotton); **Attachment 37** to Office Action (ScottEvest Sportsman Vest for Men made of 100% cotton); **Attachment 41** to Office Action (Filson Mesh Game Bag/Vest made of unspecified material); **Attachment 43** to Office Action (L.L.Bean Men's Double L Upland Hunter's Vest, made of waxed cotton); **Attachment 46** to Office Action (Drake Waterfowl Men's MST Endurance Vest made of unspecified material).

35. Based on the foregoing, there is no likelihood that consumers will be confused by Kutana and Kitana. Indeed, there is not even a possibility of confusion.

Pursuant to 28 U.S.C. § 1746, I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge, information, and belief.

 6-28
Brendan Burns

06/27/19 at 12:08 pm, https://www.kuiu.com/homepage?gclid=EAlalQobChMI2OWZoOqH4wIVTFYNCh2iBQcnEAAAYASAAEgKsQPD_BwE

The screenshot shows a web browser window displaying the KUIU website. The browser's address bar shows the URL <https://www.kuiu.com/>. The website's navigation menu includes links for SHOP, OUTLET, OUR STORY, and BASECAMP, along with a SEARCH icon and a shopping bag icon. The main banner features a dark background with a person climbing a rock formation. The text on the banner reads "ENJOY THE MISERY" in large white letters, followed by "NEW PRO PACKS & SUSPENSION - ULTRALIGHT AND ENGINEERED LIKE NO OTHER." Below this text is a white button labeled "SHOP NOW". The browser's taskbar at the bottom shows various application icons and the system clock indicating 6/27/2019.

6/26/19 at 1:01 pm, https://www.kuiu.com/homepage?gclid=EAlalQobChMI2OWZoOqH4wIVTFYNCh2jBQcnEAAYASAAEgKsQPD_BwE

The screenshot shows a web browser window with the URL https://www.kuiu.com/homepage?gclid=EAlalQobChMI2OWZoOqH4wIVTFYNCh2jBQcnEAAYASAAEgKsQPD_BwE. The browser's address bar also shows the location as "United State".

The website header includes the KUIU logo on the left, followed by navigation links: SHOP, OUTLET, OUR STORY, and BASECAMP. On the right side of the header, there is a SEARCH button with a magnifying glass icon, a user profile icon, and a shopping cart icon.

The main content area features a large, scenic photograph of a mountain valley with a river winding through it. Two hikers are visible on a rocky ridge in the foreground. Overlaid on the left side of this image is a dark grey banner with the following text:

MADE FOR THE MOUNTAINS

THE ATTACK PANT IS KNOWN FOR ITS COMBINATION OF COMFORT, DURABILITY, AND SIMPLICITY.

Below the text is a white button with the text "Shop Attack Pant".



SPRING | 2019 OFFERINGS

Only at KUIU.com



On Cover:

Brendan Burps remains motionless — hidden in plain sight a mere four yards from one of the largest coastal brown bears ever taken with a bow.

Cinder River, Alaska Peninsula

ALL FIELD PHOTOGRAPHY BY PAUL BRIDE

INNOVATION NEVER RESTS

What do you see when you look at the photo on the cover of our 2019 Spring Offerings? Look closely...

Last spring, Jason Hairston, Lance Kronberger, and I lived out one of our shared dreams on the Alaskan Peninsula: pursuing the largest land predator on the planet, in one of the most remote settings in North America. **It was a trip we had been planning for years** and had all of the elements of the perfect hunt – Super Cubs, great friends, terrible weather, dangerous encounters with giant bears, and hard-earned success.

For me, the photo represents **thirty years of anticipation**, thirty seconds of pure adrenaline, fifteen seconds of sheer terror, and not one ounce of regret.

When you look at this cover, what we hope you see is YOURSELF, on the one adventure you have always longed to experience. A reminder that life begins where your comfort zone ends. We hope you are inspired to put a plan in place today and make it happen. **Don't Wait...**

While all of our bucket lists may not be the same, the expectations we share for every KUIU product is: uncompromising quality and unparalleled performance. **We truly understand there is no room for error on the trip of a lifetime, and in your moment of truth, the last thing on your mind should be your choice of gear.**

KUIU is more than the finest lightweight hunting packs, gear, and technical apparel. We have an unwavering commitment to innovation and consumer transparency. It has been the cornerstone of how we do business since the very beginning, and it hasn't changed. By eliminating the middle man and selling direct, we continue to create extraordinary quality mountain hunting gear, and offer it to you, our customers, at an incredible value.

The team here at KUIU is constantly pushing ourselves and our partners to meet the demands of the toughest terrain and conditions you may face. Driven by in-the-field testing

and customer feedback, the results of these efforts continue to redefine what hunting apparel and gear can and should be.

In this offering, you will find the latest technologies and collections our testing and experience has led us to develop.

Two years in development and exclusive to KUIU, our new PRO Merino represents a performance breakthrough in Merino technology. Truly the best of both worlds, a revolutionary layered Merino/Poly structure to give you all the next-to-skin benefits of Nuyarn Merino with the enhanced dry time and durability of synthetic on the outside.

Also featured are our new Hybrid waterproof collections. Built with specific conditions in mind, our Axis Hybrid and Talus Hybrid programs combine the finest Toray fabrics with innovative design, resulting in performance never before seen in hunting.

Rounding out this spring's offerings are the first pieces in KUIU's youth hunting line. Inspired by Cash Hairston's love of hunting with his father, this collection is specifically designed to keep your smallest hunting partner comfortable in any situation. We are proud to be a part of introducing the next generation to the incredible opportunities and way of life that only hunting can provide.

Our late founder Jason Hairston's legacy of relentless innovation and adventure will forever be a part of KUIU's DNA, driving us to push the boundaries of what is possible for the most important reason of all:

You are going to need it!

Brendan Burns

Brendan Burns
Co-CEO, KUIU
#KUIUSTRONG

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BEST SELLERS

MUST HAVE PIECES

Tested, reviewed and ranked by you! ★★★★★

Since 2011, KUIU has introduced many incredibly innovative and technically advanced products and these are the pieces that you have chosen as your favorites. Whether you are purchasing for the first time or adding to your existing KUIU collection, these are must have KUIU pieces.

Guide Pant

“Excellent hunting pants. Well worth the money if you’re a serious hunter. Warm, water resistant with freedom of movement. Just great gear!”

Eric M.
October, 2018

Bino Harness

“Love ‘em. I got to use ‘em on my Spring bear hunt they were excellent, and they stay tight and out of the way and keep the dust off the lenses – love them.”

Allan L.
July, 2018



BINO HARNESS

CATEGORY: Mountain Gear	SEASON: All	WEIGHT: L: 7.6 oz XL: 8.3 oz
DESCRIPTION: Protect your optics from the elements in a sturdy fleece-lined pouch while keeping them comfortably secured to your chest. One-handed operation allows quick and easy access. Optional accessories: range finder holder and ammo holder.		
COLORS: Vias / Verde 2.0 / Major Brown / Stone (shown)		PRICE: \$84.00 – \$89.00



ULTRA MERINO 145 ZIP-T

CATEGORY: Base Layer (Merino Wool)	SEASON: Early-Mid	WEIGHT: 8 oz
DESCRIPTION: Moisture-wicking, naturally odor-resistant, and itch-free, the ultra-fine 17.5 micron Merino wool performs in a wide range of conditions. Featuring Nuyarn technology, the mid-weight 145 is our most versatile layering option.		
COLORS: Vias / Verde 2.0 / Ash Brown (shown) / Steel Blue / Black / Forest-Black / Charcoal-Black		PRICE: \$99.00



ATTACK PANT

CATEGORY: Outer Layer	SEASON: Early-Late	WEIGHT: 18.5 oz
--------------------------	-----------------------	--------------------

DESCRIPTION:
This is our best-selling and most versatile pant, ideal for use on hunts where a wide-temperature range can be expected. This pant is known for the combination of comfort, durability, and simplicity. The pant to own if you only own one.

COLORS: Vias (shown) / Verde 2.0 / Gunmetal / Black / Camel / Major Brown / Loden	PRICE: \$139.00
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KENAI ULTRA HOODED JACKET

CATEGORY: Insulation (Synthetic)	SEASON: Mid-Late	WEIGHT: 14.5 oz
-------------------------------------	---------------------	--------------------

DESCRIPTION:
Incredibly lightweight yet durable synthetic-fill jacket that breathes far better than other insulation layers, keeping you comfortable during strenuous activity. Ideal as a warm insulation, or as an outer layer during cold dry weather.

COLORS: Vias / Verde 2.0 / Gunmetal (shown)	PRICE: \$219.00
--	---------------------------



GUIDE DCS JACKET

CATEGORY: Outer Layer	SEASON: Early-Late	WEIGHT: 24 oz
--------------------------	-----------------------	------------------

DESCRIPTION:
Our best-selling softshell designed for cold weather mountain hunts. A durable wind- and water-resistant outer layer for any season. Wear alone in mild conditions or with layers in cold conditions when complete rain protection isn't necessary.

COLORS: Vias (shown) / Verde 2.0 / Stone / Black / Olive	PRICE: \$219.00
---	---------------------------

KUIIU LAYERING SYSTEM

Our entire line of apparel is designed as a layering system that regulates comfort by adding or removing layers as the activity level and weather conditions change. There are countless options to layering, which can be customized for each individual. Weather, exertion level, personal metabolism, fabric weight, and garment types should be considered when deciding how to layer. This spread is a guide to review options and help determine what's best for you.

Understanding layering when hunting:

Base Layer: Worn next to skin: wicks perspiration, controls odor, adds warmth, adds comfort.

Mid Layer: Worn over the base layer: adds and retains warmth, breathable, provides protection from the elements.

Insulation Layer: Worn over the base or mid layer: traps and retains warmth radiated by the body. The more heat trapped, the warmer you will be.

Outer Layer: Worn over the base, mid, or insulation layer depending on the conditions: durable, water resistant, wind resistant, adds warmth.

Rain Shell: Worn as the outermost layer: water-proof, breathable, windproof, helps retain heat.



BASE LAYER

ULTRA Merino | Peloton | Fiburon

The base layer is the foundation of a layering system, typically worn next to skin. The primary function is to wick perspiration away from your skin, control odor, and add warmth. Keeping your skin dry is essential to staying warm.



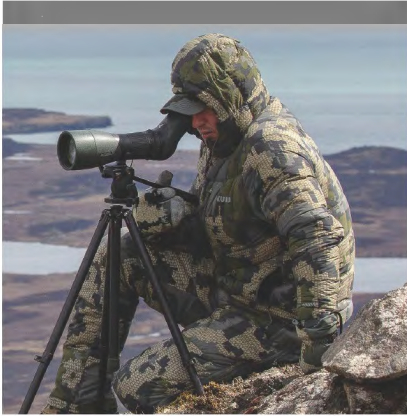
MID LAYER

ULTRA Merino | Peloton

The mid layer adds extra warmth and protection from the elements, and is typically a thicker and more durable garment. In warmer situations a mid layer can be durable enough to be worn as an outer layer. Hooded options are available.

Materials: Natural fibers (such as wool) and synthetic fibers (such as polyester) are commonly used for base and mid layers. Wool has incredible natural wicking and anti-microbial properties, while synthetics wick moisture, dry quickly, and are more durable. Personal fabric preference will also play a role in deciding what is right for you. When comparing materials, there are subtle differences between wicking, odor control, durability, and warmth.

Fabric Weight: Our base layer fabric weights are measured in grams/meter squared. Example: Ultra Merino 125 – the fabric weight of this garment is 125 grams per square meter of fabric. Typically, the higher the number, the heavier the fabric, the warmer the garment. There are exceptions: specific treatments to fabrics (brushed fleece) will result in a lower weight fabric being warmer.



INSULATION LAYER

Kenai | Super Down ULTRA | Super Down Pro

Typically worn over the mid layer in very cold conditions, designed to trap and retain heat. These are lightweight high-performance garments, often carried in the pack for use when needed.

QUIX DOWN®: Down has the highest warmth-to-weight ratio of any insulation used in garments. Down garments are designed to keep the user warm in low temperature, low-exertion activities. Down adds very little weight or volume when carried in the pack.

3DeFX+®: A highly-breathable synthetic cold-weather insulation that is designed for active use. Perfect for situations when you are constantly on the move, generating excess heat that needs to be released. This insulation is very compressible and lightweight.



OUTER LAYER

Jacket: Tiburon | Peloton 240 | Guide | Axis Hybrid

Pant: Tiburon | Sierra | Attack | Pro | Talus Hybrid | Guide | Axis Hybrid

A durable first line of protection from the elements.

These quiet garments are breathable, highly wind and water resistant, featuring high stretch fabrics for comfort during aerobic activities. Wear with layers in cold conditions, or alone in warmer conditions when complete rain protection isn't necessary.

Materials: A variety of high-quality materials and design techniques are used in KUIU's outer layers. These materials offer durability, breathability, wind and water resistance, and warmth. KUIU's technical outer layers are designed to work together to manage the variable weather conditions faced when hunting.

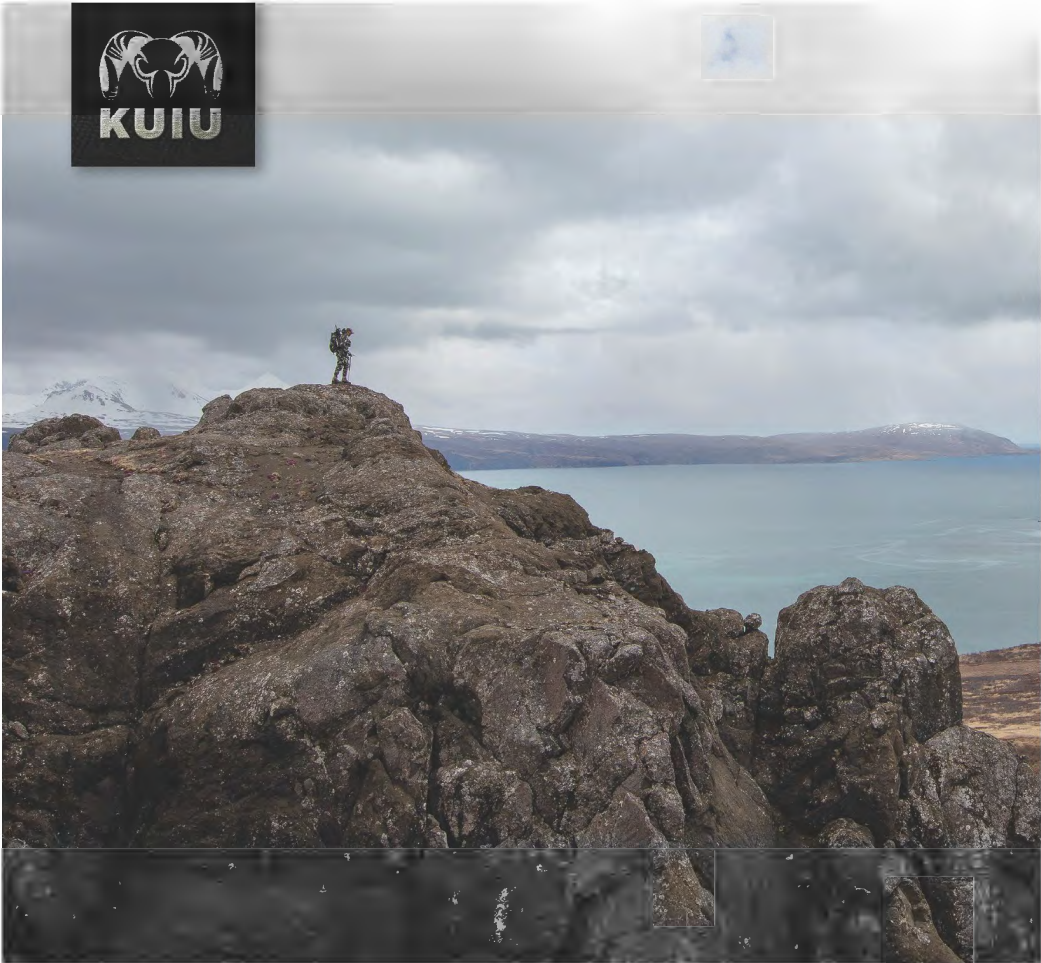


RAIN SHELL

Northridge | Chugach NX | Yukon

A complete waterproof, windproof, and breathable outermost layer. Designed primarily for protection from the rain, this layer also provides protection from the wind and retains warmth. Hunt conditions will determine the level of durability needed in your rain gear.

Materials: KUIU rain gear features 3-layer construction, taped seams, and waterproof zippers. The three layers: External DWR-treated face fabric, a waterproof breathable membrane in the middle, and a lightweight fabric backer on the inside. KUIU's 3-layer shells have incredible stretch and durability. Durability is determined by the external DWR-treated face fabric. The Yukon is our most durable, followed by the Chugach NX and then the Northridge.



BASE LAYER

The foundation of a layering system. This is the next-to-skin layer, wicking moisture away from the body, controlling odor, and providing warmth.

Merino Wool: Known for its natural moisture-wicking, anti-microbial, and temperature-regulating properties.

Wool continues to perform and feel fresh after multiple days of use. Best option for multi-day hunts.

Synthetic: Wicks moisture, fast-drying, durable, and lightweight. Controls odor with the addition of an anti-odor treatment. A great option for humid or wet conditions.

New this year:

Peloton 118 defines what a synthetic base layer should be: wicks moisture, lightweight, unparalleled dry times, spandex-free, durable, and incredible next-to-skin comfort. The new Peloton 118 is the ideal foundation of your layering system or as a stand-alone shirt in warmer temperatures.

Colors: Vias / Verde 2.0 / Solids



ULTRA MERINO 125 (MERINO WOOL)

ULTRA MERINO 125 SS CREW-T (SHOWN)	WEIGHT: 5 oz	PRICE: \$69.00
ULTRA MERINO 125 LS CREW-T	WEIGHT: 6.1 oz	PRICE: \$79.00

ULTRA MERINO 145 (MERINO WOOL)

ULTRA MERINO 145 ZIP-T	WEIGHT: 8 oz	PRICE: \$99.00
NEW ULTRA MERINO 145 ZIP-T HOODIE (SHOWN)	WEIGHT: 9.2 oz	PRICE: \$119.00
ULTRA MERINO 145 ZIP-OFF BOTTOM	WEIGHT: 6.7 oz	PRICE: \$89.00

NEW

PELTON 118 (SYNTHETIC)

PELTON 118 SS CREW-T	WEIGHT: 4 oz	PRICE: \$59.00
PELTON 118 LS CREW-T	WEIGHT: 5.5 oz	PRICE: \$69.00
PELTON 118 BOXER BRIEF (SHOWN)	WEIGHT: 3 oz	PRICE: \$39.00
PELTON 118 ZIP-OFF BOTTOM	WEIGHT: 5.5 oz	PRICE: \$79.00

PELTON 97 FLEECE (SYNTHETIC)

PELTON 97 FLEECE ZIP-T (SHOWN)	WEIGHT: 4.5 oz	PRICE: \$89.00
PELTON 97 FLEECE ZIP-T HOODIE	WEIGHT: 5 oz	PRICE: \$99.00
PELTON 97 FLEECE ZIP-OFF BOTTOM	WEIGHT: 4.5 oz	PRICE: \$89.00



MID LAYER

Worn over the base layer. Designed to pull moisture out through the base layer, add warmth, and provide some protection from the elements. A thicker and more durable garment that can be worn as an outer layer. Hooded options available.

Merino Wool: Makes a great mid layer with its ability to absorb moisture, add warmth, and manage your core body temperature.

Synthetic: Durable and warm for its weight, absorbs moisture, and dries fast in humid conditions, keeping the user warm.

New this year:

PRO Merino 200 was designed to regulate body temperature during extreme temperature fluctuations in a short space of time, wick moisture, and control odor. PRO Merino features a revolutionary layered Merino/Poly structure to give you all the next-to-skin benefits of Nuyarn Merino but with the enhanced dry time of hydrophobic eyelet polyester on the outside.

Colors: Vias / Verde 2.0 / Solids



PELTON 97 FLEECE (SYNTHETIC)

PELTON 97 FLEECE ZIP-T	WEIGHT: 4.5 oz	PRICE: \$89.00
PELTON 97 FLEECE ZIP-T HOODIE (SHOWN)	WEIGHT: 5 oz	PRICE: \$99.00
PELTON 97 FLEECE ZIP-OFF BOTTOM	WEIGHT: 4.5 oz	PRICE: \$89.00

PELTON 200 (SYNTHETIC)

PELTON 200 ZIP-T	WEIGHT: 9.3 oz	PRICE: \$89.00
PELTON 200 ZIP-T HOODIE	WEIGHT: 11.3 oz	PRICE: \$99.00
PELTON 200 ZIP-OFF BOTTOM (SHOWN)	WEIGHT: 7.5 oz	PRICE: \$89.00

PELTON 240 (SYNTHETIC)

PELTON 240 VEST	WEIGHT: 8.3 oz	PRICE: \$99.00
PELTON 240 FULL ZIP (SHOWN)	WEIGHT: 12.4 oz	PRICE: \$139.00
PELTON 240 FULL ZIP HOODIE	WEIGHT: 15 oz	PRICE: \$159.00

NEW

PRO MERINO 200 (MERINO WOOL)

PRO MERINO 200 ZIP-T	WEIGHT: 10.6 oz	PRICE: \$109.00
PRO MERINO 200 ZIP-T HOODIE (SHOWN)	WEIGHT: 11.4 oz	PRICE: \$129.00
PRO MERINO 200 ZIP-OFF BOTTOM	WEIGHT: 9.5 oz	PRICE: \$99.00



INSULATION LAYER

Designed to trap and retain warmth, this layer is normally worn over the base and mid layer. Very warm for their weight, these lightweight high-performance garments are often carried in the pack for use when the temperatures drop.

QUIX DOWN®: Goose down clusters provide the highest warmth-to-weight ratio of any insulation used in garments, and can keep the user warm in very low temperatures. QUIX DOWN® is DWR-treated for water resistance, making it highly impervious to water, and retains loft when wet. Very compressible and adds minimal weight or volume when carried in the pack.

3DeFX+®: Breathable synthetic insulation is perfect for situations when constantly on the move. Its ability to retain loft and warmth even in wet conditions makes this a great option for late cold-weather hunts when rain or snow is expected.

Colors: Vias / Verde 2.0 / Solids



SUPER DOWN ULTRA (QUIX DOWN®)

SUPER DOWN ULTRA VEST (SHOWN)	WEIGHT: 4.8 oz	PRICE: \$199.00
SUPER DOWN ULTRA JACKET	WEIGHT: 6.4 oz	PRICE: \$279.00
SUPER DOWN ULTRA HOODED JACKET	WEIGHT: 7.9 oz	PRICE: \$299.00
SUPER DOWN ULTRA PANT	WEIGHT: 8 oz	PRICE: \$249.00

SUPER DOWN PRO (QUIX DOWN®)

SUPER DOWN PRO HOODED JACKET (SHOWN)	WEIGHT: 13.4 oz	PRICE: \$399.00
SUPER DOWN PRO PANT	WEIGHT: 16 oz	PRICE: \$329.00

KENAI ULTRA (3DeFX+®)

KENAI ULTRA VEST	WEIGHT: 8.4 oz	PRICE: \$159.00
KENAI ULTRA JACKET (SHOWN)	WEIGHT: 13.1 oz	PRICE: \$199.00
KENAI ULTRA HOODED JACKET	WEIGHT: 14.5 oz	PRICE: \$219.00

INSULATED SNAP SHIRT (3DeFX+®)

INSULATED SNAP SHIRT (SHOWN)	WEIGHT: 8.3 oz	PRICE: \$139.00
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OUTER LAYER

Wear with multiple layers in cold conditions, or alone in warm weather when complete rain protection isn't necessary. A durable first line of protection from the elements, these quiet garments are breathable, highly wind- and water-resistant, and feature high-stretch fabrics for comfort during aerobic activities.

KUIU's technical layers are designed to work together as a system to manage the variable weather conditions faced when hunting. A variety of high-quality materials and design techniques are used in KUIU's outer layers. These materials offer durability, breathability, water resistance, and warmth.

For some ultralight backpack hunts, these outer-layer jackets are skipped to save weight and space, instead selecting a very high-quality insulation layer and rain shell. Either way, it is very important to carry enough layers to meet the demands of changing weather and daily temperature cycles.



ULTRA TIBURON ZIP-T & TIBURON PANT

CATEGORY: Outer Layer	SEASON: Early	ZIP-TWT: 5 oz	PANT WT: 12.5 oz
DESCRIPTION: Early-season outer layer shirt and pant. Unmatched breathability and quick-drying, Toray's Dot Air fabric features micro openings in the weave allowing maximum air flow, keeping you cool in hot summer conditions.			
COLORS: Vias (shown) / Verde 2.0 / Solids	PRICE: \$99.00 Zip-T	PRICE: \$139.00 Pant	



PELTON 240 FULL ZIP HOODIE & ATTACK PANT

CATEGORY: Outer Layer	SEASON: Early-Mid	JACKET WT: 15 oz	PANT WT: 18.5 oz
DESCRIPTION: Mid-season lightweight jacket and pant. The synthetic Peloton 240 can be used as an outer layer in dry weather or as a mid layer under rain gear. Our best-selling all-purpose Attack Pant combines function, comfort, and durability.			
COLORS: Vias / Verde 2.0 (shown) / Solids	PRICE: \$159.00 Jacket	PRICE: \$139.00 Pant	



GUIDE DCS JACKET & GUIDE PANT

CATEGORY: Outer Layer	SEASON: Mid-Late	JACKET WT: 24 oz	PANT WT: 19.5 oz
DESCRIPTION: Late-season jacket and pant. A durable, quiet, fleeced-lined, all-purpose outer layer for use in cool-to-cold conditions. The robust DWR-coated Primeflex® softshell resists wind and light rain or snow, and can be worn alone or layered in the cold.			
COLORS: Vias (shown) / Verde 2.0 / Solids	PRICE: \$219.00 Jacket	PRICE: \$169.00 Pant	



NEW

TALUS HYBRID PANT

A true hybrid, engineered for the constantly changing conditions hunters encounter in the mountains.

What is a hybrid garment?

A combination of design techniques, fabrics, and technologies to make a garment more versatile, allowing the wearer to use the garment in a wider range of conditions.

The unique design combines both waterproof and non-waterproof fabrics into a single garment. This hybrid pant combines a highly functional design, breathable high-stretch fabrics, ULTRASUEDE® foam-lined knee pads, and strategically placed waterproof panels. The 3-layer waterproof panels in the seat, knees, and lower legs provide protection when sitting or walking in wet conditions.

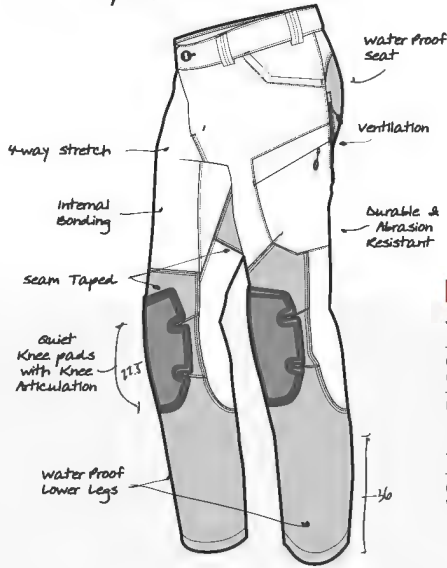
Strategic patterning for ease of movement, and a new highly durable Toray Primeflex® stretch woven fabric, makes this mid-to-late-season hybrid pant capable of handling just about everything expected on the toughest mountain hunts when the ground is always wet.

“Get you a pair!!!!!!”

The Talus Hybrid pants are by far the best hunting pant that I've owned... I have recommended that all of my guides get a pair and I would recommend these to anyone else as well.”

Cody Brown
Wind River Backcountry Outfitters, LLC

TALUS HYBRID PANT



NEW

TALUS HYBRID PANT

CATEGORY: Outer Layer	SEASON: Mid-Late	WEIGHT: 24 oz
DESCRIPTION: Easily adapting to changing moisture conditions, this pant combines breathable high-stretch fabrics and panels of waterproof fabric in the lower legs and seat, with ULTRASUEDE® foam-lined knee pads.		
COLORS: Vias (shown) / Verde 2.0 / Caribou	PRICE: \$209.00	

PRO PANT

CATEGORY: Outer Layer	SEASON: All	WEIGHT: 19.6 oz
DESCRIPTION: An all-season, all-terrain hunting pant with new durable Primeflex® polyester fabric and quiet ULTRASUEDE® foam-lined knee pads providing protection when kneeling or crawling.		
COLORS: Vias / Verde 2.0 (shown) / Dusty Olive	PRICE: \$179.00	



NEW

AXIS HYBRID JACKET AND PANT

The Axis breaks the paradigm of restrictive and heavy late-season hunting clothing, and provides the best performance we can design into these critically important garments.

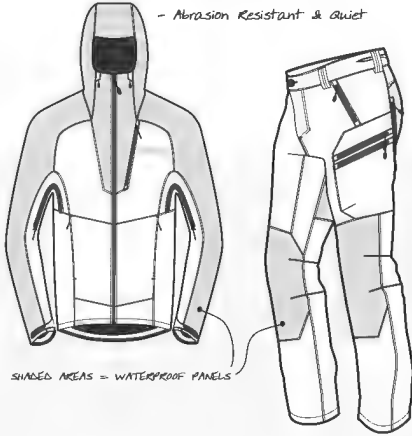
The Axis defines performance and comfort for the active late-season hunter. Featuring an entirely new soft and quiet Toray high-stretch, fleece-backed fabric, enhanced wind resistance through bonding technology, and hybrid waterproof panels to protect from melting snow and wet ground.

Plowing through knee-deep snow on a hunt can be the most physically demanding hunting challenge of your life, plus it's a technical test for hunting equipment. To maximize success, a clothing system that works with your body is paramount: high stretch, breathability, and strategically built waterproofness. These features protect you from the elements while regulating body temperature and perspiration, so you don't get wet.

HYBRID DESIGN
NEW Fabric Development

NEW
Tonal high stretch fleece backed fabric.

NEW
Hybrid waterproof construction
- Enhanced wind resistance
- GORE-TEX NX membrane
- Abrasion Resistant & quiet



AXIS HYBRID JACKET

CATEGORY: Outer Layer	SEASON: Late	WEIGHT: 22.3 oz
DESCRIPTION: Combines design techniques, fabrics, and technologies to make it more versatile, and allow it to be worn in a wider range of conditions. Waterproof hood, shoulders, and tops of arms.		
COLORS: Vias (shown) / Verde 2.0 / Gunmetal		PRICE: \$269.00



AXIS HYBRID PANT

CATEGORY: Outer Layer	SEASON: Late	WEIGHT: 23.5 oz
DESCRIPTION: This hybrid-designed pant redefines comfort and performance for the active late-season hunter. Waterproof seat and knees provide added protection.		
COLORS: Vias (shown) / Verde 2.0 / Gunmetal		PRICE: \$229.00



RAIN SHELL

Designed primarily for protection from the rain, this layer also provides protection from the wind and retains warmth. A complete waterproof, windproof and breathable outermost layer.

All rain shells are not equal. There are many types available: 2-layer, 2.5-layer, 3-layer, rubber and others. If you are in the market for a new rain shell, do your research. All KUIU rain gear features 3-layer construction, the highest-quality Toray DWR-treated stretch fabrics, industry-leading waterproof breathable membranes, taped seams and waterproof zippers. KUIU's 3-layer shells have incredible stretch and durability. Durability is determined by the external DWR-treated face fabric. The Yukon is our most durable, followed by the Chugach NX and then the Northridge.

Designed and manufactured by industry leaders and tested by guides, outfitters, and hunters all over the world.



YUKON RAIN JACKET & PANT

CATEGORY: Rain Shell	SEASON: Mid-Late	JACKET WT: 23.9 oz	PANT WT: 22.3 oz
DESCRIPTION: Engineered to meet the demands of guides and outfitters in the most demanding conditions. Durable and breathable, the 3-layer reinforced construction allows it to be worn as a primary jacket and pant, reducing weight and bulk.			
COLORS: Vias / Verde 2.0 (shown)	PRICE: \$379.00 Jacket	PRICE: \$329.00 Pant	

CHUGACH NX RAIN JACKET & PANT

CATEGORY: Rain Shell	SEASON: Early-Late	JACKET WT: 16.7 oz	PANT WT: 13.4 oz
DESCRIPTION: KUIU's award-winning, best-selling 3-layer rain shell is versatile, breathable, and performs in a wide range of conditions. The Chugach NX is ideal for mountain hunters looking for lightweight, packable rain gear that still provides durability.			
COLORS: Vias (shown) / Verde 2.0 / Gunmetal	PRICE: \$299.00 Jacket	PRICE: \$249.00 Pant	

NORTHRIDGE RAIN JACKET & PANT

CATEGORY: Rain Shell	SEASON: Early-Late	JACKET WT: 13.6 oz	PANT WT: 11.2 oz
DESCRIPTION: Made with Toray fabric and waterproof-breathable membrane, this streamlined rain shell provides full protection. Comfortable and durable, the Northridge is an ideal weight and fit for hunts with the potential for unexpected downpours.			
COLORS: Vias / Verde 2.0 (shown)	PRICE: \$249.00 Jacket	PRICE: \$199.00 Pant	

TECHNOLOGY BEHIND OUR PRODUCTS

TECHNOLOGY

Leading the Way in Innovation and Technology.

KUIU is the leader in the ultralight hunting apparel industry. Through innovation, technology, advanced engineering, and manufacturing, KUIU has set a new quality and performance standard for apparel and gear. Realizing these problems is our focus. Pushing the boundaries of lightweight, durability, and functionality, and “real world field testing” by guides, outfitters, and hunters, our product line is designed to be dependable in the most extreme conditions in the world.

Advanced Technology Found in KUIU Products

3DeFX+®	Pittards® Oil-Tac Leather
Carbon Fiber	Primeflex®
Cordura® Fabric	QUIX DOWN®
Dermizax® NX	Makspec® Odor Control
Dot Air	Nuyarn®
TPU-Coated Nylon	Spacer Air Mesh
Duraflex® Hardware	Scarpa Boot Technology
Easton® Carbon Fiber	Stunner® Stretch
Fujix® Resilon Thread	Toray® Sports Division Fabric
Karushi Fleece	Toray Delfy®
Kudos® XR DWR	ULTRASUJEDE® Fabric
	YKK Zipper® Technology

CARBON FIBER



KUIU's patented carbon fiber frame weighs only 11 ounces, yet carries heavy loads easily.



Spread Tow Carbon Fiber Frame
Stacked and stitched (not woven) for optimal strength, stiffness and weight.

KUIU created the world's first molded carbon fiber pack frame.

Designed for optimal balance between strength and stiffness, without added weight, to move with your body more comfortably. KUIU has taken advantage of the latest developments in the carbon fiber composite industry to create the ultimate lightweight and durable backpack frame. Carbon fiber is used in airplanes, racing cars, bicycles, and now backpack frames.

FEATURED IN:
Pack Frames

NUYARN® BY THE MERINO WOOL CO.



Nuyarn compared to traditional ring spun yarn is:

35% stretchier
38% loftier
25% warmer
1.6% stronger and dries
5x faster



Nuyarn® is not a new fabric, it's a new way of making fabric.

KUIU's quest for the finest ingredients led us to New Zealand, and Nuyarn. Nuyarn takes the twist out of yarn, and instead lays fibers along the same orientation, so the fabric is less prickly, loftier, warmer and more comfortable yet becomes stronger. Changing the very fabric of yarn, Nuyarn technology allows lighter-weight garments to outperform heavier traditional ring spun garments.

FEATURED IN:
ULTRA Merino Products

QUIX DOWN® BY TORAY



Positively Waterproof

In a real-world technology test, two jars were filled with equal amounts of water and thoroughly shaken to expose the down to water. Regular down became saturated and lost its loft. QUIX DOWN® repelled the water and kept its loft.

Unmatched in the industry. No other DWR-treated down compares.

Each individual down cluster is treated with DWR, making it essentially waterproof. After several hours of testing by the International Down and Feather Laboratory, other leading DWR-treated down failed. The IDFL could not get QUIX DOWN® to fail. 850+ fill power, and a 95/5 down to feather ratio, QUIX DOWN® is only made from the highest quality Polish goose down.

FEATURED IN:
Super Down Pro and ULTRA, Sleeping Bags, and Glassing Glomitt

3DeFX+® BY TORAY



3DeFX+® Insulation

Four types of coil-shaped, spiraling yarns form this unique stretch insulation. The high loft of hollow-core yarns traps air, retaining warmth.

Active insulation – made to breathe while on the move.

This Toray innovation combines proprietary insulation made from coil-shaped fibers with an array of stretch fabrics to provide a garment with unmatched breathability, warmth and freedom of movement. Its continuous fiber technology is loftier, stretchier and more durable than other synthetic insulation. The perfect activewear for on-the-move use when hunting.

FEATURED IN:
Kenai ULTRA, Versa, and Insulated Snap Shirt

PRIMEFLEX® BY TORAY



Spiral Yarn

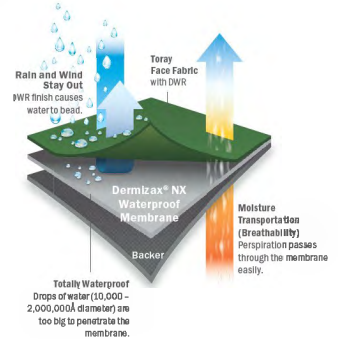
Toray's innovative spiral yarn technology increases fabric durability and decreases weight and drying time.

Primeflex® fabrics stretch without the addition of elastomers.

Stretch without elastics is critical to performance and fit of a garment. Patented Primeflex® spiral yarn is engineered to stretch and recover without elastic fibers. The result is a high-performance, more comfortable, durable fabric that weighs 40% less than traditional yarns. Traditional yarns use elastic to create stretch, are heavier, absorb water, and wear out quickly.

FEATURED IN:
Most Jackets, Pants, Rain Gear, and Synthetic Base Layers

DERMIZAX® NX BY TORAY



Setting a new standard in waterproof breathable membrane technology.

Toray's Dermizax® NX membrane is completely waterproof and windproof, and offers four-way-stretch comfort while eliminating bulk and weight. Its smooth texture and lightweight configuration make Dermizax® NX up to four times more breathable than other waterproof membranes, and the perfect choice for super lightweight, waterproof breathable apparel.

FEATURED IN:
Yukon and Chugach NX Rain Gear



NEW

KUIU YOUTH COLLECTION

Cash Hairston's love of hunting with his father was the inspiration for the KUIU youth line. For hunters with kids, your children can enjoy the same comfort and function of KUIU, staying warm in the field and carrying on the tradition of hunting.

YOUTH ICON CAP

CATEGORY:	WEIGHT:	PRICE:
Headwear	2 oz	\$16.00

COLORS:
Vias / Verde 2.0 / Major Brown (shown)



YOUTH PELOTON 240 BEANIE

CATEGORY:	SEASON:	WEIGHT:
Headwear	Early-Late	1.1 oz

DESCRIPTION:
Lightweight, wind-resistant and very warm, this fleece beanie can be used in a wide range of conditions.

COLORS:
Vias (shown) / Verde 2.0 **\$29.00**

YOUTH FLEXFIT® AIR MESH DELTA CAP

CATEGORY:	WEIGHT:	PRICE:
Headwear	2.6 oz	\$24.00

COLORS:
Vias / Verde 2.0 (shown) / Stone





YOUTH ENDURO LS CREW-T

CATEGORY: Base Layer (Synthetic)	SEASON: Early-Late	WEIGHT: 4.3 oz
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DESCRIPTION:
Ideal as an outer-layer tee in warm weather or a base layer in the cold, this lightweight synthetic shirt wicks moisture and dries quickly to assure your young hunter stays warm in the field.

COLORS: Vias (shown) / Verde 2.0	PRICE: \$39.00
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YOUTH REVERSIBLE VERSA JACKET

CATEGORY: Insulation (Synthetic)	SEASON: Mid-Late	WEIGHT: 8.3 oz
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DESCRIPTION:
Lightweight, durable, and reversible, this breathable synthetic-fill jacket is comfortable during strenuous activity when it's cold. Wear as an insulation layer or outer layer jacket.

COLORS: Vias-Smoke / Verde 2.0-Smoke (shown)	PRICE: \$139.00
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YOUTH SIERRA PANT

CATEGORY: Outer Layer Pant	SEASON: Early-Mid	WEIGHT: 10.7 oz
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DESCRIPTION:
Designed to withstand the abuse of a youth hunter, this versatile, durable, and water-resistant stretch woven pant has an ideal weight and fit for year-round adventures in the field.

COLORS: Vias (shown) / Verde 2.0	PRICE: \$89.00
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YOUTH RUBICON JACKET

CATEGORY: Soft Shell	SEASON: Mid-Late	WEIGHT: 13.5 oz
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DESCRIPTION:
Durable, versatile, and highly wind- and water-resistant, the softshell Rubicon jacket delivers essential protection in mixed weather conditions. A fitted hood adds warmth and concealment.

COLORS: Vias / Verde 2.0 (shown)	PRICE: \$119.00
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EARLY SEASON KIT

Ultralight warm weather kit.

An early-season, warm-weather, ultralight backpack hunt. Game is typically found at the highest elevations of the hunt area, often requiring long ascents from the valley floor. Temperatures range from the mid 40's to 90 degrees and thunderstorms are expected in the afternoons. The kit we recommend for this hunt consists of our lightest weight garments to address the heat; although when layered together, this kit will keep the user warm and dry should precipitation or unexpected lows persist.

Hunt Type	2-5 Night Backpack
Season	Early
High Temp	90°F / 32°C
Low Temp	45°F / 7°C
Precipitation	Afternoon Showers
Snow	No
Wind	Light



NEW PELOTON 118 SS CREW-T

CATEGORY:	WEIGHT:	PRICE:
Base Layer	4 oz	\$59.00

ULTRA MERINO 125 LS CREW-T

CATEGORY:	WEIGHT:	PRICE:
Base Layer	6.1 oz	\$79.00

TIBURON SNAP SHIRT

CATEGORY:	WEIGHT:	PRICE:
Mid Layer	6.2 oz	\$129.00

PELOTON 240 FULL ZIP

CATEGORY:	WEIGHT:	PRICE:
Mid Layer	12.4 oz	\$139.00

DESCRIPTION:
A lightweight synthetic grid fleece mid layer featuring a revolutionary wind-resistant bonded construction. It can be worn as a mid layer under rain gear, or as an outer layer in dry weather.

COLORS:
Vias / Verde 2.0 (shown)

SUPER DOWN ULTRA JACKET

CATEGORY:	WEIGHT:	PRICE:
Insulation Layer	6.4 oz	\$279.00

DESCRIPTION:
Designed for the hunter looking for the lightest insulation available. DWR treatment makes the down impervious to moisture. This jacket should be in your pack on every hunt.

COLORS:
Vias / Verde 2.0 (shown) / Major Brown / Black / Olive / Phantom

NORTHRIDGE RAIN JACKET

CATEGORY:	WEIGHT:	PRICE:
Rain Shell	13.6 oz	\$249.00

DESCRIPTION:
Streamlined with an optimum weight and fit for hunts when protection from unexpected downpours are required. Made with Toray fabrics and waterproof breathable membrane.

COLORS:
Vias / Verde 2.0 (shown)

EARLY SEASON KIT



SCARPA R-EVOLUTION BOOT

CATEGORY:	WEIGHT:	PRICE:
Footwear	2 lbs 15 oz (pair)	\$279.00

DESCRIPTION:
The most versatile boot KUJU offers. A lightweight, uninsulated hiker for moderate, mixed terrain. The perfect balance of weight, flexibility, and ruggedness to tackle most lower-48 hunts.

COLORS:
Grey-Green



TIBURON PANT

CATEGORY:	WEIGHT:	PRICE:
Outer Layer	12.5 oz	\$139.00

DESCRIPTION:
The perfect pant for warm early-season hunts. Featuring Dot Air technology, this highly-breathable pant excels in harsh temperatures on summer scouting trips and early fall hunts.

COLORS:
Vias / Verde 2.0 (shown) / Loden / Khaki / Gunmetal / Major Brown



NORTHRIDGE RAIN PANT

CATEGORY:	WEIGHT:	PRICE:
Rain Shell	11.2 oz	\$199.00

DESCRIPTION:
Made with lightweight Toray fabric and waterproof breathable membrane, this streamlined rain pant is ideal for early season hunts and unexpected downpours. It compresses for easy pack storage.

COLORS:
Vias / Verde 2.0 (shown)



MIDWEIGHT MOUNTAIN SOCK

CATEGORY:	WEIGHT:	PRICE:
Footwear	2.5 oz	\$25.00

PELTON 118 BOXER BRIEFS

CATEGORY:	WEIGHT:	PRICE:
Base Layer	3 oz	\$39.00

SCREE GAITER

CATEGORY:	WEIGHT:	PRICE:
Footwear	4.4 oz (pair)	\$49.00



Tent Fly with Mesh Tent Body

ULTRA MERINO 145 NECK GAITER

CATEGORY:	WEIGHT:	PRICE:
Headwear	0.9 oz	\$26.00

ULTRA MERINO 145 BEANIE

CATEGORY:	WEIGHT:	PRICE:
Headwear	0.7 oz	\$26.00

PRO MESH BACK CAP

CATEGORY:	WEIGHT:	PRICE:
Headwear	2.1 oz	\$25.00

ULTRA 5500 FULL KIT

CATEGORY:	WEIGHT:	PRICE:
Packs	3 lbs. 15.8 oz (full kit)	\$419.00

DESCRIPTION:
Sized to carry food, water, and lightweight gear for up to 7-day backpack hunts. The ULTRA pack line focuses on simplicity and minimal features to provide a truly ultralight base pack weight.

COLORS:
Vias / Verde 2.0 (shown) / Phantom-Olive

ATTACK GLOVE

CATEGORY:	WEIGHT:	PRICE:
Gloves	2.9 oz (pair)	\$59.00

DESCRIPTION:
Designed to provide incredible dexterity while keeping your hands protected. Durable and quick-drying with second-skin feel, the Attack Glove is an amazing early-season do-it-all glove.

COLORS:
Vias / Verde 2.0 (shown)

NEW SUMMIT STAR 1P TENT

CATEGORY:	WEIGHT:	TENT FLY PRICE:
Sleep System	15 oz (tent fly)	\$239.00

DESCRIPTION:
An ultralight single-person shelter with incredible versatility, modularity, and ample area for sleeping and gear storage. Trekking pole pitch, single- and double-wall configuration options.

COLORS:
Gunmetal-Orange / Gunmetal-Camel (shown)



MID SEASON KIT

A kit for unpredictable conditions.

A mid-season, cool-weather, ultralight backpack hunt where a lightweight kit is vital to cover ground quickly and efficiently. The kit for this hunt must address unpredictable weather and much cooler conditions. The optimal system includes warmer base layers, an additional mid layer, heavier outer layers, and more accessories. These kit adjustments will keep the user comfortable during the colder mornings and evenings, and during unexpected weather changes.

Hunt Type	5-7 Night Backpack
Season	Mid
High Temp	70°F / 21°C
Low Temp	35°F / 2°C
Precipitation	Thunder Showers
Snow	No
Wind	Periodic Gusts



ULTRA MERINO 145 ZIP-T

CATEGORY:	WEIGHT:	PRICE:
Base Layer	8 oz	\$99.00

PELTON 97 FLEECE ZIP-T HOODIE

CATEGORY:	WEIGHT:	PRICE:
Base Layer	5 oz	\$99.00

SUPER DOWN ULTRA JACKET

CATEGORY:	WEIGHT:	PRICE:
Insulation Layer	6.4 oz	\$279.00

DESCRIPTION:
Designed for the hunter looking for the lightest and warmest insulation available. DWR-treated, making the down impervious to moisture. This highly compressible jacket should be in your pack on every hunt.

COLORS:
Vias (shown) / Verde 2.0 / Major Brown / Black / Olive / Phantom

KENAI ULTRA VEST

CATEGORY:	WEIGHT:	PRICE:
Insulation Layer	8.4 oz	\$159.00

DESCRIPTION:
An ultralight core insulator for day or extended hunts. This synthetic insulation layer adds warmth for active adventures in cold places. The insulation is body-mapped for comfortable use with a backpack.

COLORS:
Vias (shown) / Verde 2.0 / Gunmetal

CHUGACH NX RAIN JACKET

CATEGORY:	WEIGHT:	PRICE:
Rain Shell	16.7 oz	\$299.00

DESCRIPTION:
This customer favorite is a great choice for backpack and day hunts. Constructed with a waterproof breathable 3-layer laminate, and four-way-stretch fabric, this rain shell performs in a wide range of conditions.

COLORS:
Vias (shown) / Verde 2.0

MID SEASON KIT



SCARPA REBEL K GTX

CATEGORY:	WEIGHT:	PRICE:
Footwear	3 lbs 2 oz (pair)	\$449.00

ULTRA MERINO CREW SOCK

CATEGORY:	WEIGHT:	PRICE:
Footwear	3.1 oz (pair)	\$30.00

YUKON GAITER

CATEGORY:	WEIGHT:	PRICE:
Footwear	12 oz (pair)	\$89.00



PELTON 118 BOXER BRIEFS

CATEGORY:	WEIGHT:	PRICE:
Base Layer	3 oz	\$39.00

PELTON 97 FLEECE ZIP-OFF BOTTOM

CATEGORY:	WEIGHT:	PRICE:
Base Layer	4.5 oz	\$89.00



PRO PANT

CATEGORY:	WEIGHT:	PRICE:
Outer Layer	19.6 oz	\$179.00

DESCRIPTION:

An all-season, all-terrain hunting pant with new durable Primeflex® polyester fabric and quiet ULTRASUEDE® foam-lined knee pads to provide protection when kneeling or crawling.

COLORS:

Vias (shown) / Verde 2.0 / Dusty Olive



CHUGACH NX RAIN PANT

CATEGORY:	WEIGHT:	PRICE:
Outer Layer	13.4 oz	\$249.00

DESCRIPTION:

Our most popular rain pant is constructed with a high-stretch 3-layer highly-breathable laminate, is durable, packable, and absolutely waterproof. Full-length leg zips for easy on and off and ventilation.

COLORS:

Vias (shown) / Verde 2.0 / Gunmetal



PELTON 97 FLEECE NECK GAITER

CATEGORY:	WEIGHT:	PRICE:
Headwear	0.8 oz	\$25.00

PELTON 97 FLEECE BEANIE

CATEGORY:	WEIGHT:	PRICE:
Headwear	0.4 oz	\$25.00

KUIU PRO CAP

CATEGORY:	WEIGHT:	PRICE:
Headwear	2.3 oz	\$25.00

ICON PRO 7200 FULL KIT

CATEGORY:	WEIGHT:	PRICE:
Packs	6 lbs 0.9 oz (full kit)	\$529.00

DESCRIPTION:

A full-featured pack capable of carrying enough gear for up to 14 days in the field. Functional and lightweight, this guide caliber pack is designed to comfortably carry the heaviest loads.

COLORS:

Vias (shown) / Verde 2.0 / Phantom-Olive

ULTRA MERINO 210 GLOVE

CATEGORY:	WEIGHT:	PRICE:
Gloves	1.4 oz (pair)	\$39.00

YUKON PRO GLOVE

CATEGORY:	WEIGHT:	PRICE:
Gloves	4.6 oz (pair)	\$109.00

MOUNTAIN STAR 2P TENT

CATEGORY:	WEIGHT:	PRICE:
Sleep System	3 lbs 3.3 oz	\$450.00

DESCRIPTION:

A free-standing, double-wall, 3+ season tent with an exterior pole design, built to be light, durable, and storm worthy. Dual vestibule with side access for easy entry and storage.

COLORS:

Gunmetal-Orange / Gunmetal-Olive (shown)

PACK SYSTEM



ICON PRO 1850 | 2200 | 3200 | 5200 | 7200 (SHOWN)

CATEGORY:	SEASON:	WEIGHT:
Packs	All	6 lbs 0.9 oz (7200 full kit)

DESCRIPTION:
Designed to be durable and carry massive loads comfortably. The very functional ICON PRO offers extensive internal and external pocketing to organize and carry gear. Fully modular with all ICON PRO and ULTRA bags and suspensions.

COLORS:	PRICE:
Vias / Verde 2.0 / Phantom-Steel Grey (shown)	\$529.00 (7200 full kit)



ULTRA 2200 | 4000 | 3200 | 5500 | 7000 (SHOWN)

CATEGORY:	SEASON:	WEIGHT:
Packs	All	4 lbs 6 oz (7000 full kit)

DESCRIPTION:
KUIU's ULTRA Pack line is the lightest hunting pack system available. These packs minimize weight while maintaining performance, durability, and the versatility of a modular pack system. Tear-resistant, featuring a streamlined minimalist design.

COLORS:	PRICE:
Vias / Verde 2.0 (shown) / Phantom-Olive	\$449.00 (7000 full kit)

FULLY MODULAR FOR ALL TYPES OF HUNTS

① Frame ② Suspensions ⑨ Bags

The Choice of Outfitters, Guides, and Hunters Worldwide
 - Over 60,000 Sold

Patented Carbon Fiber Frame
 Sizes: (R) (T) (XT)

ICON or ULTRA Suspension
 Sizes: (SM) (LXL)

ICON PRO PACK SYSTEM
 Guide-caliber durability. Full-featured and designed to carry heavy loads comfortably, providing unparalleled functionality and storage.

ULTRA PACK SYSTEM
 The lightest hunting pack system available. Brilliantly simple, minimizing weight while maintaining performance and durability.

Select a frame and a suspension, and any of the 9 bags will fit. Change from one bag to another quickly.







VENTURE 2300

CATEGORY: Stand-Alone Day Pack	SEASON: All	WEIGHT: 3 lbs 9.4 oz
DESCRIPTION: A larger-capacity technical day pack for gear-intensive hunts and/or those carrying large optics. Made with an internal frame, and many organizational features, this day pack is designed for the hunter that demands durability, versatility, and all-day comfort. Not compatible with the ICON PRO or ULTRA Packs.		
COLORS: Vias / Verde 2.0 (shown) / Phantom-Olive		PRICE: \$219.00



VENTURE 1800

CATEGORY: Stand-Alone Day Pack	SEASON: All	WEIGHT: 3 lbs 3 oz
DESCRIPTION: A stand-alone day pack for scouting and short-duration hunts. An internal frame provides structure and comfort when carrying a load, and sufficient pocketing for storage and organization. Ideal for carrying a minimal amount of gear and optics for those days you're not planning to venture too far.		
COLORS: Vias / Verde 2.0 / Phantom-Olive (shown)		PRICE: \$189.00



STALKER 500

CATEGORY: Compact Day Pack	SEASON: All	WEIGHT: 8.6 oz
DESCRIPTION: A dual-purpose, compact day pack designed to carry essential small items and doubles as a hydration bag holder for our larger packs. Hangs inside the larger ICON PRO and ULTRA packs, and is easily removed to be used during a final stalk or as a small lightweight pack.		
COLORS: Vias (shown) / Verde 2.0 / Phantom / Major Brown		PRICE: \$59.00





Tent Fly Only

Tent Fly with Footprint



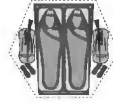
Tent Fly with Mesh Tent Body, and Footprint



Tent Fly with Mesh Tent Body

SUMMIT REFUGE COMPONENTS

- Tent Fly | 1 lb 8.6 oz | **\$300.00**
- Mesh Tent Body | 1 lb 1.8 oz | **\$170.00**
- Footprint | 8.9 oz | **\$90.00**
- Pole Set | 7.7 oz | **\$40.00**
- Stove Jack | 4.7 oz | **\$40.00**



SUMMIT STAR 1P COMPONENTS

- Tent Fly | 15 oz | **\$239.00**
- Mesh Tent Body | 10.5 oz | **\$129.00**
- Footprint | 4.8 oz | **\$79.00**
- Pole | 4.2 oz | **\$20.00**

Modularity: Configuration options similar to Summit Refuge 3P

NEW

SUMMIT REFUGE 3 PERSON TENT

CATEGORY:	SEASON:	WEIGHT:
Sleep System	3+	1 lb 8.6 oz

DESCRIPTION:

The ultimate in versatility, modularity, and a huge floor area at an incredible weight. Three configurations in this 3+ season shelter: Fly, Fly & Footprint, and Fly, Body & Footprint.

FEATURES:

Dual vestibules / Trekking pole supported / Wood stove compatible / Waterproof

PRICE:

\$300.00
Tent Fly

STORM STAR 2 PERSON TENT

CATEGORY:	SEASON:	WEIGHT:
Sleep System	4	5 lbs 5 oz

DESCRIPTION:

Storm-worthy and lightweight, this free-standing, double-wall tent with an exterior pole design was built for the hunter needing 4-season protection. Dual side vestibule for easy entry.

FEATURES:

Asymmetric shape / Dual vestibules / Highly waterproof

PRICE:

\$600.00

MOUNTAIN STAR 2 PERSON TENT

CATEGORY:	SEASON:	WEIGHT:
Sleep System	3+	3 lbs 3.3 oz

DESCRIPTION:

A free-standing, double-wall, 3+ season tent with an exterior pole design, built to be light, durable, and storm-worthy. Dual vestibule with side access for easy entry and lots of storage.

FEATURES:

Asymmetric shape / Dual vestibules / Waterproof

PRICE:

\$450.00

SUMMIT STAR 1 PERSON TENT

CATEGORY:	SEASON:	WEIGHT:
Sleep System	3+	15 oz

DESCRIPTION:

An ultralight single-person shelter with incredible versatility, modularity, and ample area for sleeping and gear storage. Trekking pole pitch, single- and double-wall configuration options.

FEATURES:

Asymmetric shape / Trekking pole supported / Single vestibule / Waterproof

PRICE:

\$239.00
Tent Fly





NEW

SUPER DOWN PRO GLASSING GLOMITT

SEASON:	WEIGHT:	PRICE:
Mid-Late	5.9 oz (pair)	\$119.00

DESCRIPTION:
This updated glassing mitt now includes an independent index finger with a trigger slot for more dexterity.



TRIGGER GLOMITT

SEASON:	WEIGHT:	PRICE:
Mid-Late	8.3 oz (pair)	\$119.00

DESCRIPTION:
Heavily-insulated synthetic gломitt-style glove with gauntlet cuff and Pittards® leather on the palm.



EXPEDITION GLOVE

SEASON:	WEIGHT:	PRICE:
Mid-Late	7.2 oz (pair)	\$119.00

DESCRIPTION:
Form-fitting, mid-to-late-season waterproof insulated glove for wet and cold conditions.



NORTHSTAR GLOVE

SEASON:	WEIGHT:	PRICE:
Mid-Late	7.1 oz (pair)	\$129.00

DESCRIPTION:
Waterproof, windproof and insulated, this glove excels in late-season extreme weather conditions.

KUIJU GLOVE SYSTEM

KUIJU offers a complete line of gloves totally effective in all hunting conditions and temperatures. Gloves can be worn alone for protection during hunts or layered for additional warmth in extreme conditions.



YUKON PRO GLOVE

SEASON:	WEIGHT:	PRICE:
Early-Mid	4.6 oz (pair)	\$109.00

DESCRIPTION:
Incredibly versatile, lightly-insulated waterproof glove perfect for mid-to-late-season hunts.



GUIDE GLOVE

SEASON:	WEIGHT:	PRICE:
Early-Mid	4 oz (pair)	\$69.00

DESCRIPTION:
A proven all-around winner from the beginning, this glove provides durability, dexterity, and protection.



ATTACK GLOVE

SEASON:	WEIGHT:	PRICE:
Early	2.9 oz (pair)	\$59.00

DESCRIPTION:
Form fitting do-it-all hunting glove providing dexterity while keeping your hands protected.



NEW

AXIS GLOVE

SEASON:	WEIGHT:	PRICE:
Early	2.5 oz (pair)	\$49.00

DESCRIPTION:
A wind and highly water-resistant form-fitting glove. Provides great dexterity, and is ideal for bow hunting.



ULTRA MERINO 210 GLOVE

SEASON:	WEIGHT:	PRICE:
Early	1.4 oz (pair)	\$39.00

DESCRIPTION:
A base-layer glove with a perfect balance of durability and comfort. Effective in a range of conditions.



SCREE GAITERS

WEIGHT: 4.4 oz (pair)	PRICE: \$49.00
--------------------------	--------------------------

DESCRIPTION:
Low-profile gaiter designed to keep rocks and debris out of your boots. Four-way-stretch and highly-breathable, these gaiters are perfect for early-season and dry-weather hunts.

COLORS:
Vias / Verde 2.0 (shown) / Graphite



YUKON GAITERS

WEIGHT: 12 oz (pair)	PRICE: \$89.00
-------------------------	--------------------------

DESCRIPTION:
Designed with only one thought: DURABILITY. Full-length and waterproof, the front line of defense against the constant abuse that the lower leg receives when hunting.

COLORS:
Vias (shown) / Verde 2.0 / Graphite / Loden / Major Brown



ULTRA MERINO CREW SOCK

WEIGHT: 3.1 oz (pair)	PRICE: \$30.00
--------------------------	--------------------------

DESCRIPTION:
Wear comfortably for days on end. This lightweight, technical sock is designed for high-stress outdoor activity where additional technical support of the feet is required.

COLORS:
Grey-Green



CLIMBING BELT

WEIGHT: 3.5 oz	PRICE: \$20.00 - \$25.00
-------------------	------------------------------------

DESCRIPTION:
Lightweight and durable, the Climbing Belt is perfect for hunting or everyday wear. Made with 100% nylon and a molded aluminum buckle that doubles as a safety clip for climbing.

COLORS:
Vias / Verde 2.0 / Major Brown (shown) / Phantom

**PELTON 200 BALACLAVA**WEIGHT:
1.8 ozPRICE:
\$30.00

DESCRIPTION:
Comfortable, moisture-wicking and quick-drying, the synthetic mid-layer Balaclava covers the whole head and neck making it perfect for full concealment in cold weather.

COLORS:
Vias (shown) / Verde 2.0

**DOPP KIT**WEIGHT:
2.1 ozPRICE:
\$19.00

DESCRIPTION:
A minimalist waterproof, rugged, and compact bag designed for organizing toiletries or other small gear. A perfect size for your next hunting trip or traditional travel.

COLORS:
Stone

**KUIU BONED-OUT GAME BAG**WEIGHT:
2.3 - 2.9 ozPRICE:
\$19.00 - \$29.00

DESCRIPTION:
KUIU has taken a technical approach to game bag design, applying advanced construction and patterning to make a better-performing and longer-lasting system for meat care.

COLORS:
White

**KUIU QUARTER GAME BAG**WEIGHT:
2.1 oz - 7.2 ozPRICE:
\$14.00 - \$29.00

DESCRIPTION:
Made with lightweight, high-strength, and extremely-breathable nylon fabric, our game bags will protect meat from debris and flies while allowing it to cool and dry quickly.

COLORS:
White-Orange

LEADING THE WAY
IN INNOVATION AND TECHNOLOGY



Only at **KUIU.com**
or **800-648-9717**
Mon-Fri 7am to 5pm PST
Saturday 9am to 1pm PST

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KUIU - High Performance Hunti x KUIU Business Model x +

← → ↻ ⓘ https://www.kuiu.com/business-model.html

United State

KUIU SHOP OUTLET OUR STORY BASECAMP SEARCH

Home : KUIU Business Model

KUIU BUSINESS MODEL

CONTACT KUIU

- Contact Us
- Store
- Sale & Promotion Terms
- Sizing Chart
- Military Program
- Customer Login

SHIPPING

- Shipping Information
- Shipping Rates

UNLIMITED PERFORMANCE

We want no limits on the performance of our Mountain Hunting Equipment. And we knew we couldn't make equipment this innovative in a traditional retail model.

SO WE CHANGED THE MODEL.

Return FAQs
Order FAQs
Lifetime Warranty
Return Policy
Warranty FAQs

ORDERS
Order Status
Order Information
Change or Cancel Requests
Preorders & Backorders
Pack System FAQs

NEED HELP?
We're here to help - from fit to budget to gear advice.
Call Us: 1-800-648-9717
Email: service@kuiu.com
Mon-Fri, 7:00am-5:00 pm PT.
Sat, 9:00am-3:00 pm PT
Or visit us at our Showroom:
1920 N Lincoln St #101 Dixon, CA 95620
Our Showroom is open Monday through Friday, 9:00 AM - 5:30 PM, and Saturday 10:00 AM - 4:00 PM

[f](#) [t](#) [v](#) [t](#)

RETAILERS STRANGLE INNOVATION

Lower prices drive sales at retail stores. The result is that retail buyers force designers to make products with pre-determined prices in mind, limiting them to cheaper materials and design and manufacturing constraints.

WHY PAY MORE FOR MEDIOCRE

We eliminated the retailer so we could innovate with absolutely no restraints. We design our products with the world's finest materials, technologies, and manufacturers, and we bring them to you directly, with no retail markup. The result? Significantly better products at incredible prices.

Model	Cost	Margin	Retail Markup	Final Price
Leading Competitors	\$100	\$100	\$200	\$400
Evolved KUIU Model	\$100	\$100	\$0	\$200

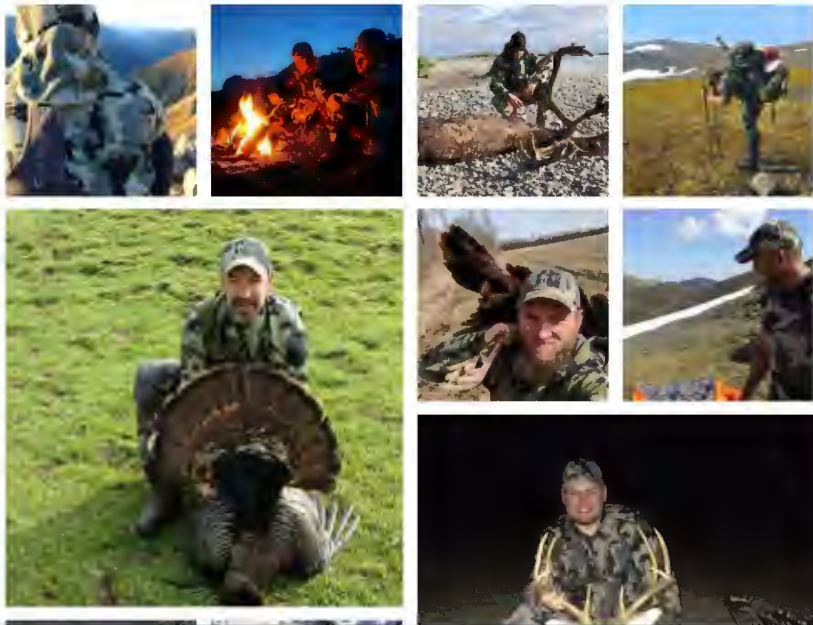
← → ↻ 📄 <https://www.kuiu.com/our-story/kuiu-nation/> United State

KUIU SHOP OUTLET OUR STORY BASECAMP SEARCH 👤 🛒

Home: Our Story: **KUIU Nation**

#KUIUNATION

SHARE YOUR ADVENTURES WITH US BY USING THE #KUIUNATION HASHTAG



SHARE YOUR PHOTOS ON
🐦 & 📷
UPLOAD BELOW, OR EMAIL US YOUR PHOTOS AT ALBUM@KUIU.COM
[CLICK TO VIEW ARCHIVED IN THE FIELD SHOTS](#)

📎 Attach Your Photo

VIEW ALL

- BASE LAYER
- INSULATION LAYER
- OUTER LAYER
- RAIN GEAR
- HEADWEAR

The screenshot shows the KUIU website homepage. At the top, there is a navigation bar with the KUIU logo on the left and menu items: SHOP, OUTLET, OUR STORY, and BASECAMP. To the right of the menu is a search bar labeled "SEARCH" with a magnifying glass icon, and icons for a user profile and a shopping bag. A dropdown menu for "United State" is visible in the top right corner. The main content area features a large hero image of a hiker in camouflage gear climbing a rocky mountain ridge. On the left side of the hero image, there is a dark overlay with the text "KUTANA COLLECTION" in large white letters. Below this, smaller text reads: "THE STRETCH NYLON FABRICS USED IN KUTANA HAVE BEEN IN DEVELOPMENT FOR FOUR YEARS." At the bottom of this overlay is a white "SHOP NOW" button. Navigation arrows (left and right) are visible on the left and right sides of the hero image respectively.



SHOP

OUTLET

OUR STORY

BASECAMP

SEARCH



[Peloton 240 Beanie](#), [KUIU Air Mesh Flexfit Cap](#), [ULTRA Merino 210 Gloves](#), [Yukon Pro Glove](#), [ULTRA Merino Crew Sock](#)

[Glomitt](#), [ULTRA Merino Over-the-Calf Sock](#)



BASE LAYER

Your base layer is the foundation of your layering system. As your next-to-skin layer, comfort is important. Keep in mind this layer is always on, hot or cold. The decision that needs to be made when looking to acquire a new base layer is fabric type. At KUIU we offer two different kinds, merino wool and knit synthetics.

Each fabric type has its own number of benefits that will help you decide which to choose. Merino wool is naturally odor eliminating, which allows you to bring less extra clothing and not worry when in close quarters with the target. Peloton synthetics are very fast drying and excel in humid and wet environments.

All these fabrics are measured by g/m^2 (grams per meter squared). This is a measurement of base fabric weight, the higher the number the heavier the fabric. This does not always mean the higher the number the warmer the garment. For example, the Peloton 97 is a warmer base layer than the Peloton 118. So, when choosing a next-to-skin layer make sure to research the fabric before purchasing.

Example of Base Layers

ULTRA Merino - [125](#) & [145](#)


Peloton - [118](#) & [97](#)

[SHOP ALL BASE LAYERS](#)

MINI AVFD


← → ↻ 🔒 <https://www.kuiu.com/hunting-clothes-apparel/> United State

KUIU SHOP OUTLET OUR STORY BASECAMP SEARCH




LAYERING SYSTEM


OUR LAYERING SYSTEM IS DESIGNED TO KEEP YOU COMFORTABLE AND DRY ON ANY HUNT, WHILE REDUCING WEIGHT AT EVERY OPPORTUNITY.




SHOP BASE LAYER




SHOP MID LAYER




SHOP INSULATION LAYER



SHOP OUTER LAYER




SHOP RAIN GEAR



6/26/19 at 1:59 p.m., <https://www.facebook.com/KUIUultralight/photos/pcb.10158448947364951/10158448946839951/?type=3&theater>

KUIU - Posts
File Edit View Favorites Tools Help

microsoft onedrive - Goo... Chrome River Flowtrack Mimecast NetDocuments Remote Access Resource Scheduler Swift Tech Support Google Calendar - May 20...



KUIU
Like This Page

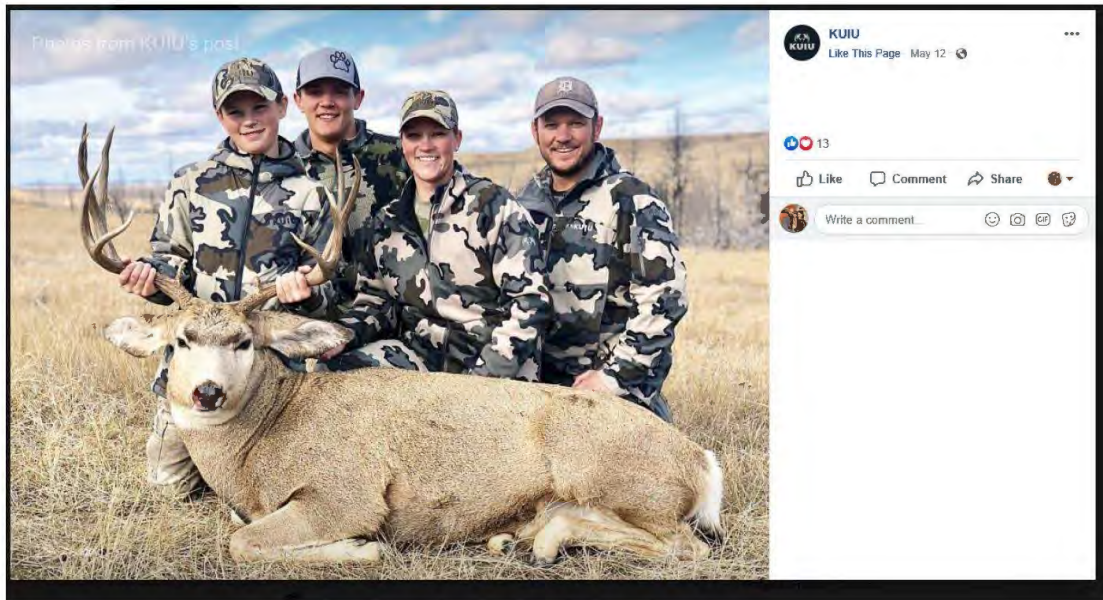
4

Like Comment Share

Profile icons of users who interacted with the post.

6/26/19 at 2:03 p.m.,

<https://www.facebook.com/KUIUultralight/photos/pcb.10158448947364951/10158448946844951/?type=3&theater>





KUIU
Like This Page February 23

"I've hunted sheep all over the world, but to come back to the mountain I filmed my very first sheep hunt on & watch my wife take an absolutely gorgeous ram is a memory I will cherish for the rest of my life."
— Dallas Hemeyer

#KUIUNation

338 3 Comments 12 Shares


Like Comment Share

Oldest

Brandon Toci Alayna Rohan
Like Reply 17w

Eric Kwasnik You have a awesome lifo..
Like Reply 17w

Write a comment...



Photos from KUIU's post
in a photo of 1/1 posts

KUIU
Like This Page · December 13, 2019 · 🌐

"Heavy packs on the way home never felt so good "

Guide Stephanie Shippy spends most of her time in the mountains helping others fulfill their dream of harvesting a ram, but this year she was able to harvest a ram of her own.

Photo: Brady Lough

👍❤️👏 379 8 Comments 3 Shares

Like Comment Share

Oldest ▾

View 2 more comments

- Robert Jeffries** Awesome 🍌
Like · Reply · 1y
- Mark Justice** Congrats ... And oh so well deserved!!!
Like · Reply · 1y
- Steve Phillips** that would be amazing.
Like · Reply · 1y
- Dan Edward Wall** Dang some mass there
Like · Reply · 1y
- Patrick Foster** Nice job Steph!
Like · Reply · 1y

Write a comment... 📷 📄 📧 📧

Start: Where's the sense in this?



Roots and tradition of hunting

I grew up reading about hunting lore and legend (Fred Bear, Saxton Pope, Art Young) and listening to hunting stories told around the campfire. Hunting has always been as much about adventure and experience and survival as anything else. I mean, the kill is the reason for taking a bush plane into Unalakleet, landing on a gravel bar and floating a river for nine days. Without a tag and the hunt you wouldn't have a reason to be there. But the whole process—the gear selection and packing, the travel, all of the pieces that need to come together, and all of the hard work and effort hiking and setting up camp and dealing with the weather—that's all a part of the experience.



The roots and tradition of hunting have always been important to me. I want KUIU to continue to contribute to the tradition through storytelling. I want KUIU to be a source of inspiration by living and breathing Mountain Hunting.

The pinnacle of hunting

I also want our customers to know they can absolutely and unconditionally trust KUIU. I want them to know we live and breath Mountain Hunting, that we do our homework and research, that we're out there hunting in and testing all of our products— in the hardest and most demanding of environments and conditions. In fact, the standard against which we measure and test KUIU is sheep hunting. Sheep hunting is an expedition. Weather and storms are always an issue, temperatures swing wildly, and it's often wet and cold. The landscape is harsh and unforgiving—steep rock fields, glaciers, roaring river crossings, often requiring bouldering and sidehilling. Sheep hunting requires huge investments in terms of money and time. It requires massive amounts of physical and mental preparation. It's the pinnacle of Mountain Hunting, and as such, it's the most demanding on gear. That's why we exist, to build gear that meets these demands.



6/26/19 at 12:34 p.m.

The image is a screenshot of a web browser displaying a Facebook post. The browser's address bar shows the URL <https://www.facebook.com/KUIUultralight/>. The browser's taskbar at the top lists several open applications: Microsoft OneDrive, Chrome River, Flowtrack, Mimecast, NetDocuments, Remote Access, and Resource Scheduler. The browser's search bar contains the text "trademarks already".

The Facebook page header shows the name "KUIU" and a search icon. The user's name "Tamara" is visible in the top right corner. The page content includes the KUIU profile picture, which features a ram's head logo and the text "KUIU". Below the profile picture, the name "KUIU" is displayed with a verified badge, and the handle "@KUIUultralight" is shown. A navigation menu on the left side of the page lists options: Home, Shop, About, Photos, Videos, Posts, Reviews, Events, Community, and Groups. A green button labeled "Create a Page" is located at the bottom of this menu.

The main post is from the KUIU page, dated "May 29 at 6:55 PM". The post text reads: "We were hunting at Nahanni Butte Outfitters. We found the ram the evening of day 5 and snuck in to 300 yards on day 6. We sat there for 7 hours waiting for it to move to a better spot for a stalk. After it got up and fed at about 100 yards, we snuck in to 43 yards and Greg made a good shot. As soon as we got to the ram it started to rain and then turned into freezing rain. We had strong wind, rain and fog throughout the hunt. The KUIU gear kept us warm and dry through it all." Below the text, the photo credit reads "Photo: Guide Brady Lough and hunter Greg Shuerger".

The post features a photograph of two men in camouflage gear sitting on a rocky, mountainous slope next to a ram with large, curved horns. The background shows a misty, mountainous landscape. Below the photo, the post has received 307 reactions (likes, loves, and wow) and 5 comments and 3 shares. At the bottom of the post, there are buttons for "Like", "Comment", and "Share", along with a small profile picture icon.

www.facebook.com/KUIUultralight/

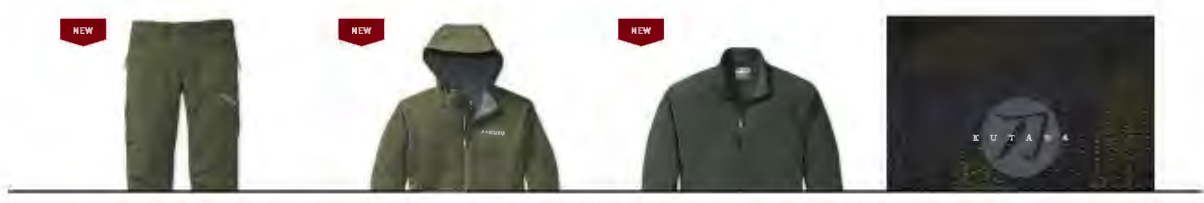
8 Items
KUTANA

Refine By ▾ Top Sellers ▾



ULTRALIGHT DURABILITY

Innovation is embedded in KUIU's DNA. We are obsessed not only with improving our products but with improving our customers' overall hunting experience. The stretch nylon fabrics used in Kutana have been in development for four years due to our relentless commitment to improving durability and performance while reducing weight. Through continuous development and testing, we created our next line of innovation, a collection of products that bring a new level of durability unmatched in its weight class.



6/26/19 at 3:02 p.m., <https://www.kuiu.com/kutana.html>

The screenshot shows the top portion of the KUIU website. At the top, there is a browser address bar with the URL <https://www.kuiu.com/kutana.html>. Below the address bar is a navigation bar with the KUIU logo on the left and menu items: SHOP, OUTLET, OUR STORY, and BASECAMP. To the right of these items is a search bar labeled "SEARCH" with a magnifying glass icon, and icons for a user profile and a shopping bag. A dropdown menu for "United State" is visible in the top right corner.

The main content area features a dark, blurred background image. Centered on this background is a white text quote: "Our partners at Toray Japan carry on this tradition of commitment to continuous improvement; they've developed an innovative new process to create a Primalux fabric made from nylon, allowing KUIU to build new products at lower weights with better durability than ever before, without sacrificing the elastic-free stretch and comfort that hunters need." Below the quote is a white button with the text "WATCH" and a play icon.

The screenshot shows a web browser window displaying the product page for the KUIU Kutana Soft Shell jacket. The browser's address bar shows the URL <https://www.kuiu.com/kutana.html>. The website's navigation menu includes links for SHOP, OUTLET, OUR STORY, and BASECAMP, along with a search bar and icons for user profile and shopping cart. The main content area features a large image of the dark-colored jacket on the left. To the right, the product title "KUTANA SOFT SHELL" is displayed in white, followed by the weight "20.5 oz / 581 g". A descriptive paragraph explains that the jacket is an all-season outer layer made of Toray's stretch nylon, designed for durability and performance in rugged conditions. Below the text is a "SHOP JACKET" button. At the bottom of the right column, there is a video player with a play button and the text "DESIGN OVERVIEW" and "SOFT SHELL JACKET". Navigation arrows are visible at the bottom of the video player.

United State

KUIU SHOP OUTLET OUR STORY BASECAMP SEARCH

KUTANA SOFT SHELL

20.5 oz / 581 g

This soft shell jacket is an all-season outer layer designed to provide enhanced durability without sacrificing performance or increasing weight. Built with Toray's groundbreaking stretch nylon fabrics, the Kutana Soft Shell Jacket is ideal for rugged terrain and thick vegetation where abrasion and pick resistance are non-negotiable in an outer layer. It delivers wind and weather protection across a wide range of conditions in the most punishing terrain.

[SHOP JACKET](#)

DESIGN OVERVIEW
SOFT SHELL JACKET

The screenshot shows a web browser window displaying the product page for the KUIU Kutana Stretch Woven Pant. The browser's address bar shows the URL <https://www.kuiu.com/kutana.html>. The website's navigation menu includes links for SHOP, OUTLET, OUR STORY, and BASECAMP, along with a SEARCH function and a location dropdown set to United States. The main content area features a dark background with the product title "KUTANA STRETCH WOVEN PANT" and its weight "13.4 oz / 380 g". A descriptive paragraph highlights the pant's durability and features like articulated knees and cargo pockets. A "SHOP PANT" button is visible. Below the text is a video player with a play button and the title "DESIGN OVERVIEW STRETCH WOVEN PANT". To the right, a vertical image shows the pants in a light olive green color. The top right of the page has a "SOFT SHIRT" banner with navigation arrows.

← → ↻ 🔒 <https://www.kuiu.com/kutana.html> United State

KUIU SHOP OUTLET OUR STORY BASECAMP SEARCH

SOFT SHIRT

KUTANA STRETCH WOVEN PANT

13.4 oz / 380 g

A remarkably durable and lightweight pant designed to withstand formidable terrain. Toray Primeflex Nylon fabric provides abrasion and pick resistance unmatched in its weight class, with two-way spandex-free stretch. Articulated knees and a gusseted crotch allow for a full range of unrestricted movement, while low-profile cargo pockets provide storage with minimal bulk. Ideal for early-to-mid-season hunts in rugged conditions where durability is just as crucial as performance and mobility.


[SHOP PANT](#)

▶

DESIGN OVERVIEW
STRETCH WOVEN PANT

← → ↻ 🔒 <https://www.kuiu.com/kutana.html> ☆ ⓘ United State

KUIU SHOP OUTLET OUR STORY BASECAMP SEARCH 🔍 👤 🛒




KUTANA 3DEFX+ HYBRID JACKET

13.6 oz / 386 g

Bridging the gap between insulation and outer layer, this jacket is designed with more durability than the average insulation piece. Its hybrid design places nylon-faced 3DeFX+ synthetic insulation in core areas for warmth and protection, and high-stretch breathable StrongFleece in heat-generating zones, particularly the back panel for excellent breathability while wearing a pack. Wear it as a lightly-insulated outer layer, or as a mid layer in colder conditions.

[SHOP JACKET](#)



DESIGN OVERVIEW
3DEFX+ HYBRID JACKET

KUTANA STORM SHELL JACKET

18.3 oz / 519 g


Designed for the toughest hunts, this waterproof breathable rain jacket is built for durability at a backpack-friendly weight. Featuring a tough ripstop stretch nylon face fabric, backed with an entirely new Toray waterproof membrane and seam tape combination, the Kutana Storm Shell Jacket is the next line of innovation in protection and longevity. Designed as a full-featured jacket with all of the built-in pocketing, ventilation, and cinch options you need for a difficult hunt.

SHOP JACKET



← → ↻ https://www.kuiu.com/kutana.html ☆ ⓘ United State

KUIU SHOP OUTLET OUR STORY BASECAMP SEARCH 🔍 👤 🛒




Navigation: < >

KUTANA STORM SHELL PANT

15.5 oz / 439 g

If you're preparing for a tough hunt that's wet and brush-choked, you need protection with a rain gear system that's durable, lightweight, and dries quickly. The Kutana Storm Shell Pant features an entirely new microporous hydrophobic membrane from Toray that breathes even when activity level is minimal, and absorbs very little water for incredibly fast dry times. The durable stretch nylon 6/6 face fabric offers great tear strength for its weight and will stay dry longer due to a new, more durable K-DWR treatment.

[SHOP PANT](#)



DESIGN OVERVIEW
KUTANA STORM SHELL PANT

Navigation: < >

6/26/19 at 3:33 p.m., <https://www.kuiu.com/kutana.html>



SHOP

OUTLET

OUR STORY

BASECAMP

SEARCH



"I WANTED TO MAKE THE LIGHTEST AND HIGHEST PERFORMING MOUNTAIN HUNTING CLOTHING POSSIBLE. I WANTED TO CREATE A BRAND THAT STOOD FOR UNCOMPROMISED QUALITY, UNCOMPROMISED PERFORMANCE."

- JASON HAIRSTON



f KUIU 🔍 Tamara

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KUIU April 30 · 🌐

A new breed of lightweight gear engineered for the most unrelenting terrain. Ultralight meets durability in Kutana.

Explore the entire collection through the link: <http://bit.ly/2lRapgn>



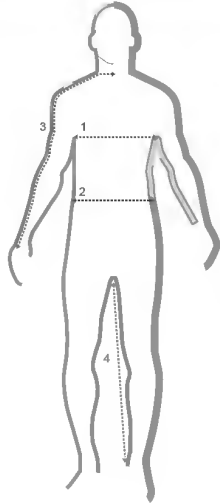
▶ 🔊 ⚙️ ↗️ -1:05

👍❤️😮 161 9 Comments 9 Shares

KUIU SIZE CHART AND LAYERING GUIDE

STEP 1- MEASURE STEP 2- FIND YOUR SIZE STEP 3- ORDER SIZE BASED ON DESIRED FIT & LAYERING NEEDS

MEASURE



CHEST - Place the measuring tape around the largest part of your chest. The tape should be flat but not too tight.

WAIST - Measure just above your belly button (between your bottom ribs and iliac crest) all the way around. Do not suck in while measuring.

SLEEVE - With your arm in a slightly bent position, measure from the center of the back of your neck, along the length of your arm, to the wrist.

INSEAM - Stand with your feet about shoulder-width apart. Measure from the very top of your inner leg (crotch) to the bottom of your inner ankle.

FIND YOUR SIZE

#1 L. SIZING BASED ON RUIKUI'S ATHLETIC FIT
SIZE UP OR DOWN BASED ON DESIRED FIT AND LAYERING NEEDS

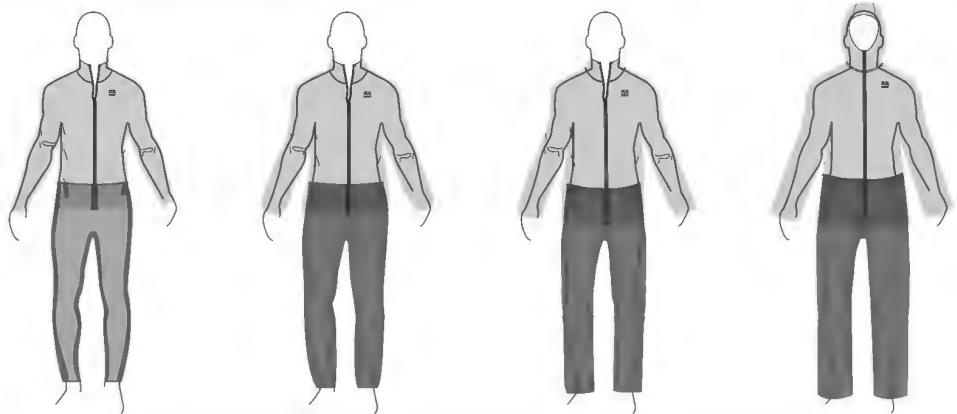
BODY SIZE	30		32		M/34		L/36		XL/38		2XL/40		3XL/42	
	inch	cm	inch	cm	inch	cm	inch	cm	inch	cm	inch	cm	inch	cm
CHEST	N/A	N/A	N/A	N/A	40	102	43	109	46	117	49	124	53	135
SLEEVE	N/A	N/A	N/A	N/A	34	86	35	89	36	91	37	94	38	96
WAIST	30	79	31	81	33	84	35	89	37	94	39	99	43	109
HIP	38	97	39	99	40	102	42	107	44	112	46	117	50	127

INSEAM NON-RAINWEAR ALL SIZES: 34", 86cm INSEAM RAINWEAR M = 32.5", 83cm L-3XL= 34", 86cm

LAYERING SYSTEM

GARMENT SIZING INCREASES WITH RANK IN LAYERING SYSTEM

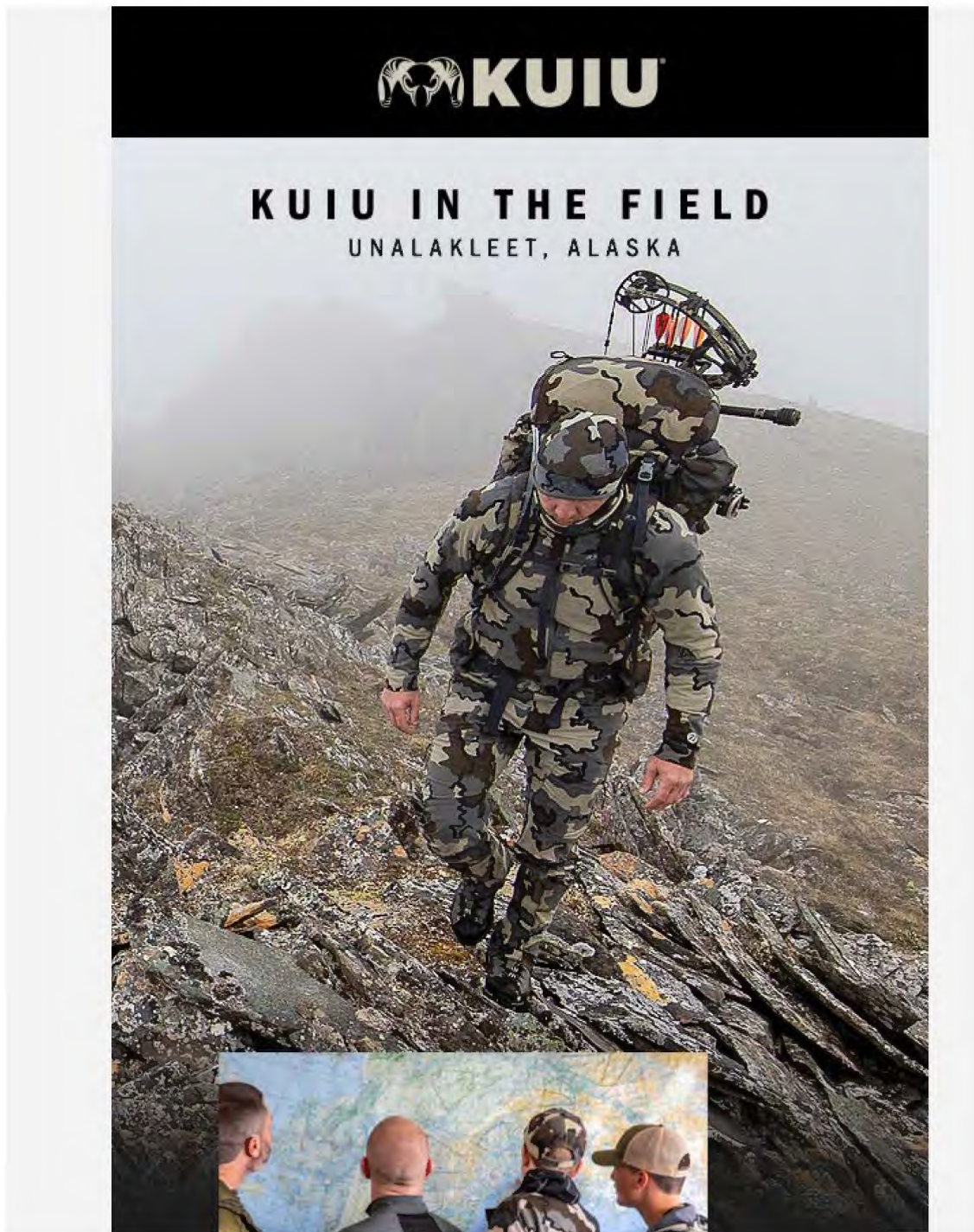
LAYER 1	LAYER 2	LAYER 3	LAYER 4
BASE LAYER	INSULATION	OUTERWEAR	RAINWEAR



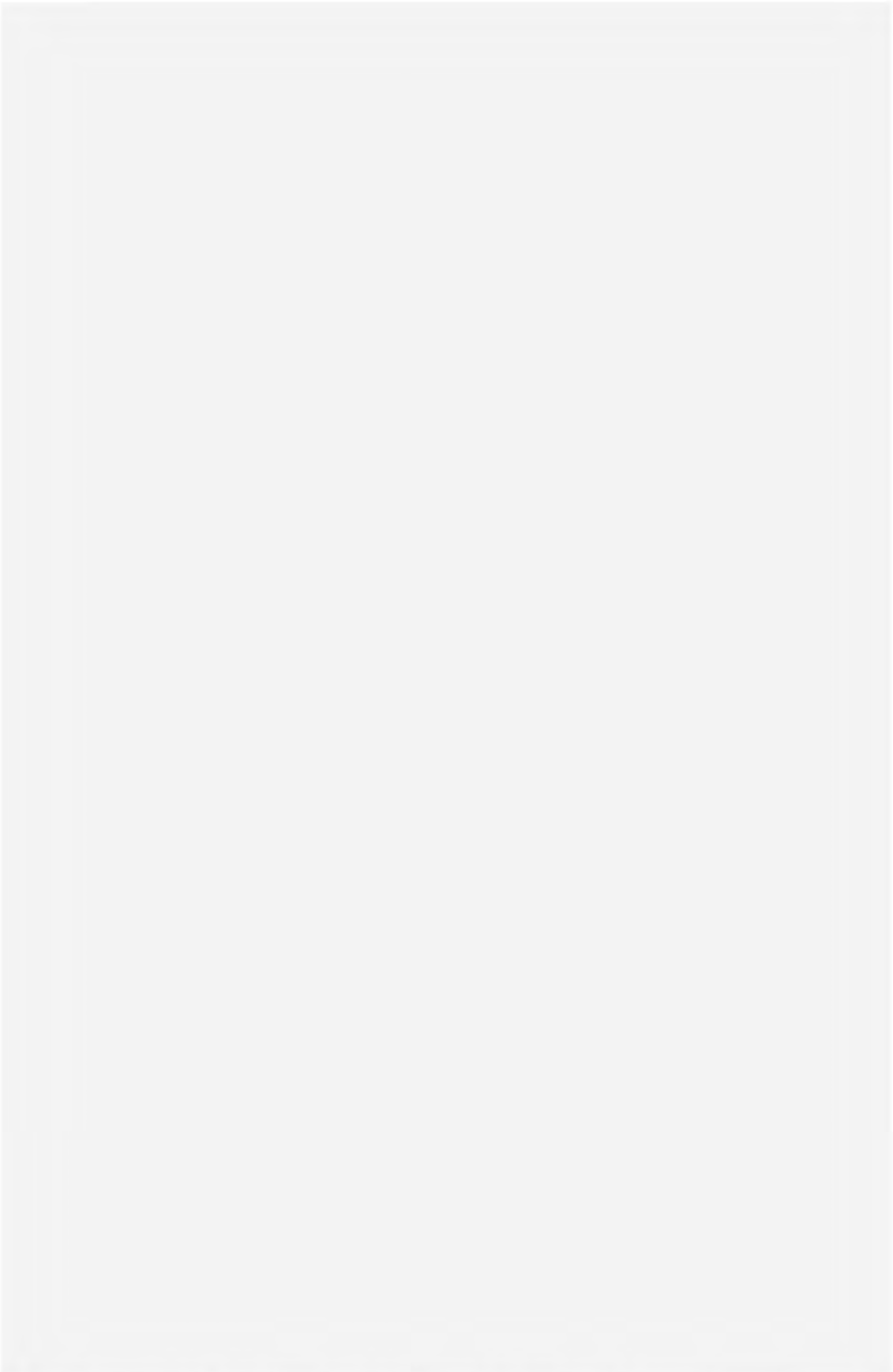
WHEN IN DOUBT, ORDER YOUR TYPICAL GARMENT SIZE. FOR ALL OTHER QUESTIONS CALL CUSTOMER SERVICE AT 855-367-6848

Begin forwarded message:

From: "KUIU" <service@kuiu.com>
Date: June 18, 2019 at 6:00:31 AM MDT
To: tamara_stevenson@yahoo.com
Subject: Introducing Kutana Gaiters



mhtml:file://C:\Users\stucki.sherri\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\2...



mhtml:file://C:\Users\stucki.sherri\AppData\Local\Microsoft\Windows\INetCache\Content.Outlook\2...



**THE IDEAL ULTRALIGHT GAITER FOR HUNTS WHERE
MINIMIZING TOTAL WEIGHT IS OF THE UTMOST IMPORTANCE**



- Adjustable drawcord top closure-split ends to avoid snags
- Metal snap button at top closure
- 2-way stretch Durable Nylon 6/6 face fabric
- Waterproof and breathable Toray ENTRANT membrane

- Easy-adjust internal hook and loop boot-strap
- 330D Cordura reinforced lower interior for added durability
- Seamless design eliminates failure points
- Silicone print traction strip keeps the gaiter held in place



NEW



SUMMIT STAR 1 PERSON TENT

VERSATILE SINGLE-PERSON BACKPACKING SHELTER, IDEAL FOR THE HUNTER WHO NEEDS LIGHTWEIGHT WEATHER PROTECTION

[SHOP NOW](#)

NEW



[SHOP](#) [OUTLET](#) [NEW ARRIVALS](#) [KUIU STORY](#)



Showroom & Corporate Offices - 1920 N. Lincoln, Ste. 101, Dixon, CA 95620

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[Click Here to View in Browser](#)

The screenshot shows the homepage of the Kitana website. At the top, there is a navigation bar with the following links: [COLLECTIONS](#), [BRAND PHILOSOPHY](#), [Kitana CURVYSTYLE](#) (the brand logo), [WHERE WE ARE](#), and [CONTACT](#). Social media icons for Facebook and Instagram are also present. The main hero image features a woman in a vibrant, floral-patterned dress standing in a lush, green outdoor setting. Overlaid on this image is the text "Feminine, sparkling, fashion" in a white, cursive font, and a "DISCOVER MORE" button below it. Below the hero image, there are two smaller images: on the left, a woman in a light blue dress; on the right, a woman in a brown top. In the center of these two images, the text "SUMMER 2019" is displayed in a bold, black, sans-serif font, with "LOOKBOOK" underneath it, underlined. A small upward-pointing arrow icon is visible on the right side of the bottom-right image.

KITANA ENHANCES THE SHAPES WITH ITS GLAMOR STYLE

Feeling exclusive, cool, glamorous, at ease in all situations, feeling ... Kitana makes the dream come true. The undisputed star is the real woman, the Mediterranean woman, the one with all the curves in the right place, the one who is not afraid of her body and her full and luxuriant femininity.





Kitana knows fashion, trends, style, but also the female body and it is precisely for this reason that she carefully selects her garments to emphasize and enhance the softness of the curves. The Italian quality and taste come together in Kitana with the variety of ready-to-wear. Ready fashion is the ability to understand trends and the immediacy of interpreting them, translating them into concrete garments to give women the opportunity to choose weekly new and trendy proposals.



The goal is not to hide the body but exalt it. The Kitana collection thinks of all the moments of the modern woman's day, from the most casual or formal morning to the unpredictable and brilliant evenings.

Always in love with glamor and beauty, our designers aim for a young and trendy collection for a curvaceous woman who finds her dimension without renouncing to be fashion and seductive.

Made in Italy, continuous search for the best, attention to wearability, innovative proposals, current look, multi-faceted taste, attention to detail, freshness, beauty, femininity ...

Kitana is all this and much more:
Kitana is you!



← → ↻ 🔒 https://www.facebook.com/pg/kitanastyle/posts/?ref=page_internal

f kitana 🔍 Tamara

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👍 Like 💬 Comment ➦ Share 🌐

👤 Write a comment... 😊 📷 GIF 🗨️


Kitana
CURVYSTYLE

kitana
@kitanastyle

Home
About
Photos
Videos
Posts
Community

kitana
April 17 · 🌐

Your fashionista will be cool and amazing with #kitana
www.kitana.com



👍❤️ 49 4 Comments 8 Shares

👍 Like 💬 Comment ➦ Share 🌐

Most Relevant ▾

← → ↻ 🔒 <https://www.kitana.com/dove-siamo/?idC=62909&tn=pv> 🌐 ☆ 1 ⋮

COLLECTIONS ▾ BRAND PHILOSOPHY **Kitana** CUBVYSTYLE WHERE WE ARE ▾ CONTACT f | 📷 | [ITA](#) ▾

Stores

Click on 'locate me' to find your location or choose a country.

LOCALIZZAMI
Italy
San Marino

map Satellite

Ukraine

- Renaissance**
via Zeffirino
Ro, 19
Cesena
Tel. 0547
22863
- Renaissance**
Via Don
Minzoni, 21
Sanarcangelo
di Romagna
Tel.
0541626981
- Renaissance**
Piazzale
Matteotti, 1
Fabriano
Tel.
0732800525
- Renaissance**
Piazza XX
Settembre
Fano
Tel. 0721

4:09 PM
6/26/2019

6/26/19 at 4:26 p.m.,

https://www.google.com/search?rlz=1C1ZCEB_enUS782US782&ei=zPATXaKWFlatQbGtpnAAg&q=Drake+Waterfowl&og=Drake+Waterfowl&gs_l=psy-ab.3..0l10.52143.54334..54510...1.0..0.209.1973.1j14j1.....0....1.gws-wiz.....0i67j0i131j0i10.SfFoE3oYeSk

The screenshot shows a Google search for "Drake Waterfowl". The search bar contains the text "Drake Waterfowl". Below the search bar, there are navigation tabs for "All", "Shopping", "Images", "News", "Videos", "More", "Settings", and "Tools". The search results indicate "About 3,500,000 results (0.43 seconds)".

The first result is titled "Drake Waterfowl: Duck Hunting Gear, Clothing & Equipment" with the URL <https://www.drakewaterfowl.com/>. The description states: "The highest quality hunting gear, hunting waders, and hunting clothes made especially for duck hunters by duck hunters." Below this are several sub-sections:

- The Pit**: Sign Up For The Hunt Club. Be the first to hear about deals ...
- Sale**: Men's Waterfowl Sale Types. Jackets; vests; Hoodies ...
- Men**: Best waterfowl hunting apparel for all climates, weather, and ...
- Drake Waterfowl Systems**: Jackets - Waders - Hoodies - Pants & Bibs - Headwear - Shirts - New
- Non-Typical Whitetail**: Jackets & Vests - Sale - New - ...
- Casual Apparel**: Shirts - Pullovers & Hoodies - Jackets - Vests - Pants & Shorts

There is a link for "More results from drakewaterfowl.com".

The second result is titled "Drake Waterfowl Clothing & Gear | Best Price Guarantee at DICK'S" with the URL <https://www.dicksportinggoods.com>. The description includes: "Shopping Index Outdoor Equipment Collections Lodge Collections Hunting Collections Drake Waterfowl Clothing & Gear ... Drake Waterfowl Men's MST Eqwader Quarter Zip Jacket ... Drake Waterfowl MST Eqwader 2.0 Chest Waders."

The third result is titled "Drake Waterfowl Clothing, Gear & Waders | Field & Stream" with the URL <https://www.fieldandstreamshop.com>. The description includes: "Family Page Drake Waterfowl Men's Eqwader Late Season 2.0 3-in-1 Wader Hunting Jacket ... Family Page Drake Waterfowl Men's MST Eqwader Quarter Zip Hunting Jacket ... Drake Waterfowl Systems® develops innovative clothing, waders and gear designed specifically for waterfowl hunting."

The fourth result is titled "Drake Hunting Clothing - Cabela's" with the URL <https://www.cabelas.com/category/Drake-Hunting-Clothing/833080680.uts>. The description includes: "Stay comfortable and protected from the elements in Drake Waterfowl's Men's LST Insulated Bibs 2.0. Durable Refuge HS™ shell sports wind- and waterproof ..."

The Windows taskbar at the bottom shows the time as 4:26 PM on 6/26/2019.

The screenshot shows the Drake Waterfowl Systems website. At the top, there is a dark green navigation bar with the Drake logo on the left and links for 'Hunt Club', 'The Pitt', 'Dealers', and 'Sign up / Log In' on the right. Below the navigation bar, a small text line reads 'Join the Hunt Club to receive Free Ground Shipping on orders over \$75'. The main content area features a large background image of a hunter in a wooded area. Overlaid on this image is a light-colored box with the heading 'How Do You Hunt?™'. Below the heading, the text reads: 'As hunters, we pride ourselves not only on what we chase, but how we chase. We are specialists - we know what we do, and we do it well. At Drake Waterfowl Systems®, we believe that your hunting gear should be as highly specialized as you are, purposely engineered to make your chase more effective. Whether you're watching mallards drop through the trees in flooded timber, catching the sun rise from a layout blind on the prairie, or winding your boat down the marsh to that perfect spot, you deserve gear that stands with you and makes that experience better. For 2018, we've developed an arsenal of highly-focused gear dedicated to answering one question: How Do You Hunt?™'. A 'DISCOVER MORE' button is centered below the text. On the left side of the page, there is a dark sidebar titled 'Men's Waterfowl' with a list of product categories: New, Jackets, Vests, Hoodies, Waders/Boots, Pants & Bibs, Liners & Layering, Shirts, Headwear, Bags / Packs, Gun Dog, Gloves, Accessories, and Sale. At the bottom right of the page, there is a 'SIGN UP FOR THE HUNT CLUB' button. The Windows taskbar is visible at the very bottom of the screenshot, showing the time as 4:28 PM on 6/26/2019.

6/26/19 at 4:49 p.m.,

https://www.google.com/search?rlz=1C1ZCEB_enUS782US782&ei=jvYTXfXaN9SDtQahoZawAQ&q=Mossy+Oak&og=Mossy+Oak&gs_l=psy-ab.3..0i67j0i9.2278.3207..3318...0.0.0.134.967.4j5.....0....1.gws-wiz.....0i71j0i131.I5qlOPQX1TQ

Mossy Oak - Google Search

Google Mossy Oak

About 35,900,000 results (0.54 seconds)

Mossy Oak: Home
<https://www.mossyoak.com/>
We're glad you're here. Mossy Oak is an outdoors brand and our online presence reflects just that. Learn about our camouflage, family of brands, television and ...

The Mossy Oak Store
The Mossy Oak Store is the home to the largest online selection of ...

Our Camo Patterns
Proudly making Mossy Oak the number one camouflage ...

Bottomland
Bottomland is Mossy Oak's original camo pattern created by Toxey ...
[More results from mossyoak.com >](#)

About
To learn more about Mossy Oak, meet our staff and see what ...

Contact Us
Contact. At Mossy Oak, we take pride in our ability to service our ...

Our Story
Here at Mossy Oak, we are blessed that the story of our ...

See Mossy Oak Sponsored

Staghorn Mossy Oak All Over Camo Short-Sleeve Tee
\$17.99
Amazon.com

More on Google

Mossy Oak Company

mossyoak.com

Mossy Oak is a West Point, Mississippi-based branded camouflage and outdoor lifestyle company founded by Toxey Haas in 1986. Mossy Oak is owned and operated by its parent company Haas Outdoors, Inc. Wikipedia

Founder: Toxey Haas
Founded: 1986
Headquarters: West Point, MS
Key person: Toxey Haas
Type of business: Privately held company

Popular products

Armchairs & Accent Chairs Mugs Automotive St...

People also ask

- What is mossy oak bottomland?
- When was Mossy Oak founded?
- Who owns Realtree camo?
- Where is toxey Haas from?

Mossy Oak - Wikipedia
https://en.wikipedia.org/wiki/Mossy_Oak
Mossy Oak is a West Point, Mississippi-based branded camouflage and outdoor lifestyle company founded by Toxey Haas in 1986. Mossy Oak is owned and ...
Parent: Haas Outdoors Founded: 1986

4:49 PM 6/26/2019

Official Camouflage Partner of the NRA

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MOSSY OAK / ABOUT

ABOUT

HUNTING IS IN OUR BLOOD. IT'S WHAT WE DO, WHO WE ARE AND WHO WE'LL ALWAYS BE.

It's not a passion, it's an obsession. Every day at Mossy Oak, we live and breathe the outdoors – from hunting and conservation, to stewardship and legacy efforts. Since 1986, that obsession has formed the proud, rock-solid foundation of Mossy Oak. What started as a fistful of dirt has grown to become one of the strongest, most effective and most-recognized camouflage brands in the world. Today, our consumers are ultra-loyal to our brand because we deliver uncompromising quality, and share a unique bond driven by the heritage of hunting and our love for the great outdoors.

ABOUT

- Our Story
- Meet Our Staff
- National Pro Staff

To learn more about Mossy Oak, meet our staff and see what drives us every day to be the premier brand in the outdoors.

4:42 PM 6/26/2019

6/26/19 at 4:45 p.m.,

https://www.google.com/search?rlz=1C1ZCEB_enUS782US782&ei=VvUTXcO_M8zOtQbS9YXIlg&q=field+%26+stream&oq=field+%26+stream&gs_l=psy-ab..0110.4710.6332..6454..0.0..1.387.1796.8j4j1j1.....0....1..gws-wiz.....0i71j0i131i67j0i131j0i67.p3vrz89T8Jl

The screenshot shows a Google search result for "field & stream". The search bar at the top contains the text "field & stream". The main result is titled "Field & Stream: How to Hunt, Fish, Shoot Guns, Camp, and Survive" with a URL to <https://www.fieldandstream.com/>. Below this, there are several other results: "Field & Stream Apparel & Gear | Best Price Guarantee at DICK'S" with a URL to <https://www.dickssportinggoods.com/products/field-stream-outdoor-gear.jsp>, "Field & Stream (retailer) - Wikipedia" with a URL to [https://en.wikipedia.org/wiki/Field_%26_Stream_\(retailer\)](https://en.wikipedia.org/wiki/Field_%26_Stream_(retailer)), "Field & Stream - Home | Facebook" with a URL to [https://www.facebook.com/Pages/Media/Books & Magazines/Magazine](https://www.facebook.com/Pages/Media/Books%20&%20Magazines/Magazine), and "Field & Stream - YouTube" with a URL to <https://www.youtube.com/channel/UC5hvv-KJ9qN4A62lX1ZNew>. On the right side, there are social media icons for YouTube, Instagram, and Facebook, and a "People also search for" section with logos for Cabela's, Dick's Sporting Goods, Bass Pro Shops, and Academy Sports + Outdoors. At the bottom of the page, the Windows taskbar is visible, showing the time as 4:45 PM on 6/26/2019.

The screenshot shows the Field & Stream website homepage. At the top, there is a navigation bar with the Field & Stream logo, a search bar, and links for "Shop Departments", "Find a Store", "Weekly Ad", "Cart", "Chat", "My Account", "Track Order", and "Help". Below the navigation bar is a red banner that reads "FLASH SALE | TODAY ONLY" with a smaller line of text: "LIMITED TIME. LIMITED QUANTITIES. ONLINE ONLY. VALID THROUGH 10PM PT. SHOPS NOW".

The main content area features a large image of a lake at sunset. Overlaid on this image is a white box with the text: "UP TO 40% OFF", "Start Your Day With Great Buys For Wherever Adventure Takes You", and a link "SHOP ALL DEALS >".

Below the main image is a "CATEGORIES" section with six icons and labels: "HUNTING" (crossbow), "FISHING" (fishing rod), "CAMPING" (red tent), "GRILLS" (BBQ grill), "FIELD & STREAM" (green tent), and "YETI" (yellow cooler).

At the bottom of the screenshot is a Windows taskbar with various application icons and a system tray showing the time "4:47 PM" and date "6/26/2019".

6/26/19 at 4:54 p.m.,

https://www.google.com/search?rlz=1C1ZCEB_enUS782US782&ei=k_YTXc37Edq_tQaZ27PYCg&q=L.L.+BEan&og=L.L.+BEan&gs_l=psy-ab.3..0l10.202375.203623..203752...0.0..0.146.929.5j4.....0....1.gws-wiz.....0i71j0i131.X9Vg-Fc6mSl

LL Bean - Google Search

LL Bean

About 339,000,000 results (0.85 seconds)

L.L.Bean - The Outside Is Inside Everything We Make
<https://www.llbean.com/>
Enjoy Free Shipping with \$50 purchase on clothing, shoes, outdoor gear and more, all made for the shared joy of the outdoors.

Search llbean.com

Women's
Get ready for chilly weather with women's sweater fleece, flannel ...

Men's
LL Bean has the sweaters, lined jeans, flannels, and jackets to ...

Sale
Find great discounts on hundreds of L.L.Bean sale and clearance ...

Clothing
Enjoy Free Shipping with \$50 purchase of clothing for the ...

Home Goods
Get Free Shipping with \$50 purchase on bedding, home ...

Footwear
BOYS' SNEAKERS & SHOES · 4 new styles of footwear. NEW for ...

L.L.Bean
Retail company

llbean.com

L.L.Bean is an American, privately held retail company founded in 1912 by Leon Leonwood Bean. The company is headquartered where it was founded, in Freeport, Maine. It specializes in clothing and outdoor recreation equipment. Wikipedia

Customer service: 1 (800) 441-5713

Headquarters: Freeport, ME

CEO: Stephen Smith (Jan 2016–)

Founder: Leon Leonwood Bean

Founded: 1912, Freeport, ME

Number of locations: 55

Profiles

Facebook Pinterest LinkedIn Instagram

People also search for View 15+ more

LANDS' END Eddie Bauer Patagonia ORVIS

Top stories

L.L.Bean's Summer Sale Has the Lowest Prices on Bean Boots
Good Housekeeping 6 hours ago

L.L.Bean's Massive Sale Has the Best Bean Boots Deal Ever
Yahoo 4 hours ago

LLBean Summer Sale - LLBean Boots On Sale
Town & Country Magazine 4 hours ago

4:54 PM 6/26/2019

6/26/19 at 4:59 p.m., <https://www.llbean.com/llb/shop/516884?page=about-llb&nav=F14i516884-hp>

The screenshot shows a web browser window displaying the L.L.Bean website. The browser's address bar shows the URL: <https://www.llbean.com/llb/shop/516884?page=about-llb&nav=F14i516884-hp>. The browser's taskbar at the bottom shows various open applications, including Microsoft OneDrive, Chrome, Flowtrack, Miracast, NetDocuments, Remote Access, Resource Scheduler, Swift, Tech Support, and Google Calendar.

The website header features a red banner with the text "SAVE UP TO 80% AT OUR SUMMER SALE" and links for "Online & In Stores" and "Shop Now". Below this, the L.L.Bean logo is prominently displayed. To the right of the logo is a search bar with the placeholder text "What can we help you find?" and a "SEARCH" button. Further right is a shopping bag icon labeled "SHOPPING BAG" with a "Wish List" link.

The navigation menu includes the following categories: CLOTHING, FOOTWEAR, OUTDOOR EQUIPMENT, BAGS & TRAVEL, HOME GOODS, SALE, and OUTDOOR PROGRAMS. Below the navigation menu, there is a section titled "LL.Bean > Inside LL.Bean" with a list of links: "Our Company", "Corporate Responsibility", "LL.Bean Outdoor Access Fund", "LL.Bean Community Fund", "Our Partners", and "Outside Research".

The main content area features a large image of four people (two men and two women) in outdoor gear, smiling and looking towards the camera. Overlaid on the bottom of this image is the text "Bean Outsider" in a large, white, sans-serif font. Below the image, the text "Welcome to the Outside" is displayed in a smaller, black, sans-serif font.

The browser's status bar at the bottom right shows a zoom level of 90%, the time 4:59 PM, and the date 6/26/2019.

6/26/19 at 5:08 p.m., https://www.google.com/search?safe=active&rls=com.microsoft%3Aen-us%3Aie-address&ei=yvoTxCL8Nly-tQamsITgCA&q=Scottevest&oq=Scottevest&gs_l=psy-ab.3..0j0i67j0l8.12764.14508..14726...0.0..0.95.763.9.....0....1..gws-wiz.....0i71j0i22i30.pPvdDHNxZs

The screenshot shows a Google search for "Scottevest" on a Windows 10 desktop. The search results page displays the following information:

- Search Results:** About 18,300,000 results (0.43 seconds).
- SCOTTeVEST® Official Site | Style, Comfort & Convenience**
 - Website: www.scottevest.com/ (866) 959-4025
 - Use Promo Code G15 For 15% Off All Products, Excluding Outlet Items. Versatile. Functional. Effortless. Engineered for the Everyday Adventurer. Up To 42 Pockets. Water-resistant. Perfect for travel. 2-yr warranty. Types: Jackets, Vests, Hoodies, Pants, Shirts.
- Product Collections:**
 - Men's Collection:** Technology Enabled Clothing Engineered For Men. Buy Today!
 - Women's Collection:** Stylish Designs Engineered For Women. Clothing For Your Tech Needs
 - Outlet - 30-60% Off:** Huge Savings! Hurry, once they're gone, they're gone
 - New Travel Accessories:** Tools & Toys - find the coolest travel gadgets around
- SCOTTeVEST: Home of the world famous eVEST -=**
 - URL: <https://www.scottevest.com/>
 - Quote: "Men need to get hip to the SCOTTeVEST," Ocean says. "You can put anything in it. Your water bottle, your cell phone, your motorcycle helmet—you can put all ..."
- Women:** Chloe Glow - Women's Trench Coat - The Lucille - ...
- Men:** Pack Windbreaker - SCOTTeVEST Jacket for Men - Enforcer Jacket
- RFID Travel Vest for Men:** Our best-selling RFID Travel Vest has 26 pockets to keep you safe ...
- RFID Travel Vest for Women:** The classic travel vest for women for all your globe trotting ...
- SCOTTeVEST Jacket for Men:** ... is packed into the understated styling of the SCOTTeVEST ...
- Products:** RFID Travel Vest for Men. \$135.00. USD. Compare. Jeremy ...

Knowledge Panel for SCOTTeVEST:

- SCOTTeVEST** - Clothing company
- Website: scottevest.com
- SCOTTeVEST is a clothing company based in Ketchum, Idaho which specializes in garments with conduit systems and specialized pockets and compartments for holding mobile phones, tablet computers and other portable electronic devices, and managing and controlling their wires. [Wikipedia](#)
- Customer service: 1 (866) 909-8378
- Founder: Scott Jordan
- Founded: 2000
- Headquarters: Ketchum, ID
- Area served: World
- Type of business: Privately held company
- Popular products: Vests, Coats & Jackets, Shirts & Tops

The desktop taskbar at the bottom shows the Windows Start button, search icon, and several open applications including Microsoft Edge, File Explorer, and various utility programs. The system tray shows the time as 5:08 PM on 6/26/2019.

6/26/19 at 5:12 p.m., <https://www.scottevest.com/page/outdoor-enthusiast.shtml>

The screenshot shows a web browser window displaying the Scott's Vest website. The browser's address bar shows the URL <https://www.scottevest.com/page/outdoor-enthusiast.shtml>. The website's navigation menu includes links for Men, Women, Outlet, SALE, SCOTT'S VEST, Contact, About, and Help. A search bar is located at the top left of the page with the placeholder text "What are you looking for?". The main content area features a large banner image of a man in outdoor gear looking through binoculars. The banner includes the text "It's not Rocket Science, It's Pocket Science." and the heading "Outdoor Adventurer". Below the banner is the heading "What To Carry" and a small image of a vest. The Windows taskbar at the bottom of the screen shows the time as 5:12 PM on 6/26/2019.

The screenshot shows a Google search for 'filson' on a Windows PC. The browser's address bar contains the search URL. The search results page displays 'About 56,200,000 results (0.70 seconds)'. The top result is 'Filson | American Heritage Outerwear, Clothing & Bags' with the URL <https://www.filson.com/>. Below this, there are several category links: 'Mens' (Coats & Jackets - Shirts - Pants - Vests - CCF Workwear - ...), 'Accessories' (Shop All Accessories - Men's Accessories - Footwear - ...), 'Luggage & Bags' (Discover Filson Luggage & Bags. Find duffel bags, briefcases...), 'SUMMER SALE' (Explore our Summer Sale's best deals on men's & women's ...), 'Womens' (Coats & Jackets - Shirts - Shop All Clothing - Dresses - New Arrivals), and 'Coats & Jackets' (Discover Filson jackets for men. Constructed of durable wool...). Below these are three more search results: 'Filson | Nordstrom' (https://shop.nordstrom.com/brands/filson-5497), 'Filson Dealer - GALLENSON'S in Salt Lake City, Utah - Location ...' (https://www.mystore411.com/store/view/10465800/Filson-Salt-Lake-City), and 'Filson - Home | Facebook'. On the right side, a knowledge panel for 'Filson' is displayed, identifying it as a 'Clothing retail company' and providing details: 'C.C. Filson is a Seattle, Washington based, privately owned outfitter and manufacturer of goods for outdoor enthusiasts. The company designs, manufactures, distributes and sells men's and women's outdoor clothing, accessories and luggage. Wikipedia', 'Customer service: 1 (800) 624-0201', 'Headquarters: Seattle, WA', 'CEO: Rollen Jones (2019-)', 'Founder: Clinton C. Filson', 'Founded: 1897, Seattle, WA', and 'Type of business: Privately held company'. A 'Popular products' section lists 'Briefcases', 'Hats', 'Duffel Bags', and 'Backpacks'. The Windows taskbar at the bottom shows the time as 5:15 PM on 6/26/2019.

6/26/19 at 5:19 p.m., <https://www.filson.com/>

The screenshot shows the Filson website homepage. At the top, there is a navigation bar with the Filson logo and 'SINCE 1897'. Below the logo is a horizontal menu with categories: MENS, WOMENS, LUGGAGE & BAGS, ACCESSORIES, FISHING, HUNTING, HOME & CAMP, and SALE. The main banner features a red biplane flying over a mountain range with the text 'UNFAILING GOODS' in large, bold letters. Below the banner is a 'SHOP NEW ARRIVALS' button and a 'FIND A STORE NEAR YOU' link. At the bottom, there are three product category buttons: 'MEN'S SHIRTS', 'BRIEFCASES & COMPUTER BAGS', and 'WOMEN'S SHIRTS'. The browser's address bar shows 'https://www.filson.com/' and the Windows taskbar at the bottom indicates the time is 5:19 PM on 6/26/2019.

6/26/19 at 5:19 p.m., <https://www.filson.com/>

The screenshot shows a web browser window displaying the Filson website. The address bar shows the URL <https://www.filson.com/hunting-collection.html>. The browser's address bar also shows "C. C. Filson Co. [US]" and "facebook". The browser's menu bar includes "File", "Edit", "View", "Favorites", "Tools", and "Help". The browser's toolbar shows several open tabs: "microsoft onedrive - Goo...", "Chrome River", "Flowtrack", "Mimecast", "NetDocuments", "Remote Access", "Resource Scheduler", "Swift", "Tech Support", and "Google Calendar - May 20...". The browser's status bar shows "FIND A STORE NEAR YOU" and "CHAT".

The website's header features the Filson logo "FILSON SINCE 1897" and a navigation menu with categories: "MENS", "WOMENS", "LUGGAGE & BAGS", "ACCESSORIES", "FISHING", "HUNTING", "HOME & CAMP", and "SALE".

The main content area has a dark background with a large white heading "FILSON HUNTING". Below the heading is a paragraph of text: "Filson's dedication to the sportsman... back to 1912 with the introduction of the original Filson Hunting Coat. Wherever your pursuit and whatever your quarry, we offer the finest clothing and goods for a variety of climates. We take pride in building Unfailing Goods™ and never stop refining, innovating and engineering."

Below the text is an orange navigation bar with three links: "APPAREL »", "BAGS & CASES »", and "ACCESSORIES »".

The bottom of the page features three small images: a man in a hat, a landscape, and a hat. The browser's status bar shows the URL <https://www.filson.com/hunting/hunting-accessories.html>, the zoom level "100%", and the time "5:20 PM 6/26/2019".

6/26/19 at 5:23 p.m., https://www.google.com/search?rls=com.microsoft%3Aen-US%3AIE-Address&ei=Sv4TXeGVCYS-tAa5mYWAAw&q=under+armour&oq=under+armour&gs_l=psy-ab.3..0i67j0i67j0l4j0i67j0i131j0i.5996.7051..7543..0.0..0.108.707.6j2.....0....1..gws-wiz.....0i71.UGVcMwKxMys

The screenshot shows a Google search for "under armour". The search results include a link to the official website, "Under Armour® Workout Clothes | Shop The Official Site", and several category-based links such as "Men's Apparel", "Women's Apparel", "Shoes", "Boys", and "Men's". A knowledge panel on the right provides detailed information about Under Armour, including its stock price, customer service, and headquarters.

Google under armour

About 394,000,000 results (0.89 seconds)

Under Armour® Workout Clothes | Shop The Official Site
www.underarmour.com/
We'll Make The Technology. You Keep Getting Better. Shop The Latest UA Tech & Innovation. Heatgear Built To Keep You Cool During Any Workout Or Competition. Shop UA HeatGear Today. Largest Style Selection. Free Returns. New UA Exclusives. United We Win.

Men's Apparel
The Latest and Greatest.
Shop UA® Men's Apparel and Gear.

Women's Apparel
I Will What I Want.
Shop UA® Women's Apparel and Gear.

Under Armour® Official Store – FREE Shipping available | US
<https://www.underarmour.com/en-us/>

Men
Shop All Mens - Running - Best Sellers - Basketball - Men's Outlet

Women
Tops - Footwear - Shop All Womens - Women's Outlet - Pants

Outlet
Men's - Women's - Boys - Girls - ...

Shoes
Men's Shoes - Women's Shoes - Boys Shoes - Girls' Shoes - ...

Boys
Kids - SHOP ALL BOYS - Baseball - Boy's Running Shoes - Toddler

Men's
Shop Under Armour men's workout clothes, gym clothes and ...

Under Armour
Footwear company

underarmour.com/en-us

Under Armour, Inc. is an American company that manufactures footwear, sports, and casual apparel. Under Armour's global headquarters are located in Baltimore, Maryland with additional offices located ...
[Wikipedia](#)

Stock price: UAA (NYSE) \$25.07 +0.17 (+0.68%)
Jun 26, 4:03 PM EDT - Disclaimer

Customer service: 1 (888) 727-6687

Headquarters: Baltimore, MD

Founder: Kevin Plank
CEO: Kevin Plank (1996-)

Popular products
Shoes Backpacks Shirts & Tops Shorts

5:23 PM 6/26/2019

6/26/19 at 5:27 p.m., <https://www.underarmour.com/en-us/outlet/g/6?iid=swb&iidasset=june30>

UA Outlet Deals & Sales | Under x +

Under Armour, Inc. [US] | <https://www.underarmour.com/en-us/outlet/g/6?iid=swb&iidasset=june30>

FREE Returns & FREE U.S. Standard Shipping Orders \$60+ Chat US Stores Log In

MEN WOMEN BOYS GIRLS SHOES OUTLET Search

EXTRA 30% OFF \$100: UA OUTLET ONLY
Use code: **JUNE30**. Ready? **GO!** >
1000s OF NEW Styles. Applies To Prices In Red, US/CA

Outlet 2254 Results Relevance

Outlet

GENDER CATEGORY COLOR SIZE & FIT SPORT TECHNOLOGY PRICE RANGE

Baseball Gymnastics Running
Basketball Hiking & Trail Soccer
Boxing Hockey Softball
Cycling Hunting Tennis
Field Hockey Lacrosse Training
Fishing Military & Tactical Volleyball
Football Outdoor Yoga & Studio
Golf

CALLING ALL ATHLETES
SEM-ANNUAL EVENT

NEW TO OUTLET

5 Colors Available
UA Tech™
Men's Short Sleeve Shirt
\$18.99 - \$19.99 ~~\$25.00~~

5 Colors Available
UA Tech™ V-Neck - Twist
Women's Short Sleeve Shirt
\$18.99 - \$19.99 ~~\$24.99~~

Feedback

5:27 PM 6/26/2019

6/26/19 at 5:27 p.m., <https://www.underarmour.com/en-us/outlet/g/6?iid=swb&iidasset=june30>

6/26/19 at 5:43 p.m.,

https://www.google.com/search?q=orvis&rlz=1C1ZCEB_enUS782US782&oq=orvis&aqs=chrome..69l57j0l5.623j0j4&sourceid=chrome&ie=UTF-8

The screenshot shows a Google search for "orvis". The search bar contains "orvis" and the search results show "About 38,700,000 results (0.61 seconds)". The top result is "Orvis® Official Site | Gear Up For Summer Today" with the URL "www.orvis.com/". Below this are several promotional links: "Fly Fishing Rods & Gear", "New Women's Clothing", "4th of July Outlet Sale", and "Men's Pants & Shorts". A knowledge panel on the right side of the page provides information about Orvis, including its status as a retail company, its website (orvis.com), and a brief history. It also lists contact information for customer service, technical support, and sales, as well as the company's headquarters and CEO. At the bottom of the knowledge panel, there are "Popular products" such as "Coats & Jackets", "Fishing Reels", and "Shirts & Tops", with small images of a fishing vest and a jacket. The Windows taskbar at the bottom shows the time as 5:43 PM on 6/26/2019.

Google orvis

About 38,700,000 results (0.61 seconds)

Orvis® Official Site | Gear Up For Summer Today
www.orvis.com/ (888) 235-9763
Enjoy This Season Even More With Orvis® Outdoor Clothing & Quality Gear. Shop Our Newest Clothing and Products, & Our Most Innovative Gear Available Online Today! Visit A Local Orvis Store. 5% For Nature Every Day. New Items, New Markdowns. Your Guide To Adventure.

Fly Fishing Rods & Gear
Secure Your Catch With Orvis Today
Engineered To Perfection Since 1856

New Women's Clothing
Refresh Your Wardrobe This Season
Shop The Newest Styles Online Today

4th of July Outlet Sale
Shop Up to 70% Off! Take an Extra
30% Off in The Online Sale Outlet

Men's Pants & Shorts
Buy 2 Pair & Save Up To \$50
Shop Men's Khakis, Chinos, & More

Orvis: Quality Clothing, Fly-Fishing Gear, & More Since 1856.
https://www.orvis.com/
Since 1856, Orvis has offered our customers distinctive clothing, the world's finest fly fishing rods and tackle, upland hunting gear, dog beds, luggage, and ...

Search orvis.com

Men
Shirts - Pants & Shorts - Men's
Clothing - Women - Accessories

Women's Clothing
Women's Clothing - Outerwear - New
for Women - Pants & Shorts

Fly Fishing
Nobody knows fly fishing like Orvis.
Our fly rods, reels, and fishing ...

Sale
Shop the Orvis sale outlet and save up
to 70% on first-quality ...

Dogs
Dog Beds - Collars & Leashes -
Traveling with Dogs - Toys - ...

Utah
Orvis Outlet Stores. Orvis Endorsed
Operations. Orvis ...

Orvis Locations & Hours Near Salt Lake City, UT - YP.com
https://www.yellowpages.com - Salt Lake City, UT

Orvis
Retail company

orvis.com

Orvis is an American family-owned retail and mail-order business specializing in high-end fly fishing, hunting and sporting goods. Founded in Manchester, Vermont, in 1856 by Charles F. Orvis to sell fishing tackle, it is the oldest mail-order retailer in the United States. Wikipedia

Customer service: 1 (888) 235-9763
Technical support: 1 (800) 778-4778
Sales: 1 (800) 547-4322
Headquarters: Sunderland, VT
CEO: Leigh H. Perkins Jr.
CFO: Robert J. Bean

Popular products

Coats & Jackets Fishing Reels Shirts & Tops

Coats & Jackets Fishing Reels Shirts & Tops

5:43 PM
6/26/2019

6/26/19 at 5:45 p.m., https://www.orvis.com/s/about-the-orvis-company/261?dir_id=35438

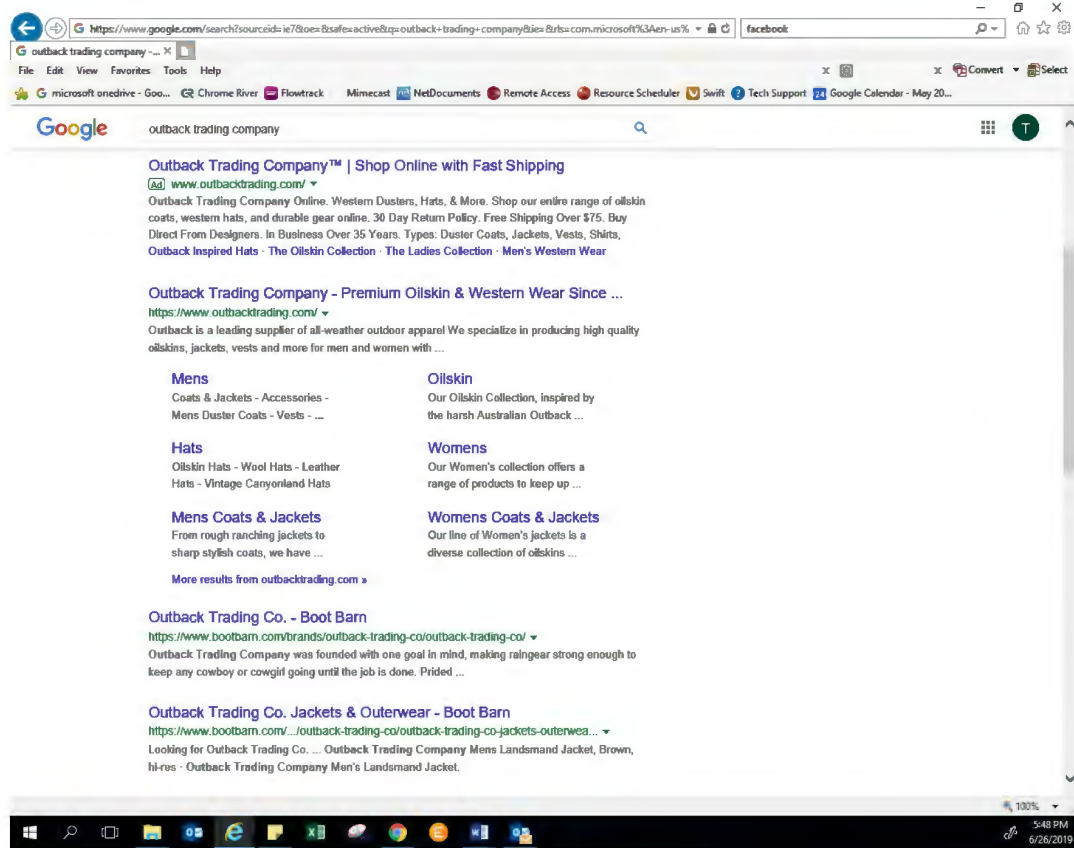
The screenshot shows a web browser window displaying the Orvis website. At the top, a dark blue banner reads "SAVE UP TO 70% DURING OUR 4TH OF JULY SALE". Below this is the Orvis logo and a navigation menu with categories like MEN, WOMEN, FLY FISHING, DOGS, HUNT, HOME, GIFTS, LUGGAGE, TRIPS & SCHOOLS, and SALE. A red banner below the navigation offers "LIMITED TIME FREE SHIPPING ON \$100 OR MORE" with the code "SHIP100".

The main content area is titled "ABOUT THE ORVIS COMPANY". On the left, there are three sections of links: "OUR COMPANY" (About Orvis, Leadership, Board of Directors, Careers at Orvis, Our Blog, Rod Shop Tours), "ORVIS PRESS ROOM" (Press Room, Awards, Studio Policy), and "PROTECTING NATURE" (Matching Grants, Mission, Conservation Partners). The central focus is a video player with a background image of a fly fisherman. The video text reads: "For more than a century and a half, Orvis has loved the wild, explored it, found solace in it, reveled in it, and protected it. Come with us and let us guide you to a life outdoors, to places where you can once again... GET WILD." Below the video is a red "WATCH" button and the hashtag "#FINDYOURWILD".

On the right side of the video player, there are two circular icons: "OFFERS" and "CHAT". At the bottom right of the browser window, the system tray shows the time as 5:45 PM on 6/26/2019.

6/26/19 at 5:48 p.m.,

https://www.google.com/search?sourceid=ie7&oeq=8&safe=active&q=outback+trading+company&ie=&rls=com.microsoft%3Aen-us%3Aie-address&gws_rd=ssl



6/26/19 at 5:53 p.m., https://www.outbacktrading.com/?gclid=EAlaIQobChMI2ml9qul4wIVvhkCh1sYAuPEAAAYASAAEgJ3S_D_BwE

The screenshot shows a web browser window with the URL https://www.outbacktrading.com/?gclid=EAlaIQobChMI2ml9qul4wIVvhkCh1sYAuPEAAAYASAAEgJ3S_D_BwE. The website header features a navigation menu with items like "Home", "About Us", "Products", "Contact Us", and "My Account". Below the menu is a search bar with a "Search" button. The main content area displays a promotional banner for "Premium Oilskin & Outdoor Clothing Since 1983". The banner includes a photograph of a man in a cowboy hat and a dark jacket standing next to a horse. The text in the banner describes the company as a leading supplier of all-weather outdoor apparel, established in 1983, and committed to producing durable and rugged clothing. A "SHOP OILSKIN" button is located at the bottom of the banner. The Windows taskbar at the bottom of the screen shows the time as 5:53 PM on 6/26/2019.



Premium Oilskin & Outdoor Clothing Since 1983

Outback Trading Company is a leading supplier of all-weather outdoor apparel. Established in 1983, Outback Trading Company stays true to its reputation of producing durable and rugged high performing apparel. We are committed to producing hard wearing comfortable clothes for working lifestyles, as well as functional fashion apparel.

Outback Trading Company has a style and fit for all.

[SHOP OILSKIN](#)

6/26/19 at 5:55 p.m.,

https://www.google.com/search?q=carhartt&rlz=1C1ZCEB_enUS782US782&og=carhartt&aqs=chrome.0.0l6.2688j0j4&sourceid=chrome&ie=UTF-8

The screenshot shows a Google search for 'carhartt'. The search bar contains the text 'carhartt'. Below the search bar, there are navigation tabs for 'All', 'Shopping', 'Maps', 'Images', 'News', 'More', 'Settings', and 'Tools'. The search results show 'About 125,000,000 results (0.78 seconds)'. The top result is 'Carhartt.com | Carhartt® Official Site | Shop for Carhartt Gear Today' with the URL 'www.carhartt.com/'. Below this, there is a description of Carhartt as a workwear company. To the right, there is a knowledge panel for 'Carhartt' with the Carhartt logo and the text 'Company'. The knowledge panel includes the website 'carhartt.com', a description of the company, and various details such as customer service, headquarters, founder, and revenue. Below the knowledge panel, there are 'Popular products' including 'Shirts & Tops', 'Pants', 'Coats & Jackets', and 'Hats'. At the bottom of the page, there is a map showing the location of Carhartt's headquarters in Dearborn, Michigan. The Windows taskbar is visible at the bottom of the screen, showing the time as 5:55 PM on 6/26/2019.

6/27/19 at 12:44 p.m.,

https://www.carhartt.com/?s_kwcid=google!G_Brand_Carhartt%20Only_Exact!Brand_Carhartt!e!carhartt!333477569457&gclid=EAlaQobChMr6Olw6yl4wIVDoICh2HqAqrEAYASAAEgJ4W_D_BwE

The screenshot shows the Carhartt website homepage. At the top, there is a navigation bar with the Carhartt logo and links for 'LOYALTY', 'FIND A RETAILER', and 'LIVE CHAT MY CART'. Below the navigation bar is a main banner for 'BACK TO THE LAND' featuring Von Miller and Eric Fisher. The banner text reads: 'When Von Miller and Eric Fisher faced-off in the desert, our gear had their back.' A 'SHOP NOW' button is visible. To the right of the banner is a video player with a play button and the text 'WATCH THE VIDEO'. Below the banner are three product category tiles: 'Heavy-Duty, High-Performing T-SHIRTS', 'Timeless and Tough WORK PANTS & JEANS', and 'Long days need TOUGH SHORTS'. The website is viewed in a Chrome browser window with the address bar showing the URL and the system tray at the bottom indicating the time is 12:44 PM on 6/27/2019.

6/26/19 at 6:01 p.m.,

https://www.google.com/search?rlz=1C1ZCEB_enUS782US782&ei=NwUXa23DvyP9PwPw4ea2Aw&q=duxbak+brand&oq=duxbak+brand&gs_l=psy-ab.3..0i22i30.6186.9112..9226...3.0.0.200.1580.12i3j1.....0....1..gws-wiz.....0i71j0i33i160j0i10i0i67.szv5LkNSy-c

The screenshot shows a Google search for "duxbak brand" on a Windows 10 desktop. The search results are as follows:

- Duxbak: Home**
<https://www.duxbak.com/>
Join the **Duxbak Newsletter** to stay up to date on the latest products, promotions, and ... The **Duxbak** brand merges the best of yesterday and today, providing an ...
Coats & Jackets · SHOP · Our brand · Shirts
- OUR BRAND - Duxbak**
<https://www.duxbak.com/our-brand/>
During the 1960s **Duxbak** adopted the slogan "The Action Sports Brand" and expanded their successful hunting, fishing, and camping offerings to include a full ...
- Perry Brothers Revive Famed Duxbak Apparel Line - Greenhead**
greenhead.net/post/112498/perry-brothers-revive-famed-duxbak-apparel-line
Aug 15, 2016 - Scott Perry hopes the time is right to introduce **Duxbak** to a new generation. **Duxbak** was touted as the country's first outdoor brand and is ...
- The History of Duxbak - A Fedora Lounge Guide | The Fedora Lounge**
<https://www.thefedoralounge.com/Forums/Apparel/Outerwear>
Dec 21, 2015 · 8 posts · 6 authors
Walls Industries of Texas bought the **Duxbak** brand name somewhere between 1990 and 1993 and continued production, with Cabela's as a ...
- Duxbak Sportsman's Field Coat - Mack's Prairie Wings**
<https://www.mackspw.com/Duxbak-Sportsmans-Field-Coat>
★★★★★ Rating: 3.8 · 4 reviews · \$349.99
The storied **Duxbak** brand lives on through the new Sportsman's Field Coat. Inspired by the grandeur of American sporting life and the legendary **Duxbak** ...
- Duxbak Hunting Clothing, Shoes and Accessories for sale | eBay**
<https://www.ebay.com> > ... > Duxbak Hunting Clothing, Shoes and Accessories
Results: 1 - 48 of 158 - Get the best deal for **Duxbak** Hunting Clothing, Shoes and Accessories from the largest online selection at ... Top Rated PlusBrand: **Duxbak** ...


The Windows taskbar at the bottom shows the time as 6:01 PM on 6/26/2019. The desktop background is a dark image with a "Duxbak | Doshmark" watermark.

6/26/19 at 6:03 p.m., <https://www.duxbak.com/our-brand/>

OUR BRAND - Duxbak

888-993-1904 sales@duxbak.com Your Duxbak Account 0 Items


HOME SHOP ON SALE AMERICAN MADE RETAIL PARTNERS OUR BRAND



Duxbak
TRADE MARK
Sportsman's Clothing Since 1904

THE BRAND THAT STARTED IT ALL
- America's Original Sportsman's Brand -

In the late 1800s, the Bird, Jones, and Kenyon Company manufactured overalls in Utica, New York. Because of the proximity of their plant to the Adirondacks, and the many sportsmen who visited the area, they recognized a need for specialized outdoor clothing, which they began to supply. By 1904 they had created a line of sturdy and reliable, water-repellent clothing specifically designed to meet the needs of outdoorsmen across the country. The goods immediately were recognized by hunters, fishermen,



6:03 PM 6/26/2019

6/26/19 at 6:05 p.m.,

https://www.google.com/search?rlz=1C1ZCEB_enUS782US782&ei=XAglUXfGYLMvVtAa3uLbg&q=avery+outdoors&og=avery+outdoors&gs_l=psy-ab.3..010.1722.2811..2858...0.0.0.114.633.6j1.....0...1..gws-wiz.....0i71j0i10.tsbOcnds0ag

The screenshot shows a Google search for "avery outdoors". The search bar contains the text "avery outdoors". Below the search bar, there are navigation options: All, Shopping, Maps, Images, News, More, Settings, and Tools. The search results show "About 14,800,000 results (0.35 seconds)".

The main search results include:

- Home | Outdoor Gear | Avery Outdoors Hunting Accessories and Gear**
<https://averyoutdoors.com/>
Our outdoor gear here at **Avery Outdoors** has been proven to add benefit to your waterfowl hunting experience. View our hunting accessories and apparel here!
- Contact**
For questions or complaints in regards to our hunting ...
- Waterfowl**
Early teal hunting is just plain fun. And it's a great way to kick off ...
- Products | Avery Outdoors**
Avery Outdoors Logo Avery Outdoors Retina Logo. Menu ...
- Apparel**
Apparel - Tees, Deals; Headwear - Hoodies - Avery Heritage ...
- Decoys Archives | Avery ...**
Avery Outdoors Logo Avery Outdoors Retina Logo. Menu ...
- Avery® Sporting Dog**
... Boat Blinds & Accessories - Game Carriers - Lanyards ...

More results from averyoutdoors.com >



Avery Outdoors Products - Cut Em Down Waterfowl
www.cutemdownwaterfowl.com/brands/Avery-Outdoors.html
FLOOD - AVERY OUTDOORS DOUBLE FLEECE SKULL CAP ... FLOOD - AVERY OUTDOORS GHG "WATERFOWL EQUIPMENT" OIL CLOTH CAP.

Avery Outdoors - Memphis, Tennessee | Facebook
<https://www.facebook.com/Places/Memphis,Tennessee/Sporting-Goods-Store>
Avery Outdoors, Memphis, Tennessee. 82249 likes · 190 talking about this · 503 were here. Sporting Goods Store.

Avery Outdoors - Mack's Prairie Wings
<https://www.mackspw.com/brands/avery-outdoors>
EXTRA SMALL (1) · SMALL (19) · MEDIUM (20) · LARGE (26) · EXTRA LARGE (24) · 2 EXTRA LARGE (17) · 3 EXTRA LARGE (12) · 4 EXTRA LARGE (1) ...

Avery Outdoors, Inc.: Private Company Information - Bloomberg
<https://www.bloomberg.com/profile/private/companies/avery-outdoors>

The knowledge panel on the right provides the following information:

- Avery Outdoors, Inc.**
Company
- 
- averyoutdoors.com
- Founded:** 1994
- Parent organization:** Banded Holdings Inc.
- Profiles**

LinkedIn
- Disclaimer Feedback
- Claim this knowledge panel

The Windows taskbar at the bottom shows the time as 6:05 PM on 6/26/2019.

6/26/19 at 6:07 p.m., <https://averyoutdoors.com/>

The screenshot shows a web browser window displaying the Avery Outdoors website. The browser's address bar shows the URL <https://averyoutdoors.com/>. The website's navigation bar includes the Avery logo on the left and links for "HOME", "BLOG", and "PRODUCTS" on the right. The main content area features a large image of a hunter in camouflage gear holding a turkey. Overlaid on this image is the text "TRICKIN' TOMS" in a large, white, serif font. Below this, a smaller line of text reads "Nothing strings in a boss gobbler like GHG Decoys. #FirstInFinishing". At the bottom of the image is a white button with the text "SHOP TURKEY DECOYS" and a right-pointing arrow. The Windows taskbar is visible at the bottom of the screen, showing the time as 6:07 PM on 6/26/2019.

Home | Outdoor Gear | Avery Du. X +

← → ↻ 🔒 <https://averyoutdoors.com/> ☆ 1 ⋮

HOME BLOG PRODUCTS

TRICKIN' TOMS

Nothing strings in a boss gobbler like GHG Decoys. #FirstInFinishing

SHOP TURKEY DECOYS >

6:07 PM 6/26/2019

6/26/19 at 6:11 p.m.,

https://www.google.com/search?rlz=1C1ZCEB_enUS782US782&ei=cQkUXfLiLjdtAb22L_4Ag&q=badlands+packs&oq=badlands+packs&gs_l=psy-ab.3..010.3334.3940..4646...0.0.0.179.719.2j4.....0...1..gws-wiz.....Oi71j0i67.4pcZbNnoMig

The screenshot shows a Google search for "badlands packs". The search bar at the top contains the text "badlands packs" and the Google logo. Below the search bar, there are navigation tabs for "All", "Shopping", "Images", "Videos", "News", "More", "Settings", and "Tools". The search results indicate "About 8,650,000 results (0.58 seconds)".

The main search results include:

- Badlandspacks.com | Badlands Hunting Packs | Badland Packs**
www.badlandspacks.com/ (800) 269-1875
Designing & Producing The World's Best Hunting Packs & Gear. Shop Today! Made For Hunters. Lifetime Warranty. 25 Years In The Industry. Styles: Approach Camo, Realtree Xtra, Blaze Orange.
- Our Legendary Warranty**
We don't care what happened, we will fix it for free, forever.
- Hunting Apparel**
Shop Badlands hunting gear and apparel direct from the source.
- Hunting Packs**
Shop our selection of the best hunting packs in the industry.
- Hunting Accessories**
Need some hunting accessories? Badlands has you covered. Shop now!
- Badlands - Hunting, Camping and Tactical Packs and Gear**
https://badlandspacks.com/
Badlands. Specialty hunting packs, camo hunting apparel, camping equipment, tactical gear and more. Home of the Unconditional Lifetime Warranty!
- Packs**
2200 - Superday - Sacrifice LS - Diablo Dos - Clutch - Timber
- Gear**
Packs - Apparel - Closeout - Optics - Accessories - New Arrivals - ...
- Apparel**
Rise Pant - Drive Jacket - Rev Jacket - Prime Pant - Ascend Pant
- Closeout**
Closeout. Badlands Closeout Center - Get it before it is gone ...
- Warranty**
Badlands has always been known for having the best warranty in ...
- New Arrivals**
New Arrivals. Sort By: Position, Name - Price - Select Size - Set ...

On the right side, there are sponsored ads:

- See Badlands...** Sponsored
- Badlands 2200 Hunting Packs - Approach**
\$279.99
Sportsman's Warehouse
★★★★★ (120)
- Badlands Summit Hunting Pack - Approach Large**
\$399.99
Sportsman's Warehouse
Free shipping

Below the ads is a "More on Google" section with a "See photos" button and a map showing the location of "Asphalt Materials Inc." near "W 8120 S".

The bottom right of the search results features a business card for **Badlands Packs**:

- Website | Directions | Save
- 4.8 ★★★★★ 66 Google reviews
- Outdoor sports store in West Jordan, Utah
- Address: 8100 1300 W suite d, West Jordan, UT 84088
- Hours: Closed - Opens 9AM Thu
- Phone: (801) 258-9102

At the bottom of the screenshot, there is a Windows taskbar with several application icons and a system tray showing the time as 6:11 PM on 6/26/2019.

The screenshot shows the Badlands Hunting Packs website. The header includes the logo, navigation links (LOG IN OR REGISTER, CART, GEAR, INSIDE BADLANDS, WARRANTY, DEALER LOCATOR), and a search bar. The main content area features a grid of hunting packs with filters on the left and a sorting menu at the top. The packs are arranged in two rows of four. The first row includes Timber (\$169.99), Eastern Day (\$129.99), Dash (\$199.99), and Scout (\$139.99). The second row includes Tree Wrap (\$59.99), 2200 (\$279.99), Diablo Dos (\$269.99), and Superday (\$199.99). Each pack listing includes a star rating and the number of reviews. The left sidebar has filters for 'WHAT DO YOU HUNT?' (Big Game, Predator, Upland/Turkey, White Tail) and 'CHOOSE A PATTERN COLLECTION' (Timber, Eastern Day, Dash, Scout, Tree Wrap, 2200, Diablo Dos, Superday). The bottom of the page shows a Windows taskbar with the time 6:12 PM and date 6/26/2019.

Badlands

LOG IN OR REGISTER | CART |

GEAR | INSIDE BADLANDS | WARRANTY | DEALER LOCATOR

HOME | GEAR | PACKS

WHAT DO YOU HUNT?

- BIG GAME (10)
- PREDATOR (11)
- UPLAND/TURKEY (9)
- WHITE TAIL (7)

CHOOSE A PATTERN COLLECTION

- TIMBER
- EASTERN DAY
- DASH
- SCOUT
- TREE WRAP
- 2200
- DIABLO DOS
- SUPERDAY

CATEGORY

- DAY PACK (7)

SORT BY: Position ↑ | 17 Item(s) | SHOW: 36 ↓

Product Name	Price	Reviews
TIMBER	\$169.99	9 Reviews
EASTERN DAY	\$129.99	15 Reviews
DASH	\$199.99	20 Reviews
SCOUT	\$139.99	15 Reviews
TREE WRAP	\$59.99	
2200	\$279.99	
DIABLO DOS	\$269.99	
SUPERDAY	\$199.99	

6:12 PM 6/26/2019

6/26/19 at 6:15 p.m.,

https://www.google.com/search?rlz=1C1ZCEB_enUS782US782&ei=lwoUXZT4MfyP9PwPw4ea2Aw&q=mojo+sportswear&oq=mojo+sportswear&gs_l=psy-ab.3..0l10.1555.3473..4466...0.0.0.154.1042.9j2.....0....1..gws-wiz.....0i71j0i67j0i10.Td_EoCkhq_E

The screenshot shows a Google search for "mojo sportswear". The search results on the left include:

- Mojo Sportswear Company - #getyourmojoon**
https://www.getyourmojoon.com/v
Mojo Sportswear Company is the place to find all of your performance men & women's outdoor apparel.
Men - Sale - Store Locator - Women
- Performance Fishing - Mojo Sportswear Company**
https://www.getyourmojoon.com/collections/performance-fishing
When you need high quality performance fishing shirts, Mojo Sportswear Shop is the place to find them. Browse our selection of performance fishing shirts.
- Mojo Sportswear Apparel and Accessories | TackleDirect**
https://www.tackledirect.com/mojo-sportswear-apparel-and-accessories.html
6 days ago - Mojo Sportswear MFS6300L Mr. Big Sport Check LS Shirt - Ocean Blue/Mojo ... Mojo Sportswear Wireman Performance Vented Shirts.
- Mojo Sportswear Super Tec Technical Fishing Shorts at Amazon ...**
https://www.amazon.com/d/Mens-Active-Shorts/Mojo-Sportswear.../B01AV5004G
★★★★★ Rating: 4 - 1 review
Buy Mojo Sportswear Super Tec Technical Fishing Shorts and other Active Shorts at Amazon.com. Our wide selection is eligible for free shipping and free ...
- Mojo Sportswear: Stores - Amazon.com**
https://www.amazon.com/stores/MojoSportswear/node/10807927011
See buying options - Mojo Redfish Vented Wireman (XXX-Large, White). \$29.95. Add to Cart. Mojo Sportswear Wahoo Panels Pocketed Performance T-Shirt SS.
- Mojo Sportswear at Sierra**
https://www.sierra.com/mojo-sportswear-b-35262/
0 styles from Mojo Sportswear at Sierra. Celebrating 30 Years Of Exploring.
- Working at Mojo Sportswear | Glassdoor**
https://www.glassdoor.com/.../Working-at-Mojo-Sportswear-ELJE272283.11.26.ht...
See what employees say it's like to work at Mojo Sportswear. Salaries, reviews, and more - all posted by

The business card on the right for Mojo Sportswear Company includes:

- Website: Directions Save
- 4.9 ★★★★★ 7 Google reviews
- Corporate office
- Address: 127 Montgomery Cir, Defuniak Springs, FL 32435
- Hours: Closed - Opens 8AM Thu
- Phone: (888) 595-6556
- Suggest an edit
- Know this place? Answer quick questions
- Questions & answers: See all questions (2), Ask a question
- Send to your phone: Send
- Reviews: 7 Google reviews, Write a review, Add a photo

The browser's address bar shows the search URL, and the taskbar at the bottom indicates the time is 6:15 PM on 6/26/2019.

6/26/19 at 6:17 p.m., <https://www.mojosportswearcompany.com/>

Celebrate July 4th with a **FREEDOM FREEBIE!** Grab Yours Now! - FREE Patriot Crest Long Sleeve T-Shirt. Click for Details...

Mojo
SPORTSWEAR COMPANY

Men ▾ Women ▾ Accessories ▾ Sale ▾ Specialty ▾ Partners ▾

Store Locator

👤 🔍 🛒

Mojo Sportswear Company Essentials

🏆 BEST SELLERS [Shop Now](#)

[Reward Program](#)

6:17 PM
6/26/2019

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,359,099

Registered Dec. 25, 2007

TRADEMARK
PRINCIPAL REGISTER

KITANICA

WILLIAM J. CRONIN (UNITED STATES INDIVIDUAL)
1184 OCEAN AVE.
OAKLAND, CA 94608 AND
WILLIAM J. CRONIN (UNITED STATES INDIVIDUAL)
1184 OCEAN AVE.
OAKLAND, CA 94608

FOR: MEN AND WOMEN JACKETS, COATS, TROUSERS, VESTS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 3-24-1998; IN COMMERCE 3-24-1998.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 77-153,364, FILED 4-10-2007.

HEATHER SAPP, EXAMINING ATTORNEY

United States of America
United States Patent and Trademark Office

KINONA

Reg. No. 5,515,630

Fore All, LLC (DELAWARE LIMITED LIABILITY COMPANY)
2711 Centerville Rd, Suite 400
Wilmington, DELAWARE 19808

Registered Jul. 10, 2018

Int. Cl.: 25

CLASS 25: women's apparel, namely, pants, tops, shorts, capris, dresses, skirts, skirts, camisoles

Trademark

FIRST USE 1-16-2018; IN COMMERCE 1-16-2018

Principal Register

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

The English translation of "KINONA" in the mark is "SHAPE".



Andrei Iancu

Director of the United States
Patent and Trademark Office

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years*

What and When to File:

- *First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- *Second Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with

the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,491,463

Registered Sep. 18, 2001

**TRADEMARK
PRINCIPAL REGISTER**

KIANA

**SALOMON S.A. (FRANCE CORPORATION)
LIEUDIT "LA RAVOIRE"
74370 METZ-TESSY, FRANCE**

FIRST USE 3-6-2000; IN COMMERCE 3-6-2000.

SN 75-906,925, FILED 1-31-2000.

**FOR: SPORTS EQUIPMENT, NAMELY SKI
BOOTS AND SNOWBOARD BOOTS, IN CLASS 25
(U.S. CLS. 22 AND 39).**

RICHARD DONNELL, EXAMINING ATTORNEY

United States of America
United States Patent and Trademark Office

KIYONNA

Reg. No. 4,567,648

Registered July 15, 2014

Int. Cl.: 25

TRADEMARK

PRINCIPAL REGISTER

KIYONNA CLOTHING, INC. (CALIFORNIA CORPORATION)
1315 N. BRASHER STREET
ANAHEIM, CA 92807

FOR: CLOTHING, NAMELY, TOPS, BOTTOMS, SHIRTS, BLOUSES, T-SHIRTS, TOPS, WORK SHIRTS, OUTER SHORTS, BOXER SHORTS, PANTS, TROUSERS, OVERALLS, SLACKS, JEANS, SOCKS, TIES, FOOTWEAR, HEADWEAR, SKI HATS, LINGERIE, UNDERWEAR, SLEEPWEAR, FLEECE SWEATERS AND SHIRTS, SWEATPANTS, SKIRTS, DRESSES, SWEATERS, JACKETS, SUITS, SLIPS, JACKETS, COATS, SWEATERS, IN CLASS 25 (U.S. CLS. 22 AND 39).

FIRST USE 4-1-1999; IN COMMERCE 4-1-1999.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

THE WORD(S) "KIYONNA" HAS NO MEANING IN A FOREIGN LANGUAGE.

SER. NO. 86-132,035, FILED 11-30-2013.

JIM RINGLE, EXAMINING ATTORNEY



Michelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

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Coffee Religion Exclusives

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FITTED FIT

BOYFRIEND FIT

SLIM



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Boyfriend Fit
\$35.99



COFFEE RELIGION Slim Fit Tee Ladies' T-shirt
\$35.99



COFFEE RELIGION Logo T-Shirt Boyfriend Fit Fashion
Blogger Tee
\$35.99



COFFEE RELIGION Design
Slim Fit
\$35



Sign up!

100% Curated by Fashion Stylist

Katana babes are the strongest,
sweetest & sharpest!

I have gathered **Success
Wardrobe** and created **Coffee
Religion** Collection so you can get
your best looks!

KatanaFashion Stylist,
Personal Image Expert



Curated Stylist's Picks

[Boss Babe Outfits](#)

[Jumpsuits](#)

[Blazers](#)

[Shoes](#)

[Sunglasses](#)

[Tops](#)

[Denim](#)

[Trending T-Shirts](#)

Trends

[White](#)

[Animal Print Trend](#)

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Summer Dresses

Trending Jewelry

Coffee Religion Watches Collection

Trendy Earrings

Success Jewelry Collection

Rings

Necklaces & Pendants

Bracelets

Girl Boss Style





ABOUT KATANA

***"I believe that You can achieve anything in the world!
But You have to be dressed right!"***

Ieva Katana

Style Expert, Designer, CEO,
Founder of KATANA STYLE STUDIOS

READ SUCCESS STYLE BLOG

READ NEW BLOG POST



HOW TO WEAR NEON CHIC WAY
2 BEST WAYS TO FLAUNT NEON THIS SEASON -
BLOG 1 ...

READ SUCCESS STYLE BLOG

READ NEW BLOG POST

READ NEW BLOG POST



CELEBRITY STYLE TIPS

CELEBRITY STYLING TIPS "If You are building a
successful wardrobe, every..."

READ SUCCESS STYLE BLOG

READ NEW BLOG POST

READ NEW BLOG POST



POWERFUL COLORS

POWERFUL COLORS How do Colors Influence
People? Orange & Yellow ...

READ SUCCESS STYLE BLOG

READ NEW BLOG POST



FIRST IMPRESSION SCIENCE FACTS

You never get a SECOND chance to make a FIRST impression!...

READ SUCCESS STYLE BLOG



BUSINESS DRESS CODE

ALL YOU NEED TO KNOW ABOUT BUSINESS PROFESSIONAL & BUSINESS CASUAL...

READ SUCCESS STYLE BLOG



20 RULES TO LOOK YOUR BEST

20 WAYS TO LOOK YOUR BEST: CROSS THE LINE INTO STYLISH TERRITORY...

READ SUCCESS STYLE BLOG

M E N U

B L O G

- SIZING CHART
- CONTACT US
- PRIVACY POLICY
- SHOP INSTAGRAM
- FAQ

- HOW TO WEAR NEON CHIC WAY
- CELEBRITY STYLE TIPS
- POWERFUL COLORS
- FIRST IMPRESSION SCIENCE FACTS
- BUSINESS DRESS CODE
- 20 RULES TO LOOK YOUR BEST



United States of America

United States Patent and Trademark Office

Katana

Reg. No. 5,384,778

Registered Jan. 23, 2018

Int. Cl.: 9

Trademark

Principal Register

Polar Pro Filters (DELAWARE CORPORATION)
1987 Placentia Ave
Costa Mesa, CALIFORNIA 92627

CLASS 9: Camera Mounts; Camera Trays; Camera Stabilizer in the form of gyroscope stabilizers for cameras; Camera Stabilizer in the form of a camera stability accessory, namely, a support arm, vest and sled for photography, film and video cameras to absorb shaking moves while shooting; Camera Mounts and structural parts thereof; Camera grips; Camera monitor mounts; Camera stands

FIRST USE 5-1-2017; IN COMMERCE 5-1-2017

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR



Joseph Matol

Performing the Functions and Duties of the
Under Secretary of Commerce for
Intellectual Property and Director of the
United States Patent and Trademark Office

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years*

What and When to File:

- *First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- *Second Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with

the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

Int. Cl.: 12

Prior U.S. Cl.: 19

United States Patent and Trademark Office **Reg. No. 1,944,879**
Registered Jan. 2, 1996

**TRADEMARK
PRINCIPAL REGISTER**

KATANA

DIAMOND AIRCRAFT INDUSTRIES, INC.
(CANADA CORPORATION)
690 CRUMLIN SIDEROAD
LONDON, ONTARIO, CANADA N5N1S2, BY
CHANGE OF NAME FROM DIMONA AIR-
CRAFT (CANADA) CORPORATION
(CANADA CORPORATION) LONDON, ON-
TARIO, CANADA N5N1S2

FOR: AIRPLANES AND STRUCTURAL
PARTS THEREOF, IN CLASS 12 (U.S. CL. 19).

PRIORITY CLAIMED UNDER SEC. 44(D) ON
CANADA APPLICATION NO. 727,907, FILED
4-29-1993, REG. NO. 428694, DATED 6-10-1994,
EXPIRES 6-10-2009.

THE WORD "KATANA" IS A TRANSLIT-
ERATION OF THE JAPANESE WORD MEAN-
ING "SWORD".

SER. NO. 74-418,423, FILED 7-30-1993.

DAVID H. STINE, EXAMINING ATTORNEY

United States of America
United States Patent and Trademark Office

KATANA

Reg. No. 4,415,015

Registered Oct. 8, 2013

Int. Cl.: 7

TRADEMARK

PRINCIPAL REGISTER

VAREL INTERNATIONAL IND., L.P. (DELAWARE LIMITED PARTNERSHIP)
1625 W. CROSBY ROAD, SUITE 124
CARROLLTON, TX 75006

FOR: STEEL BODY OR MATRIX BODY PDC (POLYCRYSTALLINE DIAMOND COMPACT)
DRILL BITS FOR OIL WELL, NATURAL GAS, OR MINING DRILLING MACHINES , IN
CLASS 7 (U.S. CLS. 13, 19, 21, 23, 31, 34 AND 35).

FIRST USE 6-3-2013; IN COMMERCE 6-3-2013.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-
TICULAR FONT, STYLE, SIZE, OR COLOR.

SN 76-712,411, FILED 9-17-2012.

ALYSSA STEEL, EXAMINING ATTORNEY



Lynn Starnes Kim

Deputy Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*
What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*
What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

Int. Cl.: 10

Prior U.S. Cls.: 26, 39, and 44

United States Patent and Trademark Office

Reg. No. 3,412,086

Registered Apr. 15, 2008

TRADEMARK
PRINCIPAL REGISTER

KATANA

LINVATEC CORPORATION (FLORIDA CORPORATION)
11311 CONCEPT BOULEVARD
LARGO, FL 33773

FOR: SURGICAL INSTRUMENT, NAMELY, AN ELONGATED SUTURE CUTTER FOR USE IN ENDOSCOPIC SURGERY FOR FOLLOWING ONE OR MORE SUTURES AND FOR CUTTING THE SUTURE(S) AT THE DISTAL END OF THE INSTRUMENT, IN CLASS 10 (U.S. CLS. 26, 39 AND 44).

FIRST USE 3-5-2007; IN COMMERCE 3-5-2007.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-013,188, FILED 10-4-2006.

NORA BUCHANAN WILL, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office

KATANA

Reg. No. 3,800,195

Registered June 8, 2010

Int. Cl.: 5

TRADEMARK

PRINCIPAL REGISTER

ISHIHARA SANGYO KAISHA, LTD. (JAPAN CORPORATION)
3-15, EDOBORI, 1-CHOME, NISHI-KU
OSAKA, JAPAN

FOR: HERBICIDES, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 2-10-2010; IN COMMERCE 2-10-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-517,014, FILED 7-8-2008.

JOHN GARTNER, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

United States of America

United States Patent and Trademark Office

KATANA

Reg. No. 3,904,911

Registered Jan. 11, 2011

Int. Cl.: 28

TRADEMARK

PRINCIPAL REGISTER

KABUSHIKI KAISHA UMEDA SHOKAI (JAPAN CORPORATION)
28-2, SUGAMO 4-CHOME, TOSHIMA-KU
TOKYO, JAPAN

FOR: GOLF EQUIPMENT, NAMELY, DIVOT REPAIR TOOLS, GOLF BAGS COVERS, GOLF BAG PEGS, GOLF BAG TAGS, GOLF BAGS, GOLF BALL MARKERS, GOLF BALL RETRIEVERS, GOLF BALL SLEEVES, GOLF BALLS, GOLF CLUB HEADS, GOLF CLUB INSERTS, GOLF CLUB SHAFTS, GOLF CLUBS, GOLF FLAGS, GOLF GLOVES, GOLF IRONS, GOLF PUTTER COVERS, GOLF PUTTERS, GOLF TEE MARKERS, GOLF TEES, GOLF TOWEL CLIPS FOR ATTACHMENT TO GOLF BAGS, GRIP TAPES FOR GOLF CLUBS, HAND GRIPS FOR GOLF CLUBS, HEAD COVERS FOR GOLF CLUBS, NON-MOTORIZED GOLF CARTS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

FIRST USE 9-0-1998; IN COMMERCE 1-0-2009.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 2,746,477.

THE ENGLISH TRANSLATION OF "KATANA" IN THE MARK IS "SWORD".

SN 77-682,165, FILED 3-3-2009.

PAUL F. GAST, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

United States of America
United States Patent and Trademark Office

Katana

Reg. No. 5,742,343

Registered May 07, 2019

Int. Cl.: 9

Trademark

Principal Register

USU Software AG (GERMANY CORPORATION)
Spitalhof 7
71696 Möglingen
FED REP GERMANY

CLASS 9: Industrial process control software; software for evaluating large quantities of data and software for data mining; software for the analysis of sensor data in industrial manufacturing processes; computer software to monitor and control factory manufacturing processes

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

PRIORITY DATE OF 03-29-2017 IS CLAIMED

OWNER OF INTERNATIONAL REGISTRATION 1389505 DATED 09-28-2017,
EXPIRES 09-28-2027



Andrei Iancu

Director of the United States
Patent and Trademark Office

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years*

What and When to File:

- *First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- *Second Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with

the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

United States of America
United States Patent and Trademark Office

KATANA

Reg. No. 4,027,722

Registered Sep. 20, 2011

Int. Cl.: 8

TRADEMARK

PRINCIPAL REGISTER

EDWARD M. GEIB, JR. (UNITED STATES INDIVIDUAL)
4700 HALL ROAD
ORLANDO, FL 32817

FOR: PET GROOMING SHEARS FOR SALE EXCLUSIVELY TO PROFESSIONALS IN THE
PET CARE INDUSTRY, IN CLASS 8 (U.S. CLS. 23, 28 AND 44).

FIRST USE 12-31-1990; IN COMMERCE 12-31-1990.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-
TICULAR FONT, STYLE, SIZE, OR COLOR.

THE ENGLISH TRANSLATION OF "KATANA" IN THE MARK IS "SWORD".

SER. NO. 85-001,910, FILED 3-30-2010.

DEZMONA MIZELLE, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America
United States Patent and Trademark Office

KATANA

Reg. No. 4,611,950

Registered Sep. 30, 2014

Int. Cl.: 12

TRADEMARK

PRINCIPAL REGISTER

SUZUKI MOTOR CORPORATION (JAPAN CORPORATION)
300 TAKATSUKA-CHO, MINAMI-KU
HAMAMATSU-SHI, JAPAN SHIZUOKA-

FOR: AUTOMOBILES, MOTORCYCLES, ALL-TERRAIN VEHICLES, AND STRUCTURAL PARTS THEREFOR, IN CLASS 12 (U.S. CLS. 19, 21, 23, 31, 35 AND 44).

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF JAPAN REG. NO. 1759781, DATED 4-23-1985, EXPIRES 4-23-2015.

OWNER OF U.S. REG. NO. 1,623,541.

THE ENGLISH TRANSLATION OF "KATANA" IN THE MARK IS "SWORD".

SER. NO. 85-150,397, FILED 10-12-2010.

GRETТА YAO, EXAMINING ATTORNEY



Michelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America
United States Patent and Trademark Office

KATANA

Reg. No. 4,076,358

Registered Dec. 27, 2011

Int. Cl.: 12

TRADEMARK

PRINCIPAL REGISTER

P.D. OF MIAMI, INC. (FLORIDA CORPORATION)
1300 E INTERNATIONAL SPEEDWAY BLVD.
DELAND, FL 32724

FOR: PARACHUTES, IN CLASS 12 (U.S. CLS. 19, 21, 23, 31, 35 AND 44).

FIRST USE 8-0-2003; IN COMMERCE 8-0-2003.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

THE ENGLISH TRANSLATION OF "KATANA" IN THE MARK IS "SWORD".

SER. NO. 85-254,747, FILED 3-1-2011.

GRETTA YAO, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America
United States Patent and Trademark Office

KATANA

Reg. No. 4,422,502

Registered Oct. 22, 2013

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

MONSTER, INC. (CALIFORNIA CORPORATION)
455 VALLEY DRIVE
BRISBANE, CA 94005

FOR: AUDIO SPEAKERS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 1-31-2013; IN COMMERCE 1-31-2013.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 85-512,309, FILED 1-9-2012.

KAREN BRACEY, EXAMINING ATTORNEY



Loren Steinhilber

Deputy Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*
What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*
What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America
United States Patent and Trademark Office

KATANA

Reg. No. 4,271,284

Registered Jan. 8, 2013

Int. Cl.: 32

TRADEMARK

PRINCIPAL REGISTER

KATANA, LLC (CALIFORNIA LIMITED LIABILITY COMPANY)
9601 WILSHIRE BLVD #1113
BEVERLY HILLS, CA 90210

FOR: NON-ALCOHOLIC BEVERAGES, NAMELY, ENERGY DRINKS AND ENERGY SHOTS,
IN CLASS 32 (U.S. CLS. 45, 46 AND 48).

FIRST USE 1-20-2012; IN COMMERCE 4-26-2012.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-
TICULAR FONT, STYLE, SIZE, OR COLOR.

THE ENGLISH TRANSLATION OF "KATANA" IN THE MARK IS "SWORD".

SER. NO. 85-612,797, FILED 5-1-2012.

IRA J. GOODSaid, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

United States of America
United States Patent and Trademark Office

KATANA

Reg. No. 4,723,824

Registered Apr. 21, 2015

Int. Cl.: 5

TRADEMARK

PRINCIPAL REGISTER

NORITAKE CO., LIMITED (JAPAN CORPORATION)
1-36, NORITAKE-SHINMACHI 3-CHOME
NISHI-KU, NAGOYA, JAPAN

FOR: CERAMIC MATERIALS USED TO MAKE ARTIFICIAL TEETH; MATERIALS USED
TO MAKE ARTIFICIAL TEETH, IN CLASS 5 (U.S. CLS. 6, 18, 44, 46, 51 AND 52).

FIRST USE 0-0-2006; IN COMMERCE 0-0-2006.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PAR-
TICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 3,840,368.

SER. NO. 86-413,444, FILED 10-2-2014.

KARANENDRA S. CHHINA, EXAMINING ATTORNEY



Michelle K. Lee

Director of the United States
Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*

What and When to File:

First Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

Second Filing Deadline: You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office

KATANA

Reg. No. 5,594,582

Pacific Summit Energy LLC (DELAWARE LIMITED LIABILITY COMPANY)
2010 Main Street, Suite 1200
Irvine, CALIFORNIA 92614

Registered Oct. 30, 2018

Int. Cl.: 9, 42

CLASS 9: Computer software for capturing trades and managing risks in the field of energy trading

Service Mark

FIRST USE 2-00-2016; IN COMMERCE 2-00-2016

Trademark

CLASS 42: Software as a service (SaaS) featuring software for capturing trades and managing risks in the field of energy trading

Principal Register

FIRST USE 1-8-2015; IN COMMERCE 1-8-2015

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOU CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 87-806,123, FILED 02-21-2018



Andrei Iancu

Director of the United States
Patent and Trademark Office

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years*

What and When to File:

- *First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- *Second Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with

the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

NOTE: A courtesy e-mail reminder of USPTO maintenance filing deadlines will be sent to trademark owners/holders who authorize e-mail communication and maintain a current e-mail address with the USPTO. To ensure that e-mail is authorized and your address is current, please use the Trademark Electronic Application System (TEAS) Correspondence Address and Change of Owner Address Forms available at <http://www.uspto.gov>.

United States of America

United States Patent and Trademark Office

KATANA

Reg. No. 5,751,446

Registered May 14, 2019

Int. Cl.: 9

Trademark

Principal Register

The Foundry Visionmongers Limited (UNITED KINGDOM limited company (ltd.))
5 Golden Square
London, UNITED KINGDOM W1F9HT

CLASS 9: Downloadable software plugins for rendering film and animation; 3D animation and visual effects software for films and videos; downloadable computer software for creating visual and lighting effects, namely, tools for visual, lighting effects and look development for films and videos; visualization software for entertainment, films, video games, and videos, namely, software for digital look development and lighting; all of the aforesaid goods for creating visual effects for entertainment films and videos

FIRST USE 5-1-2011; IN COMMERCE 5-1-2011

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY

PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 88-231,733, FILED 12-17-2018



Andrei Iancu

Director of the United States
Patent and Trademark Office

REQUIREMENTS TO MAINTAIN YOUR FEDERAL TRADEMARK REGISTRATION

WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.

Requirements in the First Ten Years*

What and When to File:

- *First Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- *Second Filing Deadline:* You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*

What and When to File:

- You must file a Declaration of Use (or Excusable Nonuse) and an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with

the payment of an additional fee.

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the United States Patent and Trademark Office (USPTO). The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

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Founder Jason Hairston wearing Kuiu in the Yukon. | Kuiu

FEATURES

How a Hunting Gear Brand Gets Huge

The popular pastime is controversial, but Kuiu is only growing.

By Noah Davis | Dec 13, 2016, 10:02am EST

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Jason Hairston didn't intend to start a multi-million dollar clothing and gear company. At first, he simply wanted some equipment that would hold up to the demands of his chosen hobby. Along the way, however, he found that millions of other people had his needs, too, and he built a thriving business to outfit them.

Hairston, who had a short stint as a professional football player with the San Francisco 49ers and the Denver Broncos before retiring due to injury, is an expedition hunter. He's the type of person who takes long trips into the untamed wilderness in search of big game, flying in a bush plane to a remote airstrip and then rafting down a river in search of big game. For many people, expedition hunting — and hunting in general — is a controversial pastime, a pursuit that is cruel and unnecessary.

But hunting is also very popular, with the US Fish and Wildlife Service estimating that about 15 million people buy hunting licenses every year. While the majority of them don't participate in the type of intense hunting Hairston does, plenty of recreational hunters would purchase clothing from a brand designed specifically with the needs of the expedition hunting community in mind.



Founder Jason Hairston in Kuiu in Alaska. | Photo: Kuiu

In 2005, Hairston and his business partner, Jonathan Hart, realized there was a gap in the market. They were wearing gear designed for climbing and mountaineering, sports that aren't as demanding as expedition hunting. "When the weather is bad, they stay in their tents," Hairston said during a phone call last month. "[Expedition hunters] go out in it, so we were finding limitations." Sitka, the company they founded, was a response to those failures. It quickly gained traction and after a few years, W. L. Gore & Associates, a massive manufacturing company best known as the inventors of Gore-Tex, came calling. Hart and Hairston sold Sitka, despite Hairston's objections.

Sensing there was more opportunity and wanting to be in control again, Hairston started over in 2011 with [Kuiu](#), named for [an Alaskan island just east of the town of Sitka](#). He bootstrapped the company, hired former Gymboree director of customer services Melissa Woolf to run the operations side of the business, and started developing ultralight hunting [clothing](#) and [gear](#). He traveled constantly, sourcing carbon fiber developed for aerospace to make backpacks, individually waterproofed down feathers from Japan for jackets, and patented, elastic-free spiral yarn for pants.

Hairston also adopted a direct-to-consumer business model that cuts out retail stores, allowing him to charge 30 percent less for similar quality. He hoped his success at Sitka, along with lower prices, would attract a small but dedicated following. He was wrong. His Sitka customers not only followed him, they told their friends. "We created the technical apparel hunting gear category with Sitka, which gave me a ton of trust and credibility that nobody else in our market has or could have," he said. "Our customers feel like they are smarter because they buy Kuiu." The company sold \$500,000 worth of merchandise its first day and hasn't looked back. In the original business plan, Hairston wanted his 2014 revenue to be \$4 million; instead, he said it was just under \$30 million and that they'll hit \$50 million this year. Kuiu expanded to Europe, adding two sales reps, and plans to launch a dedicated website on the continent next year. Australia and New Zealand are top markets as well. "I really thought I would build a little niche," Hairston said. "I didn't think it could get to these numbers without retailers because no one could touch it and feel it."



Mountain climbing in Kulu.

Early this month, Hairston launched an initiative to build on the success. [Giru](#) is a Kickstarter-esque platform that allows the company to determine the level of interest in new product lines outside its traditional expertise, like luggage. Expedition hunting requires a lot of gear, much of it that has sharp edges and comes in strange shapes, and Hairston struggled to find commercially available luggage that was durable enough to handle the beating it took during transit yet also space-efficient when unused. "I was wearing out bags left and right," he said. But he wasn't sure his customers would agree.

Enter Giru, which solves two problems. It serves as proof of concept for the demand on a new product line. The crowdfunding platform ensured that Hairston and his team wouldn't waste their time and money designing a dud. "Some of those ideas and concepts that we're questioning, we'll be able to tell if there is demand before going into production," he said. "It's a great way for us to dip our toe in the water." The [Taku Gear Bag System](#) served as a perfect test case for Giru. It funded within an hour and a half, and the second purchase order increased by 500 percent due to the sustained demand.





Kuiu in the forest. | Photo: Kuiu

The second Giru goal is to more effectively get input from potential consumers. With Kuiu, Hairston solicited opinions from customers, but collecting those thoughts became unwieldy as the base grew from hundreds and thousands to tens and ultimately hundreds of thousands of people. Giru allows the people who will be buying the new product a chance to weigh in on its final design, everything from the features that are included to color and quality of the materials, all with an eye on the final cost. The Taku Gear Bag project allowed customers to choose if they wanted the YKK Aquaguard #8 or YKK Aquaguard #10 zippers, the former being cheaper and lighter but not quite as durable as the latter. "The purpose is to gather information from our customers about how they like to see products developed, and to let them better understand how those choices affect price," Hairston said. "They are not just getting the product that they want but it creates an emotional attachment. They feel like it's their bag, they want to have it."

Going forward, he plans to continue using Giru to fund new projects — the [Summit Refuge Shelter](#) is a second offering — while also opening up the platform to like-minded, non-competing companies. Kestrel Knives ran a campaign for the [Mountain Caper](#) knife, asking whether people wanted AEB-L steel or CPM-S90V for an additional \$5. Anyone who submitted a design was able to fund the project at up to 50 percent off the eventual full price. For allowing other brands to use the Giru platform, Hairston's company takes a small percentage of the money raised.

In addition to new product lines aimed at hunters, Hairston hopes to expand beyond his traditional base. Kuiu is developing a mountain fitness line, which was originally scheduled for next year but has been pushed until spring 2018. The line features similar materials as other products but it's designed to be lighter and dry faster, targeted to hunters who want to train by trail running and other athletic pursuits, or outdoorsmen seeking durable workout gear. The Guide Jacket is now available in brown and gray in addition to the traditional camouflage, an attempt to target snowboarders. Hairston says he's expanding the number of items offered in

solid colors. A version of the Attack Pants (the company's biggest seller) without the hip vents that provide airflow during long hunting treks and cargo pockets are coming. "Guys can wear them to work and on the weekends," Hairston said. "We're filling up the closet."



Hairston calling moose in the Yukon | Photo: Kuiu

There is, however, a question about how far Kuiu can penetrate the mainstream. Will a trail runner purchase shorts made by the company, given the stigma associated with hunting?

Hairston understands the controversy behind hunting but argues that hunters are some of the most conservation-minded people on the planet, pointing to the reported \$200 million that hunting licenses contribute to wildlife management support programs every year, and other studies note similar financial benefit. There's some truth to that point. There's also the fact that the idea of hunting is unacceptable to millions. For Hairston, that's fine, too. "Obviously, there are those people who won't purchase from a hunting company, but I can't cater to those people," he said. "I can't worry about them." It probably doesn't matter if a certain section of the population, even a large percentage, has no interest in owning Kuiu. Add the 15 million people who applied for a hunting permit last year in the United States to millions who did so across Canada, Europe, the South Pacific, and elsewhere, and Kuiu has plenty of room to expand in the hunting world.

It can also appeal to people after moderately-priced quality equipment that will handle the rigors of outdoors. Kuiu sent me a sample of the Gear Bag System to test out, and while a few of the plastic clips feel a tad flimsy, I can see the appeal. It's a smartly designed bag with plenty of space and well-placed straps for easy hauling. The thick nylon feels indestructible while also being

incredibly light. The large and obvious company logo of a Dall sheep is a turnoff for me since I have no desire to be affiliated with Kuiu or hunting, but it's obvious that to carry this bag, or wear a Kuiu product, is to be part of a club. It's not one that I want to be in, but \$50 million and counting says they don't need me anyway. Hairston has his luggage, and a whole lot more.

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