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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91177156
Party	Plaintiff H-D Michigan, Inc.
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Date	06/26/2008
Attachments	Signed Not of Rel. No. 9 with Exhibits.pdf (242 pages)(8122592 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

H-D MICHIGAN, INC., Opposer v. BRYAN BROEHM, Applicant.	Opposition No.: 91177156  Mark: Serial No.: 78896325 Filed: May 30, 2006
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OPPOSER'S NOTICE OF RELIANCE NO. 9 UNDER 37 CFR § 2.122(e)

H-D Michigan, Inc. ("Opposer") submits of record in connection with this opposition proceeding a representative sample of unsolicited printed publications available to the general public in libraries and on the NEXIS database, as well as printed publications and wire service articles of general circulation among members of the public, under Trademark Rule 2.122(e) and *In re Cell Therapeutics, Inc.*, 67 USPQ2d 1795, 1798 (TTAB 2003).

This evidence is relevant to the issues of likelihood of confusion and dilution, and shows, among other things: the nature and extent of the public exposure to the BAR & SHIELD Logo marks; the fame of Opposer's marks; the strength and distinctiveness of Opposer's marks; the intense unsolicited media attention on Opposer's marks over numerous decades; and the widespread public recognition of Opposer's BAR & SHIELD Logo marks by the media, the general public, and many different industries.

The attached articles appeared between 1989 and 2008 in major U.S. publications, including but not limited to newspapers such as *USA Today*, *The Washington Post*, *The Detroit News*, *The Baltimore Sun*, *The Denver Post*, *The Los*

Angeles Times, The Chicago Tribune, The Houston Chronicle, and The Milwaukee Journal Sentinel.

EX. NO.	PUBLISH DATE	AUTHOR, ARTICLE TITLE, PUBLICATION NAME, AND RELEVANT EXCERPTS
1	1-23-1989	<p>"High on Hog; Harley Davidson's Influence on Motorcycle Clothes," <i>Daily News Record</i>, Section Pg. p24(2) Vol. V19 No. N16 ISSN: 1041-1119</p> <p>"...almost anything with the name or H-D logo, the now-infamous bar and shield, was selling."</p>
2	12-25-1989	<p>"Harley Davidson Eyes Easier Riding in 90's," <i>The Chicago Tribune</i>, Section BUSINESS; Pg. 1; ZONE: C</p> <p>"Included in the company's 1989 fall-winter catalogue are such items as a \$995, 14-karat gold men's bracelet bearing the bar and shield Harley-Davidson logo..."</p>
3	4-7-1992	<p>"Quality Puts Roar in Harley," <i>Capital Times</i>, Section Business Pg. 5B</p> <p>"The Harley name bonds riders across the globe, adorns thousands of T-shirts with its familiar bar-and-shield logo..."</p>
4	11-5-1993	<p>"Bikers Delight; A New Harley Catalogue Has All the Stuff the Well-Dressed Rider Would Want. But Hell's Angels Accessories, They're Not," <i>The Los Angeles Time</i>, Section View; Part E; Page 9; Column 1; View Desk</p> <p>"It includes everything to feed the obsession and nothing that can't be cut from leather and embossed with HD's bar and shield."</p>
5	7-14-1994	<p>"Born to be Wild...;...Or Dress That Way; O.C. Harley-Davidson Rides Crest of Biker Mania," <i>The Los Angeles Times</i>, Section Life & Style; Part E; Page 4; Column 1; View Desk</p> <p>"All of the apparel has a logo, either the original one with a bar and shield that says "Motor" on the top and "Cycle" on the bottom..."</p>
6	8-21-1994	<p>"Harley Lovers, Take a Seat," <i>The Chicago Tribune</i>, Section HOME; Pg. 2; ZONE: N; Chicago Style</p> <p>"Available only at Harley dealer showrooms, the 15-piece line comes in 10 colors of leather, embossed with the company's trademark bar-and-shield logo..."</p>

EX. NO.	PUBLISH DATE	AUTHOR, ARTICLE TITLE, PUBLICATION NAME, AND RELEVANT EXCERPTS
7	12-26-1994	<p>"Hogs' Are His Love," <i>Daily Hampshire Gazette</i>, Section Sec 1; pg 25</p> <p>"...it is the familiar emblem affixed to the helmets, bandanas, patches, T-shirts, license plates, pins and oversized belt buckles, the bar and shield logo..."</p>
8	8-4-1995	<p>"Biker Dudes Harley Shop Opens Doors on Peninsula," <i>The Post and Courier</i>, Section B, Pg. 6</p> <p>"Passers-by could see the neon Harley bar and shield through the window."</p>
9	12-31-1995	<p>"Going Whole Hog; The Harley-Davidson Mystique and Merchandising; Are Turning Baby Boomers Into Bikers," <i>The Chicago Tribune</i>, Section TRANSPORTATION; Pg. 1; Zone: N</p> <p>"...a natty hat and a crisp white linen shirt with, of course, the bar-and-shield Harley logo."</p>
10	7-12-1998	<p>"Harley Bikers Blast East for Motorcycle Company's 95th Birthday Bash," <i>The Denver Post</i>, Section DENVER & THE WEST; Pg. B-03</p> <p>"The emblems incorporate the familiar Harley-Davidson "bar-and-shield" logo..."</p>
11	1-15-2001	<p>"Mark Feldstein Goes Whole Hog in Clocks," <i>HFN</i>, Section Pg. 100; ISSN: 1082-0310</p> <p>"The Sharper Image clock features the authentic Harley-Davidson Bar and Shield logo."</p>
12	8-13-2001	<p>"Mark Feldstein Revs up Harley-Davidson Clocks," <i>HFN</i>, Section Vol. 75, No. 33; Pg. 42; ISSN: 1082-0310</p> <p>"The clock comes in two styles -- the famed Harley-Davidson Bar & Shield and one featuring 12 different motorcycles..."</p>
13	8-15-2002	<p>"A Full-Throttle Anniversary Party; Harley Davidson Roars Into Town With Musical Stars Along for the Ride," <i>The Baltimore Sun</i>, Section LIVE, Pg. 3T</p> <p>"The familiar "Bar and Shield" Logo was placed on Harley-Davidson motorcycles in 1910."</p>

EX. NO.	PUBLISH DATE	AUTHOR, ARTICLE TITLE, PUBLICATION NAME, AND RELEVANT EXCERPTS
14	8-19-2002	<p>“On a Harley-Davidson, Riding Into the Sunset; A Deographic Grows Up, and Grayer,” <i>The Washington Post</i>, Section STYLE; Pg. C01</p> <p>“...trademark of Harley power, nearly synonymous with the bar-and-shield logo...Harley-Davidson has left an idelible mark on the world.”</p>
15	9-1-2002	<p>“Harley-Davidson Safety Eyewear,” <i>Roofing Contractor</i>, Section Pg. 69(2) Vol. 22 No. 9 ISSN: 1098-1519</p> <p>“The brand name and famous bar-and-shield logo are also prominently featured on the front.”</p>
16	9-2-2002	<p>“Ford Polishes Harley Truck for 2002,” <i>The Chicago Tribune</i>, Section CARS; ZONE: CN; Pg. 1</p> <p>“The Harley contribution comes from the flame pin striping both outside and on the center console inside; and the Harley-Davidson bar and shield embossed on the parking lamp lenses...”</p>
17	9-15-2002	<p>“Harleys Under Their Skin; Loyal Bike Owners Worldwide Celebrate the Company’s 100-Year Mark,” <i>Des Moines Register</i>, Section BUSINESS; Pg. 1D</p> <p>“...sports Harley-Davidson’s bar and shield symbol, below the head of a bald eagle.”</p>
18	9-22-2002	<p>“Happiness is a Harley; Legendary Motorcycles Near the Century Mark With a Legion of Loyal Fans,” <i>Plain Dealer</i>, Section SUNDAY LIFE; Pg. L1</p> <p>”...surrounded by models of every Harley ever made, a Harley clock, belt buckles, photographs, books and mugs - all with Harley’s trademark black and orange “bar and shield” logo.”</p>
19	2-7-2003	<p>“On the Road: Hybrid Ride; Ford Motor Co. and Harley-Davidson Team up for Anniversaries,” <i>San Antonio Express-News</i>, Section DRIVE; Pg. 1G</p> <p>“The front has a new upper chrome billet grille, clear-lens headlights and clear-lens parking lamps, all embossed with the Harley-Davidson bar and shield.”</p>

EX. NO.	PUBLISH DATE	AUTHOR, ARTICLE TITLE, PUBLICATION NAME, AND RELEVANT EXCERPTS
20	4-13-2003	<p>"100 Years of Harley," <i>Journal and Courier</i>, Section LIFE; Pg. 1E</p> <p>"When was the familiar "bar and shield" logo first placed on Harley-Davidson motorcycles? 1910."</p>
21	6-22-2003	<p>"Hog Heaven; Treasure Coast Harley Davidson Riders to Hit Road for Bike's 100th Birthday Bash," <i>The Stuart News/Port St. Lucie News</i>, Section TRAVEL; Pg. F1</p> <p>"Now, the bar-and-shield logo has become a source of pride -- for those who never gave up on the icon, as well as the recent converts."</p>
22	6-22-2003	<p>"Hog Heaven; Treasure Coast Harley Davidson Riders to Hit Road for Bike's 100th Birthday Bash," <i>Press Journal</i>, Section LIFESTYLES; Pg. C1</p> <p>"Now, the bar-and-shield logo has become a source of pride -- for those who never gave up on the icon, as well as the recent converts."</p>
23	6-22-2003	<p>"Hog Heaven; Treasure Coast Harley Davidson Riders to Hit Road for Bike's 100th Birthday Bash," <i>Fort Pierce Tribune</i>, Section TRAVEL; Pg. C1</p> <p>"Now, the bar-and-shield logo has become a source of pride -- for those who never gave up on the icon, as well as the recent converts."</p>
24	7-20-2003	<p>"Going to the Hogs; During the Week, They're Buttoned-Down Executives, but on Weekends, They Live for the Wind in Their Faces and Friends in Leather Chaps. It's All Party of a Rich, Urban Culture Going Harley," <i>Fort Worth Star-Telegram</i>, Section G; BRIEF; Pg. 1</p> <p>"...the 100th -anniversary watch features a black face emblazoned with the anniversary logo bar and shield..."</p>
25	8-10-2003	<p>"1903 was Big Year for American Icons; Today's Everyday Names Were Just Getting Started, as Was the City," <i>The Dallas Morning News</i>, Section IRVING; Pg. 1K</p> <p>"The company's famous "bar and shield" logo came along in 1910."</p>
26	8-11-2003	<p>"Harley Riders Hit Road for Anniversary," <i>Chicago Daily Herald</i>, Section NEIGHBOR; Lisle; Pg. 1</p> <p>"...it has become an American icon in the process. Its "bar-and-shield" logo has global recognition."</p>

EX. NO.	PUBLISH DATE	AUTHOR, ARTICLE TITLE, PUBLICATION NAME, AND RELEVANT EXCERPTS
27	8-11-2003	<p>“Bellingham Duo, Harleys Will Make ‘Ride Home’,” <i>The Bellingham Herald</i>, Section Local; Pg. 1A</p> <p>“The company introduced its “Bar and Shield” logo in 1910 and was the largest motorcycle manufacturer in the world by 1920.”</p>
28	8-21-2003	<p>“Harley Davidson Celebrates Century as an American Symbol,” <i>Cox News Service</i>, Section Washington, General News</p> <p>“The Harley-Davidson “Bar & Shield” logo debuted in 1910. U.S. soldiers rode Harleys in both World Wars.”</p>
29	8-22-2003	<p>“Harley Fans Begin Celebration of Hot 100th Anniversary,” <i>Deseret Morning News</i>, Section WIRE; Pg. A05</p> <p>“The Harley-Davidson “Bar & Shield” logo debuted in 1910. U.S. soldiers rode Harleys in both World Wars.”</p>
30	8-25-2003	<p>“Harley-Davidson Merchandising Goes Full Throttle,” <i>USA TODAY</i>, Section MONEY; Pg. 1B</p> <p>“...the company has become a marketing powerhouse, attaching it ubiquitous bar-and-shield logo to everything from toys to underwear.”</p>
31	8-26-2003	<p>“Devoted Owners Tell What Makes Their Harleys Special,” <i>The Virginian-Pilot</i>, Section DAILY BREAK, Pg. E1</p> <p>“1910 - The famous “bar-and-shield” logo is used for the first time and trademarked at the U.S. Patent Office a year later.”</p>
32	8-27-2003	<p>“100 Years of Harley-Davidson,” <i>Star Tribune</i>, Section VARIETY; Pg. 8E</p> <p>“Bar & Shield logo used for the first time and is trademarked one year later.”</p>
33	8-27-2003	<p>“The Hundred Harley Years,” <i>St. Louis Post-Dispatch</i>, Section EVERYDAY MAGAZINE; Pg. E1</p> <p>“1910 -- The bar and shield logo is used for the first time, trademarked a year later.”</p>
34	8-27-2003	<p>“Early Rumbblings; The First 25 Years,” <i>Milwaukee Journal Sentinel</i>, Section WRAPPER; Pg. 01S</p> <p>“In 1910, the “bar and shield” logo is born.”</p>

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35	9-26-2003	<p>“On the Road Again; Motorcycle Sales Up as Ex-Riders Return. <i>San Antonio Express-News</i>, Section S.A. LIFE; Pg. 1F</p> <p>“These are usually emblazoned with Harley’s ubiquitous bar-and-shield logo and range from T-shirts and hats to pet products...”</p>
36	12-9-2008	<p>“Born to be Mild/ Harley Riders Now Tend to be Older, Professional Types,” <i>The Gazette</i>, Section LIFE; Pg. LIFE1</p> <p>““Harley’s “Bar & Shield” logo is used for the first time.”</p>
37	1-8-2005	<p>“Future Harley-Davidson-Ford F-150: It’s Black of Course,” <i>Duluth News-Tribune</i>, Section Pg. NATL</p> <p>“...have a split five-spoke design, exposed lug nuts and the distinctive Bar & Shield logo on the center caps.”</p>
38	4-18-2005	<p>“The Changing Face of Harley; Chairman and Chief Executive Officer...” <i>The Journal News</i>, Section BUSINESS; Pg. 1D</p> <p>“1910; The trademark “Bar & Shield logo is introduced.”</p>
39	8-9-2005	<p>“Harley-Davidson Sues to Get Bike Shop to Stop Using Name, Logo,” <i>The Associated Press State & Local Wire</i>, Section State and Regional</p> <p>“Exhibits filed with the suit include pictures of the shop with the Harley-Davidson name and motorcycle company’s trademark “bar and shield” logo.</p>
40	10-3-2005	<p>“Happy Harleyween!” <i>Pittsburgh Post Gazette</i>, Section LIFESTYLE, Pg.S-14</p> <p>“The range of items branded with that familiar bar and shield logo is staggering.”</p>
41	11-27-2005	<p>“This Truck’s All Black, Chrome and Attitude,” <i>The Record</i>, Section NORTH JERSEY CARS; Pg. C13</p> <p>“...exposed lug nuts and the distinctive Bar & Shield logo on the center cap.”</p>
42	12-21-2005	<p>“Ford, Harley-Davidson go Hog Wild; F-150 SuperCab Collaboration With the Motorcycle Company Makes Perfect Fit,” <i>The Detroit News</i>, Section DRIVE; Paul & Anita Lienert; Pg. 3F</p> <p>“...the steering wheel needed the Harley-Davidson bar-and-shield logo, though. It’s everywhere else, including the center cap of the rims.”</p>

EX. NO.	PUBLISH DATE	AUTHOR, ARTICLE TITLE, PUBLICATION NAME, AND RELEVANT EXCERPTS
43	2-1-2006	<p>“Kaman Creates Harley Accessory Line; Flash,” <i>Music Trades</i>, Section Pg. 74(1) Vol. 154 No. 1 ISSN: 0027-4488</p> <p>“Each strap features a unique design created by Harley Davidson, focusing on its iconic “Bar- and-Shield” and “Harley Eagle” logos.”</p>
44	2-8-2006	<p>“Get it in Gear; Accessorizing in Harley Stuff Almost a Bigger Business Than the Bikes,” <i>Knoxville News-Sentinel</i>, Section BUSINESS; Pg. C1</p> <p>“Where will the famous bar and shield logo show up next...”</p>
45	6-23-2006	<p>Riders Keep it Cool,” <i>Green Bay Press-Gazette</i>, Section SPECIAL SECTION; Pg. 3T</p> <p>“Almost any type of apparel, including T-shirts with the well-known Harley bar and shield, boots, hats, belts and blouses...”</p>
46	8-5-2006	<p>“Sometimes You Feel Like A Hog, Sometimes You Don’t: The 2007 Ford Harley-Davidson F-150 Super Crew,” <i>Jalopnik</i></p> <p>“...sport a split five-spoke design, exposed lug nuts and the distinctive Bar & Shield logo on the center cap.”</p>
47	11-1-2006	<p>“Horn of Plenty; Object of Desire,” <i>American Rider</i>, Section Pg. 83(1) Vol. 13 No. 6 ISSN: 072-4893</p> <p>“The horn is powered by a compressor attached directly to the horn, and features a chromed bar-and-shield logo.”</p>
48	11-30-2006	<p>“Prime Airport Shopping Eases the Stress of Holiday Travel; Delaware North Companies Travel Hospitality Services Offers Convenience of Traditional Shopping and Unique Regional Gifts for Travelers Taking Advantage of Holiday Travel Time,” <i>Market Wire</i></p> <p>“... other collectibles such as a “bar and shield” wall clock and a 2006 Harley-Davidson beer stein.”</p>
49	3-7-2007	<p>“UR Seeks Logo That Will unify,” <i>Rochester Democrat and Chronicle</i>, Section LOCAL&STATE; Pg. 1B</p> <p>“Google has its name in cartoonish blue, yellow, red and green letter. Harley-Davidson has its “bar and shield.”</p>

EX. NO.	PUBLISH DATE	AUTHOR, ARTICLE TITLE, PUBLICATION NAME, AND RELEVANT EXCERPTS
50	6-17-2007	“Under the Umbrella,” <i>Hartford Courant</i> , Second SPECIAL; Pg. L6 “The bar-and-shield logo was first used in 1910.”
51	8-29-2007	“A Peek at Hog Heaven: Museum to Cover 105 Years of Harley-Davidson History,” <i>The Milwaukee Journal Sentinel</i> , Section STATE AND REGIONAL NEWS “The tower bearing Harley’s bar and shield emblem stands 80 feet tall and will one of the first things visitors notice...”
52	8-29-2007	“On the Boardwalk: Plenty of Fresh Stores,” <i>St. Petersburg Time</i> , Section CLEARWATER TIMES; Pg. 5 “Soon, you’ll be able to see the Harley-Davidson bar and shield as you’re coming over the bridge.”
53	1-11-2008	“Ford Teams With Harley-Davidson for Ultra-Macho Super Duty,” <i>Contra Costa Times</i> , Section AUTOMOTIVE “The largest Harley bar-and-shield logo is embossed in the black mat protecting the 6.75-foot-long cargo box.”
54	4-8-2008	“Small U.S. Firms Make Big Global Sales; Sinking Dollar, Cultural Ties, Free Trade Provide Boost,” <i>USA TODAY</i> , Section MONEY; Pg. 1B “The demand for goods with Harley-Davidson’s famous bar-and-shield logo has grown steadily each year.”

Respectfully Submitted,



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Date: June 26, 2008

CERTIFICATE OF SERVICE

I certify that a true and accurate copy of the foregoing OPPOSER'S NOTICE OF RELIANCE NO. 9 UNDER 37 CFR § 2.122(e) was served by first class mail, postage prepaid, on this 26th day of 2008, upon Bryan Broehm at the following address:

Bryan Broehm
331 Gazetta Way
West Palm Beach, FL 33413-1053



U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 1

*High on the hog.; Harley Davidson's influence on motorcycle clothes Daily News Record
January 23, 1989*

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Daily News Record

January 23, 1989

SECTION: Pg. p24(2) Vol. V19 No. N16 ISSN: 1041-1119

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LENGTH: 1219 words

HEADLINE: High on the hog.;
Harley Davidson's influence on motorcycle clothes

BYLINE: Parola, Robert

BODY:

High On The Hog

When it comes to biker icons there is one that is consistently first off the mark -- the American-made Harley-Davidson. To cash in on its lead, the 80-year-old company is licensing its name, steering it into the sportswear market, and opening up full throttle on the upperend.

"Harley-Davidson has become part of our culture. We're not thought of as just an extension of the Hell's Angels anymore," says Clyde Fessler, director of trademark licensing. "In Europe we're considered Americana."

Things weren't quite so wonderful eight years ago. With an average price of \$9,000 for those big fat twin Harleys (affectionately called Hogs by bikers), there just weren't enough customers to keep the company solvent. So the Milwaukee, Wis.-based company licensed out the name to various companies from credit cards (Harley-Davidson MasterCard) to underwear and T-shirts. Harley even launched its own brand of cigarets and beer (now being test-marketed in Indiana).

"It helped pull us through the lean years," says Fessler. "Last year we sold 35,000 bikes and over 3 million fashion tops."

Harley Fashion? The company actually designed what is considered the first motorcycle jacket in the early 1920s and by the 1930s had introduced a full line of apparel and accessories that were sold exclusively through Harley-Davidson franchisees and aimed at bikers.

In the early 1980s, Harley approached the apparel market on different levels. Exclusive leathers and activewear were made available only at Harley-Davidson dealerships, of which

there are some 600 nationwide, and a score of licensed apparel lines, mostly T-shirts and activewear, together did a combined volume of \$18 million last year.

Harley-Denims, an American-made line, was introduced in the beginning of 1988 and is carried by stores from J.C. Penney to Merry-Go-Round.

According to Carol Edwards, national publicity and events manager for the men's division of J.C. Penney, the H-D denim jackets and the Harley T-shirts are doing extremely well. Edwards says the store has been marketing items in the young men's area, but has found they are being bought by older men as well. "It has a great crossover potential."

There is even a Harley jewelry line, manufactured by Stamper Genuine Black Hills Gold Jewelry, that Fessler says did in excess of \$1 million last year.

Then an odd thing happened: People started buying Harley-Davidson motorcycles again, especially on the West Coast.

Out went the yuppies and in came the RUBs (Rich Urban Bikers). Whether or not inspired by publisher Malcolm Forbes (who is said to own over 90 cycles), packs of doctors, lawyers, rockers, and screen stars like Arnold Schwarzenegger, Jay Leno, Billy Idol, and the recently injured Gary Busey now roam L.A. on motorcycles, going to club such as Mickey Rourke's Rubbers. And when Rexall Drug Stores started carrying **Harley** T-shirts and other related items, the race was on.

In Europe, particularly Italy, almost anything with the name or H-D logo, the now-infamous **bar and shield**, was selling. "Our biggest marketing concern is in Italy, where we sell over 25,000 T-shirts at \$25 a pop. The Italian **Harley**-Denim line is a huge success," says Fessler.

As for **Harley** "couture," Fessler says that while shopping in Energy, a Roman boutique, he came up with the idea for higher-priced European line of **Harley**-Davidson Motor Clothes.

"They (Energy) would sell 1,500 leather motorcycle jackets a year; 1,300 were Perfectos, 200 Harleys," Fessler recalls. "I realized that their jacket had better detailing and a more fashion cut."

So the Harley-Davidson International Leather Collection was born and premiered at the last SEHM show in Paris. The line of leathers for men and women (with retail prices of \$400 to \$800) contained eight jackets for men, of which two were motorcycle styles.

"Conceived in the USA, designed in Milan, licensed out of California, to be produced in Korea strictly for the European market was the idea," says Fessler. "And the response was tremendous."

That response ricocheted back to the USA. Enter IXSPA. IXSPA (International Extraordinaire Sports Product of America) was formed last July by Peter Mahmet and Jamie Sadock, former president and designer, respectively, for the past five years of Le Coq Sportif, North America. Taking 16 other employees with them, they launched an activewear line called IXSPA 2000.

"Europe is causing a flashback," is how Mahmet puts it. "Many fashion directors saw the line at SEHM and came back wanting to know where the American line was."

Both Mehmet and Sadock have been Harley owners for a few years. "We came up with the concept two years ago when we saw the change in Harley riders," says Sadock. "We approached Harley and they agreed. "My mom had a hard time with it. I had to explain that Harley-Davidson is not the Hell's Angels. We're going after those that consider the Harley the new yuppie toy."

Harley said yes to the American sportswear line, though sooner than planned. "We were going to wait a year at least and test it out in Europe," recalls Fessler.

Harley-Davidson Sportswear by IXSPA 2000's first line premiered at MAGIC last year, comprising just 20 pieces. Sadock admits it's not really what she wants it to be. "But there are a lot of negative connotations to the Harley name and we needed to make people feel comfortable," she says. "Our mission is to build a tasteful Harley line. With a dash of Gaultier."

Mehmet likes the tasteful-macho connection. "There is something about the name Harley -- it seems to give men more of a sense of confidence ... they walk differently. I say, men feel 20 percent more macho wearing something that says Harley-Davidson," he laughs. The response has been good with stores such as Barneys, Fred Segal and Macy's and last year's volume Mehmet put at a modest \$3 million.

Are there conflicts in this splay at both the upper and lower ends of the market? "Look. Middle America, the market west of the Hudson, shops at Penney's not Barneys," explains Fessler. "I feel that clientele is our strength, but RUBs are a new crowd for us and the ones we're going after with the newest licenses. The Harley Sportswear line is specifically geared to that market, where the average rider is 34 years old and makes \$38,000 a year. And 90 percent are male." Sadock sees it as a two-tiered market. "It's for both the closet Harley driver and the wannabes. Those are our new customers."

Will the cross-pollination of markets continue? "In some ways it's out of our hands," Fessler jokes. "The market really does dictate things. We will start a big ad campaign next year -- in many ways, we have no choice."

There is an expensive Harley-Davidson eyewear line that is available only in Europe and, at the Bologna fashion show in April, H-D will bring out its own perfume and cologne. "Right now we are testing the waters in Europe first," says Fessler. "We are planning to bring the American Harley-Denim line to SEHM next year ... oh, and we're launching a Bulova watch line next year. That's only for the USA, right now."

As for IXSPA, "We get calls from people all the time about doing a gym activewear line. Gold's Gym is losing its hold," says Sadock. She pauses, then adds, "I mean, can't you see Schwarzenegger pumpin' up in a Harley tank top ... metal-on-metal ... Whew, that would be a great ad."

GRAPHIC: photograph
illustration

LOAD-DATE: March 27, 2008

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: The logo consists of three stacked, rounded rectangular boxes. The top box contains the word "JESUS", the middle box contains "HOLY DIVINESON", and the bottom box contains "CHRIST".

Exhibit 2

*Harley-Davidson eyes easier riding in '90s Chicago Tribune December 25, 1989, Monday,
NORTH SPORTS FINAL EDITION*

Copyright 1989 Chicago Tribune Company
Chicago Tribune

December 25, 1989, Monday, NORTH SPORTS FINAL EDITION

SECTION: BUSINESS; Pg. 1; ZONE: C

LENGTH: 1240 words

HEADLINE: Harley-Davidson eyes easier riding in '90s

BYLINE: By Bob Wiedrich, Chicago Tribune

DATELINE: MILWAUKEE

BODY:

In the early 1980s, it looked like Harley-Davidson Inc., America's sole surviving motorcycle manufacturer, was re-enacting Custer's Last Stand as its Japanese competitors demolished its long-standing dominance of the U.S. market.

But the company now is riding the crest of a remarkable comeback that has attracted buyers in the United States, and, surprisingly, Japan.

After watching its market share in the U.S. fall to an all-time low in 1983 of 23 percent, the company by 1988 had earned a 46.5 percent share of the U.S. market for the big machines. Harley-Davidson has increased its domestic market share to an estimated 60 percent this year in the sale of machines with engine displacements of 850 cubic centimeters or more.

Last year, it sold more than 2,100 of its products to Japanese enthusiasts enamored of the super heavyweight machines in which the Milwaukee-based company specializes. It expects to sell another 2,500 there this year, of the 12,500 units exported worldwide, said Jeffrey L. Bluestein, Harley's motorcycle division executive vice president.

In a bid to broaden its export base, the company this year entered a joint venture with Balcom K.K., a family-owned distributorship in Tokyo. The firm also opened a wholly owned subsidiary, Harley-Davidson U.K., in London this year.

By year-end, it expects to have produced more than 50,000 of the vehicles, up from 48,000 last year and only 27,031 in 1983.

The numbers make it apparent that the company has aggressively reasserted itself at the end of a decade that started with traumatic losses. And now, the company may be facing a problem different from those a few years ago: possible strains on manufacturing capacity.

"We could have been higher if we had had the units available," said James H. Paterson, motorcycle division chairman. "But we are capacity constrained. We plan to increase capacity, but in a controlled way.

"We don't want excess inventory in our dealers' hands that could lead to discounting. Right now, there is very little discounting. The Harleys are in short supply.

"Both our numbers (the volume of units produced) and our market share are increasing. Next year, we might get 70 percent of the domestic heavyweight market."

From the late 1970s to the early 1980s, Japan's Big Four motorcycle makers - Honda, Suzuki, Yamaha and Kawasaki - trounced the company with an avalanche of heavyweight vehicles that competed directly with Harley-Davidson.

Unsold inventories of the Japanese motorcycles resulted in huge discounts being offered on the machines.

In virtually no time, Harley's domestic market share plunged and at the company's request, the International Trade Commission in 1983 imposed special tariffs on imported heavyweights.

Meanwhile, Harley-Davidson repositioned itself for a fight with foreign competition through increased worker participation programs and improved quality control.

Thus, by early 1987, the company was able to ask the Trade Commission to terminate the special tariffs a year before they were scheduled to expire.

Founded here in 1903 by William S. Harley and three Davidson brothers, Arthur, Walter and William, the manufacturer has competed over the years with almost 150 other domestic motorcycle manufacturers.

In 1969, the family-operated business was sold to American Machine and Foundry Corp.

And in 1981, as foreign competition was escalating, a group of 12 Harley-Davidson executives joined Vaughn Beals, now the company's chairman, in an \$81.5 million leveraged buyout that made the company independent again.

In 1982, the company lost \$25 million. By the following year, it had scrambled back into the black. And in 1988, its combined motorcycle and recreational vehicle net sales totaled \$757.4 million, \$405.4 million of which was accounted for by the motorcycle division.

Included in the motorcycle figures was \$69.8 million in parts and accessories sales with accessories representing a fast-growing segment of the firm's business.

"We're finding more and more women buying motorcycles, as well as such fashion accessories as leather and suede styled jackets, jewelry and a line of denims," said Kathryn Holaday, **Harley's** public affairs manager.

Included in the company's 1989 fall-winter catalogue are such items as a \$995, 14-karat gold men's bracelet bearing the **bar and shield Harley-Davidson** logo with links fashioned into tiny wrenches. The women's version sells for \$960.

But 94 percent of **Harley's** buyers are men with an average age of 34.5 years and a median household income of \$40,000 annually. Fifty-nine percent are married and 57 percent have had some exposure to higher education.

The firm cites these demographics to dispel the myth that all motorcyclists are tobacco-chewing, bearded, overweight and ill-kept gang members.

Depending on the degree of customization, prices range from about \$4,100 to \$18,000 for the top-of-the-line Ultra Classic Electra Glide with a sidecar attached. All 21 models feature 2-cylinder engines ranging in size from 883 to 1,340 cubic centimeters.

The vehicles are sold through a domestic network of about 600 dealers. Overall, he said, dealers average sales of 75 to 100 units annually.

However, since 1986 the company has been upgrading its dealer network to become "total retailers with accessories rather than just a motorcycle shop," Paterson said.

Paterson said he'd like to see more competition to foster buyer interest in the heavyweight motorcycle market. Bigger machines are Harley-Davidson's strength, he said, and his competitors are "de-emphasizing" efforts in that field.

Foreign markets, he added, are more oriented toward using smaller motorcycles as transportation rather than the heavier units for sport.

Depending on the country involved, Bluestein said Harley-Davidson holds a 5 to 20 percent market share overseas in heavyweight unit sales.

"That's substantially below what we have in the U.S., so there is real opportunity for us to grow," he said. "Foreign sales have been increasing at a rate of 30 percent for the last three years, and we expect comparable growth in 1990."

Surprisingly, Japan is one of Harley-Davidson's largest export markets, running almost neck to neck with Canada.

Although Harley bikes have been sold in Japan since the 1930s, sales totaled only 741 units in 1983, compared with the 2,100 sold there last year.

Harley-Davidson is giving some thought to penetrating East European markets. "There is a lot of consumer interest in our products there with the barriers coming down," Bluestein said.

William Harley and the Davidson brothers started production of their machines in 1903, the same year that the Wright brothers made their historic flight and Henry Ford introduced the Model T.

They built three copies of their pioneer design in 1903 and 1904, a 3-horsepower, 1-cylinder, leather belt-driven machine, then launched commercial distribution in 1905. Legend has it that their first carburetor was fashioned from a tomato tin can.

One of the pioneer motorcycles stands on display in the Harley-Davidson corporate headquarters lobby here.

Harley-Davidson

A comeback for the only U.S. maker of large motorcycles

- U.S. motorcycle registration in thousands of units (1980 - '88).

- U.S. market share in percent of full-size motorcycle registrations (1980 - '88).

Chicago Tribune Graphic; Sources: Company reports.

GRAPHIC: PHOTO (color): Harley-Davidson's final assembly plant in York, Pa. The vehicles are sold through a domestic network of about 600 dealers, who average sales of 75 to 100 units annually. Harley-Davidson photo.

PHOTO: Harley-Davidson owners foster togetherness on the road with cycle clubs. Women represent a fast-growing segment of owners. Photo by Gary Moffatt.

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 3

QUALITY PUTS ROAR IN HARLEY Capital Times (Madison, WI.) April 7, 1992, Tuesday,

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Capital Times (Madison, WI.)

April 7, 1992, Tuesday, ALL EDITIONS

SECTION: Business Pg. 5B

LENGTH: 720 words

HEADLINE: QUALITY PUTS ROAR IN HARLEY

SOURCE: By Jonathan D. Silver The Capital Times

BODY:

When Richard Teerlink came to Harley-Davidson Inc. 10 years ago, he faced some tough hurdles.

The company was in a shambles, and he didn't know how to ride a motorcycle.

"We had a poor reputation for quality and reliability," said the Milwaukee-based motorcycle maker's president and chief executive officer.

"The only thing we could be sure of was, boy, did we know how to lose a lot of money." In short, Harley-Davidson wasn't a class act.

Engine oil leaks were chronic, units came off the assembly line incomplete, and maintenance problems dogged the bikes.

Things looked so gloomy, in fact, that "I wouldn't have had any interest in riding a Harley," Teerlink said.

Business has changed since then, though. And the differences can be seen in both the company and the man.

In the last decade, the 55-year-old executive has revitalized Harley, the only U.S.-based motorcycle manufacturer and a noisy, sometimes glorified slice of Americana.

Although 1991 profit was flat, 1990 profit was up nearly 15 percent to \$ 37.8 million. Sales rose 8.7 percent last year to \$ 939 million and worldwide shipments of motorcycles climbed by more than 6,000.

Teerlink has abolished a horde of problems and glitches, taken the company public and steered Harley away from bankruptcy in the process.

And in his spare time he's even learned how to ride a Hog, the nickname for Harley's big machines made famous in the 1950-60s.

"I think their (Harley's) success has surprised everybody," said industry analyst Timothy Reiland of Cleary Gull Reiland & McDevitt Inc., an investment brokerage in Milwaukee.

The key to Harley's turnaround, Teerlink told a rapt group of business graduate students

Monday at the State Historical Society, is people, people, people. (Harley's motto: "Motorcycles by the people, for the people.")

And Harley's worst enemy, he said, was people, people, people.

"Ninety-five percent of the problem is management," Teerlink said. "The white shirts and ties have got to get out of the way."

Back in 1982, the point was well made when Harley slashed 40 percent of its work force, including some managers.

In place of quantity, Teerlink guided the manufacturer to quality, to empowering employees on all levels and letting riders, workers and dealers know that **Harley** was more than a business - it was a family.

"We share the pain when one of them has an accident, or when one of them dies," Teerlink said.

And on another level, the company sells **Harley** not just as a means of transportation, but as a lifestyle.

The **Harley** name bonds riders across the globe, adorns thousands of T-shirts with its familiar **bar-and-shield** logo and has been ingrained in the American conscious from Hell's Angels bikers to Hollywood's Easy Rider to motorcycle cops.

Draping his charcoal gray suit coat over the back of a chair before starting his lecture, Teerlink leaned toward a young woman who was sporting the familiar logo and explained, "I put this over here because I figure I can trust anyone in a **Harley** T-shirt."

And behind the biker stereotypes, the "best cross section of America are a bunch of bikers," Teerlink said.

(In case you were wondering, the average Harley rider is about 35, makes more than \$40,000 a year and 60 percent have better than a high-school education.)

Harley's key marketing strategies have taken many forms over the years.

Long-distance rides led by Harley executives aren't uncommon. Weekend rallies draw riders from all parts of the country. Dealers sponsor owner clubs. And management regularly gets together with customers to hear praise and criticism.

There's even a seminar on how to repair your Hog that specifically targets women, or "Ladies of Harley."

That's so "the women don't have to feel embarrassed in certain activities," Teerlink explained.

Thanks to Teerlink's shifting of gears at Harley, market share has raced to 64 percent in the U.S., up from 23 percent in 1983; exports have sped up; price hikes for the bikes have stayed below the pace of inflation for the last several years; and demand has grown at such a clip that "while we increase production, we still don't have enough to go around."

Said analyst Reiland of Teerlink's hard-won handiwork: "It's a good problem to have."

GRAPHIC: Harley CEO Teerlink revitalized his company by putting riders and dealers

LOAD-DATE: August 2, 1995

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 4

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November 5, 1993, Friday, Orange County Edition

SECTION: View; Part E; Page 9; Column 1; View Desk

LENGTH: 196 words

HEADLINE: BIKERS' DELIGHT;
A NEW HARLEY CATALOGUE HAS ALL THE STUFF THE WELL-DRESSED RIDER WOULD WANT.
BUT HELL'S ANGELS ACCESSORIES, THEY'RE NOT.

BYLINE: By PAUL DEAN

BODY:

Biking is no longer easy riding for the itinerant and financially challenged. Not with retro choppers for \$25,000 and full-dress leathers -- including fringed and fingerless gloves -- priced at \$1,500.

Adding to this Tiffany shift is the newest catalogue of **Harley**-Davidson Motorclothes and Collectibles.

It includes everything to feed the obsession and nothing that can't be cut from leather and embossed with HD's **bar and shield**, eagle logo and flying wheel.

Motorcruise jackets (\$450), Heritage chaps (\$280) and Tour Glide boots (\$230) are available in any color -- as long as it's black. Also, lace bodysuits for the ladies and sweat shirts for the kids.

Most items roam far from the Hell's Angel image. There's a jukebox for \$7,995, discs not included. And there are Christmas snow domes, beer steins for those tired of eating cans, a gas-tank cookie jar for interstate munchies and a shaving kit for bikers weary of beards.

A spokesman explained that HD wristwatches and briefcases are aimed much more at chic, urban bikers than Moose Malloy.

"Biking is a popular culture these days," says Dan Ciancio. "And popular culture can get expensive." PAUL DEAN

GRAPHIC: Photo, Tour Glide boots, \$230, are available only in -- what else? -- black. ; Photo, Heritage chaps, \$280, in black, pair well with the boots.

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 5

BORN TO BE WILD . . . ; . . . OR DRESS THAT WAY; O.C. HARLEY-DAVIDSON RIDES CREST OF BIKER MANIA Los Angeles Times July 14, 1994, Thursday, Orange County Edition

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Los Angeles Times

July 14, 1994, Thursday, Orange County Edition

SECTION: Life & Style; Part E; Page 4; Column 1; View Desk

LENGTH: 718 words

HEADLINE: BORN TO BE WILD . . . ;
. . . OR DRESS THAT WAY; O.C. HARLEY-DAVIDSON RIDES CREST OF BIKER MANIA

SERIES: OFF THE CUFF: This is another in a series of first-person columns that allows people connected to the fashion industry to talk about their encounters.

BODY:

Ray Malzo bought Orange County Harley-Davidson in Santa Ana five years ago because he thought it could be lucrative. Not long after, the urban biker fad took off, and Malzo found himself in Hog heaven.

Not only have yuppies discovered motorcycles in the past half decade; Harley-Davidson has aggressively grabbed a share of the "motor clothes" market. The trend worked well for Malzo -- he claims logo-ed clothing and accessories account for \$1 million of his \$8-million-a-year business.

"People want the motorcycle look even if they don't want or can't afford to ride," Malzo says.

People who buy Harleys are also buying a lifestyle that includes clothing and the chance to meet a diverse group of people. With a Harley, you don't ride alone; you're constantly meeting people from all walks of life. You see a guy at Cook's Corner in Trabuco Canyon, and you don't know if he's a CEO or a plumber. That's the release for the people who ride; they get to take a break from their real life.

The mystique of Harley-Davidson is you don't know if a guy wearing leather chaps is a cyclist or someone just dressing the part.

In 1987, Harley saw there was a niche to be filled with motor clothes that offered protection and fashion. Now there's everything from gauntlet gloves to designer helmets painted to match the motorcycle's paint scheme.

There are 24 different styles of jackets for men and women, everything from the traditional James Dean-type motorcycle jackets to the tapered French motif with braided epaulets and shoulder pads.

Intersport Fashions West in Orange designs a lot of the Harley-Davidson jackets.

All are made of durable riding leather. You can buy a leather jacket at Nordstrom for the same price -- \$200 to \$500 -- but it may be made of lambskin, and, if you have an accident,

you'll get road rash; the leather gets peeled back or scraped or scarred. Harley-Davidson leather becomes a protectant.

Zippers on the jacket's sleeves, pockets and the back are fashionable and functional. They look good and they keep things in your pocket from falling out from the vibrations of the motorcycle and wind. Zipped-up zippers on sleeves keep the wind out when it's cold and serve as vents when opened on a warm day.

All of the apparel has a logo, either the original one with a **bar and shield** that says "Motor" on the top and "Cycle" on the bottom and "**Harley-Davidson**" in the middle, or the classic one with the American eagle on it, which I think stands for "freedom." The logo is stamped subtly on buttons or zippers, embroidered on the back or filled with silicon as if embossed. Doc **Harley** construction boots have the logo at the ankles.

We sell 300 to 400 T-shirts a week. Tourists want to buy a T-shirt from every Harley outlet, just like they do for the Hard Rock Cafe shirts.

A quarter of our business is women's motorcycles and clothes. Women don't fear entering a dealership anymore because our shop looks like Nordstrom, not a greasy hole in the wall.

Clothing for women covers both bases: It's functional and sexy. It comes in leather and Lycra; the leather protects and the Lycra fits tight around the back. Most are black, but they've also expanded into browns and an orange/black combination. Black clothes are the sexiest.

Some pants unzip at the knees and become shorts to be worn with a matching vest and jacket, and there is a see-through bodysuit that has silhouettes of motorcycles on sheer fabric. Women wear it with a black bra underneath and shorts or jeans.

Men buy the clothes as gifts for their wives and girlfriends, and they love it. After getting over being initially afraid to ride on the back of a motorcycle, ladies prefer to have their own motorcycles because they'd rather be in control.

The men who ride are different than they were in the '50s and '60s. They're more upscale, probably because the motorcycles are pricey -- a basic one averages \$15,000 -- and there's limited production -- there will only be 90,000 Harleys made next year worldwide.

I've been an enthusiast since my 20s, and when I ride I wear mostly Biker Blues, denim jeans with a functional boot cut and relaxed fit that gives me more room in the rise so when I'm straddling the motorcycle I don't feel cramped.

GRAPHIC: Photo, COLOR, "The mystique . . . is you don't know if a guy wearing leather chaps is a cyclist or someone just dressing the part," says Ray Malzo. CRAIG WALLACE CHAPMAN / Los Angeles Times

LOAD-DATE: July 15, 1994

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 6

Copyright 1994 Chicago Tribune Company
Chicago Tribune

August 21, 1994 Sunday, CHICAGOLAND FINAL EDITION

SECTION: HOME; Pg. 2; ZONE: N; Chicago style.

LENGTH: 264 words

HEADLINE: HARLEY LOVERS, TAKE A SEAT

BYLINE: Julie Morse.

BODY:

If you're into leather and motorcycles, you'll get a real charge out of a new seating collection licensed by the **Harley-Davidson** Co.

Available only at **Harley** dealer showrooms, the 15-piece line comes in 10 colors of leather, embossed with the company's trademark **bar-and-shield** logo or eagle insignia and decorated with biker-look pewter nailheads. There are sofas, armchairs and desk chairs in the collection. And, for bikers who miss the vibration of the open road, there's even a recliner with a built-in massage unit.

"So many **Harley** dealerships are going into designer-type stores, offering things like leather jackets in addition to the motorcycles, that furniture seemed a logical next step," said Rod Dotson, manager of Denisen's Leather Only in Milwaukee.

Dotson came up with the furniture concept after talking with a couple of Harley-Davidson executives who came into his store looking for leather items for their nearby offices.

"They brought the idea back to their company, and it just took off from there," Dotson said.

Introduced in 1993, the couches and chairs are now being sold through five Harley-Davidson dealerships in the Chicago area, more than 160 in the United States, 30 in Canada and several overseas.

Most dealers display just a few pieces from the collection in their show-rooms, with the full line represented by brochure.

Sofas retail from \$2,000 to \$3,500, armchairs and recliners from \$1,600 to \$1,800, and desk chairs from \$1,000 to \$2,000. For the dealer nearest you, call Denison's Leather Only at 800-772-7745

GRAPHIC: PHOTOS 2; PHOTO: There are sofas, armchairs and desk chairs in the collection from the Harley Davidson Co.; PHOTO: Harley-Davidson's 15-piece home furnishings line comes in 10 colors of leather and decorated with biker-look pewter nailheads.

LOAD-DATE: August 21, 1994

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: The logo consists of a dark, irregular shape with a white border. Inside the shape, the word "JESUS" is written in a small, white, sans-serif font at the top. Below it, the words "HOLY DIVINSON" are written in a larger, white, sans-serif font. At the bottom, the word "CHRIST" is written in a small, white, sans-serif font.

Exhibit 7

'Hogs' are his love: Northampton resident specializes in motorcycles Daily Hampshire Gazette December 26, 1994

Copyright 1994 UMI Inc.;
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Business Dateline;
Daily Hampshire Gazette

December 26, 1994

SECTION: Sec 1; pg 25

LENGTH: 1156 words

HEADLINE: 'Hogs' are his love: Northampton resident specializes in motorcycles

BYLINE: Chris Yurko

DATELINE: Northampton; MA; US

BODY:

NORTHAMPTON -- Everything in the place reminds you that this is a biker shop. The black leather jackets, fingerless gloves, saddle bags, belts, boot wallets, and caps; the jewelry -- chain-link bracelets and chokers; the chrome -- tail pipes, handlebars, hand grips, and headlights; the dip -- "Cycle Shack 100% Spicy Biker Salsa."

Most of all, it is the familiar emblem afixed to the helmets, bandanas, patches, T-shirts, license plates, pins and oversized belt buckles, the **bar and shield** logo emblazened with the name that was once the quintessential American symbol of rebellion and counterculture -- **Harley**-Davidson.

For the last three years, Roland Tessier has made his business servicing and customizing motorcycles in the basement of his shop at 504 Easthampton Road.

Though Tessier is not a Harley dealer, "Hogs" are his specialty. More specifically, Tessier's expertise lies in the American built V-Twin engines that are Harley-Davidson's trademark.

"This is my love," said Tessier, dressed in dark blue coveralls with his first name stitched above one pocket and a patch with the name of his business, "RMW" (Roland's Motor Works), stitched above the other. "No question. That's why I'm doing it."

After 28 years as a motorcycle and auto mechanic, Tessier, 49, began building V-Twin engine motorcycles from scratch for the first time this summer. Tessier believes, and his wife agrees, that he is the only professional in western Massachusetts who builds V-Twin engine bikes.

Since July, he has completed two. A third is in the works.

The first won six trophies at shows this summer, including four at Marcus Dairy, a popular biker hangout in Darien, Conn. The flashy red and chrome bike received recognition for its graphics and mechanics, and also won the judges' and participants' choice awards. Tessier sold it for \$ 18,000 to an old acquaintance, an investment banker, who rode it 3,100 miles from Northampton to Sante Fe, N.M., where he lives.

But not before Tessier put 500 miles on the bike himself, he said, just to make sure there weren't any problems with it.

The second motorcycle Tessier built, a sparkling blue and chrome model, is on display in front of the shop on Route 10, near the Easthampton border. Its pricetag: \$ 25,000, which may sound like a lot of money -- "a downpayment on a house," said his wife Pam -- but Tessier says there is a market for it.

Tessier decided to start building bikes due to the outrageous demand in recent years for Harley-Davidson motorcycles, both new and used.

Harley-Davidson cannot produce motorcycles fast enough. The waiting period for new Hogs is about a year, according to Diane Guyette, general manager of Easthampton Harley-Davidson on Adams Street in Easthampton. The company is already sold out for 1995, and Guyette said she will not begin taking orders for 1996 models until April.

"All of a sudden the demand just got crazy," she said.

The market for Harleys has tightened for several reasons: increased shipping by the company to overseas markets; a redesigned and improved bike frame; a greater spectrum of available models; "non-loyalists," says Guyette, who buy new Harleys only to resell them at marked-up prices; and, last but not least, the brand's growing popularity among the wealthier and less anti-social elements of society.

"Most of our customers are businessmen," says Pam Tessier, who keeps the books and runs the retail portion of RMW for her husband. "Not all of them, but a lot -- doctors, lawyers -- you'd be surprised."

The net effect of all this is a boost in the resale value of Harley Davidson motorcycles. (It has also created a market for Hog clones, so to speak)

In previous years, during the slow winter months, Tessier would buy used Harleys and customize them to resell in the spring. But now it's cheaper for him to build V-Twin engine motorcycles from the ground up.

"The demand is so high, you end up paying too much" for used ones, he said.

In the long run, Tessier's bikes are potentially cheaper for the customer too, he said.

Harley owners, as mainstream as they may be these days, still desire customized one-of-a-kind bikes. Trouble is, Harley has only 22 different models, ranging in price from \$ 4,500 up to about \$ 25,000.

"Everyone wants a different one," said Guyette, from Easthampton Harley. "They want it to look different from the next guy's."

The customizing of stock Harleys is what keeps Tessier in business. It's not uncommon, he says, to see a customer spend \$ 13,000 on a brand new Harley and invest more than that much again to add horsepower to the engine and change the frame, tires, muffler, tailpipe, and everything else -- not to mention getting a new paint job.

"These motorcycles are not hobbies," Tessier said. "They're obsessions. They're constant

money pits."

"I can just as well build something to suit them right off the bat."

Tessier says his bikes are already "high-performance" models. The first two he built have S&S V-Twin 86-cubic-inch racing engines. The biggest engine Harley-Davidson manufactures is 80 cubic inches, according to Guyette.

Tessier, who lives in Southampton, began learning about engines when he was "this high," he says, lowering his hand to knee height.

"Our backyard was like a junkyard," he said. "We had one car, but we needed two more like it just to keep it running. You learned mechanics just so you could keep your one car running."

After dropping out of Smith Vocational School in Northampton in the early 1960s, Tessier worked at various service stations as an auto mechanic before discovering the joys of motorcycles in 1968. He finds servicing motorcycles more rewarding. Unlike servicing cars, he says, because the performance of the vehicle is much more sensitive to engine adjustments.

"There's no guessing about it being better after a tune-up," he said. "It always runs a whole lot better than when they bring it in."

At one time, Tessier was part owner at Easthampton Harley. He left to start a landscaping business and returned later as a mechanic, going through all the Harley-Davidson service schools.

When he opened RMW in 1991 he pledged to give the business five years to succeed. If it didn't, he said, he'd planned to turn it into a lawnmower and small engine repair shop -- a year-round business.

Seasonal fluctuations strain his business, he says: Nobody rides motorcycles during the winter. He is able to hire two additional mechanics during the summer. The rest of the year, Tessier, his wife and his son, Donald, run the shop together.

"We have four real strong months," he said. "Two not too strong. The other six are garbage."

But his mortgage on the property is low -- less than \$ 1,000 a month, he said -- and all the merchandise in the store is paid for. Heading into year number four, he is optimistic.

"It looks like I'll be fine," he said. "If things keep going like they going, I'll be here."

GRAPHIC: Photo

UMI-ACC-NO: 9515814

LOAD-DATE: October 28, 1995

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 8

*Biker dudes Harley Shop opens doors on peninsula The Post and Courier (Charleston, SC)
August 4, 1995, Friday,*

Copyright 1995 The Post and Courier (Charleston, SC)
The Post and Courier (Charleston, SC)

August 4, 1995, Friday, POST AND COURIER EDITION

SECTION: B, Pg. 6

LENGTH: 386 words

HEADLINE: Biker dudes
Harley Shop opens doors on peninsula

BYLINE: DAVE MUNDAY; Of The Post and Courier

BODY:
The biker crowd has set up shop in downtown Charleston.

But you'll see no loud motorcycles or rough-looking types at The Harley Shop, which opened Thursday at 211 Meeting St. The store is devoted to Harley-Davidson clothes and accessories, which have become more than socially acceptable in the last few years.

The 1,000-square-foot store is beside Aaron's Deli and Hyman's Seafood Co., both popular tourist attractions.

"We expect to attract a lot of tourists," said **Harley** Shop manager Betsy Whitlock.

People started trickling in Thursday shortly after the doors opened, even though the signs won't go up until next week, pending approval by the Board of Architectural Review. Passers-by could see the neon **Harley bar and shield** through the window.

The shop's first two sales were T shirts. The buyers were civilized types in their 30s and 40s.

"They've also been looking at the jewelry," Whitlock said.

The **Harley** Shop is an offshoot of Lowcountry **Harley**-Davidson on Dorchester Road in North Charleston. Both are owned by Phil Schoonover, who started the bike shop in 1979.

The store, which will be open Monday-Saturday 10 a.m.-10 p.m., is filled with casual clothes, models, mugs, jars, posters, and a thousand other ways to associate with the Harley image.

"When we started out, cyclists weren't necessarily the people you would invite home for dinner," he said. "It's come 180 degrees."

Harley identifies its average motorcycle buyer as 43 years old and earning \$ 63,000 a year, and much of the clothing it licenses is also aimed at the upscale market.

Harley doesn't make clothing but licenses several companies to use its name.

"It's gone well beyond the T-shirt line," Schoonover said. "We have everything but three-piece suits."

Clothing accounts for 30 percent of Schoonover's business at the bike shop. He's getting ready to expand the bike store to make more room for accessories.

Demand for Harley-Davidson bikes continues to exceed supply. The '96 models are arriving in showrooms now, and the first ones are all spoken for, according to Al Silver, parts manager at the bike store.

"They've been in short supply and high demand for at least four or five years," he said. "Some people have bought one and sold it after a year for more than they paid for it."

GRAPHIC: PHOTO; B&W staff photo by Tait of customers in The Harley Shop

LOAD-DATE: August 5, 1995

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 9

*GOING WHOLE HOG;THE HARLEY-DAVIDSON MYSTIQUE AND MERCHANDISING;ARE
TURNING BABY BOOMERS INTO BIKERS Chicago Tribune December 31, 1995 Sunday,
CHICAGOLAND FINAL EDITION*

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Chicago Tribune

December 31, 1995 Sunday, CHICAGOLAND FINAL EDITION

SECTION: TRANSPORTATION; Pg. 1; ZONE: N

LENGTH: 1130 words

HEADLINE: GOING WHOLE HOG;
THE HARLEY-DAVIDSON MYSTIQUE AND MERCHANDISING;
ARE TURNING BABY BOOMERS INTO BIKERS

BYLINE: By Anita Lienert. Special to the Tribune.

BODY:

If Hunter Thompson were updating his 1960s classic "Hell's Angels, A Strange and Terrible Saga," he'd be in for a bit of culture shock.

There'd probably be few fist fights and beer runs and guys named Sonny sporting biker tattoos. Instead, he'd meet people such as the diminutive Bernice Houk.

A widow, Houk lives with her three young sons on a little farm in the mid-Michigan community of Stockbridge. Most days she worries about what preschools are best suited for her 4-year-old and how to get crayon marks off the wallpaper. But in her spare time, the 37-year-old is the new breed of Harley-Davidson owner.

The lingerie in her dresser is emblazoned with the Harley logo and her restored red 1974 Super Glide named Bopper is parked in the garage. At least once a month Houk attends meetings of the Ann Arbor chapter of the Ladies of Harley that sound more like tea parties than biker get-togethers.

"To me, riding is a stress reliver and a spiritual experience," said Houk. "And the Ladies of Harley is almost like a support group. We plan really nice events like progressive dinners and weekend getaways. We've got doctors, lawyers and housewives in the group. They're

very preppy."

More and more people like Houk are riding the cycle known affectionately as the Hog. They have changed the face of the venerable Milwaukee-based motorcycle manufacturer.

Instead of being socially unacceptable bad boys, Harley owners are becoming more mainstream, a change reflected in the 92-year-old corporation.

"I think we've changed because of the Hell's Angels getting too old," says Willie Davidson, vice president of styling and grandson of William A. Davidson, one of the founders.

Davidson looks like a cleaned-up and graying version of bikers cut from Marlon Brando's "The Wild Ones" mold. No black leather jacket, rolled-up chinos or dirty T-shirt here. The 62-year-old designer sports a neatly trimmed beard, a natty hat and a crisp white linen shirt with, of course, the **bar-and-shield Harley** logo.

A recent demographic profile of **Harley**-Davidson buyers in the U.S., compiled by the company, shows that in the last decade, their median age has climbed to just under 40, the percentage of college graduates has doubled to 29 percent and the median annual household income has topped \$50,000.

"We fit nicely under the aging of the Boomers," says Davidson. "What's happening is that you try to see where the market goes and what products work well. You need to steer your products so they fit and mesh with those age groups."

It's a new survival instinct--and a successful one--for Harley-Davidson which, hurt by plunging market share and leaky, unreliable bikes, was barely a week away from filing for Chapter 11 bankruptcy protection in December 1985.

But after successfully lobbying the Reagan administration for stiff import tariffs against Japanese motorcycles from 1983 to 1987 and persuading Citicorp, the New York bank that was the company's chief lender, to take a \$10-million writeoff on a loan, Harley-Davidson began its turnaround.

The game plan in the mid-80s was to improve quality at the plant and target the yuppies by smoothing Harley's rough edges. Company executives told dealers to brighten up their stores with more lights. They even competed with outlaw biker clubs such as Hell's Angels with their own Harley Owners Group (HOG).

One of the most notable changes is the focus on the softer side of Harley-Davidson. The company sold about 100,000 motorcycles last year, but about 5 million garments worldwide.

The \$100 million worth of clothing and accessories sold in 1994 was a 31 percent increase in revenue in that division from the previous year. Today, there is a line of Harley children's clothing, including watches and hats, along with commemorative Christmas plates and even a \$7,995 jukebox.

Davidson's daughter Karen, 35, the chief designer for the Motorclothes line, always wears black and is considered the bright young star of the company. She was trained in her craft by the Sisters of Notre Dame in the fashion department at Mt. Mary College in Milwaukee. (Davidson's senior project was a jacket and jumpsuit made from the skin of a 20-foot boa constrictor.)

Though Harley-Davidson has been producing apparel since World War I, it was Karen Davidson's idea to go beyond traditional leathers and create lace bodywear and swimsuits with a motorcycle pattern knitted in. An estimated 20 percent of Motorclothes customers don't even ride motorcycles.

"I get out and do a lot of looking and observing at rallies," she said. "You have to have your antenna up and your perceptions coming in. That's where I got the idea for the lingerie-inspired bodywear. It's a nice translation of what Harley means to people today."

Karen Davidson draws the line, though, at wedding apparel.

"There will never be a Harley bridal gown," she insisted. "I'd never do that. But what I have proposed is a custom collection of leathers using sterling silver trim and more intricate detailing. The sooner I can do that, the better."

And licensing requests are pouring in to Harley-Davidson from manufacturers of everything from condoms and gravestones.

"There's Harley-Davidson-licensed coffee, and somebody did a condom with a motorcycle thing," Willie Davidson reports. "But we're very cautious. We're a \$1.2 billion company, but our name is our No. 1 asset. So we move slowly on what we put our name on."

Some of this mass marketing does offend purists. Even Willie Davidson has said in the past that if he sees one more article about "Rubbies"--rich urban bikers--he is "going to puke."

Dave Stanco, a 40-year-old master mechanic from Detroit looks preppy in his pink-and-blue polo shirt and chinos. But the four-inch Liberty Motorcycle Club tattoo on his left forearm gives away his biker roots. Stanco owns seven Harleys, including a restored 1971 Electra Glide with a side-car worth \$12,000.

The classic Harley owner--blue-collar and mechanically inclined--Stanco admits that the bikes come with lots of chrome and iron and tail-pipe thunder. But the lines are drawn between who rides the bikes.

"There are two types of Harley riders," Stanco said. "There's the guy who won't buy a new leather jacket until the first one is stolen and then there's the guy who'll buy the Harley clothes and buy the bike new. Those people get into it for the investment value, and they've driven up the price of everything."

But that kind of talk doesn't scare Willie Davidson, who says he's convinced that the company has been able to satisfy its new customers without alienating the old.

"We sell an emotional, enthusiast product," he said. "It's not a commodity. We have a religion out there, and we have the most loyal customers in the world."

GRAPHIC: PHOTOS 12PHOTO: More than \$100 million in clothing and accessories with the Harley name were sold in 1994, up 30 percent from 1993.; PHOTO: Mike Roskowski, dressed as Santa, and Bernice Houk go riding on a 1989 Harley near Stockbridge, Mi. Photo for the Tribune by Jeff Kowalski/AP.; PHOTO: This medallion tells the whole story on a Harley-Davidson motorcycle. Tribune file photo.; PHOTO: Watches are among the numerous licensed products spreading Harley fame and adding to profits.; PHOTO: A dart game, along with gravestones, have requested permission to use the Milwaukee-based motorcycle

company logo.; PHOTO (color): Harley-Davidson owner Bernice Houk catches a ride with Mike Roskowski on his 1989 FLP Dresser. Photo for the Tribune by Jeff Kowalski/AP.; PHOTO (color): 'To me, riding is a stress reliver and a spiritual experience.'; - Bernice Houk.; PHOTO (color): The bottom line; Selected 1996 model Harley Davidson motorcycles show a broad range of features and price.; Tour Glide Ultra Classic; Features frame-mounted fairing, sequential-port fuel injection, cruise control, intercom, stereo system. Price: \$18,160, in two-tone paint.; PHOTO (color): Road King; Features removable windshield and passenger seat, sequential-port fuel injection, fiberglass saddlebags. Price: \$15,060, in candy paint.; PHOTO (color): Heritage softail special; Features wide whitewall tires on chrome-laced wheels, bullet-studded leather seat, dual fishtail exhaust. Price: \$14,655, in two-tone paint.; PHOTO (color): Fat boy; Features solid disc wheels, custom metal fenders, wide handlebars, textured leather seat. Price: \$14,455, in two-tone paint.; PHOTO (color): Sporster 883; Lowest priced model features low-rise handlebar, single seat and 13-spoke cast aluminum wheels. Price: \$5,245, in candy paint.

LOAD-DATE: December 31, 1995

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 10

Harley bikers blast east for motorcycle company's 95th birthday bash The Denver Post June 8, 1998 Monday

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The Denver Post

June 8, 1998 Monday 2D EDITION

SECTION: DENVER & THE WEST; Pg. B-03

LENGTH: 495 words

HEADLINE: Harley bikers blast east for motorcycle company's 95th birthday bash

BYLINE: By Peter G. Chronis, Denver Post Staff Writer

BODY:

If you notice large groups of motorcycle riders heading east on Harley-Davidsons during the next few days, they're probably bound for Milwaukee to help the oldest American bike manufacturer celebrate its 95th anniversary on Friday.

Participants in the 95th Anniversary Reunion Ride, who began hitting the road last Wednesday, will converge on Milwaukee in a sea of black leather, glistening paint and gleaming chrome for the celebration. The Southwest group passed through Colorado Springs over the weekend.

Harley-Davidson Motor Co. has pulled out all the stops for its 95th Anniversary Reunion, which will feature a parade of thousands of the company's bikes through Milwaukee, according to Vinny "The Blade" Terranova, proprietor of Rocky Mountain Harley-Davidson and Buell, 4204 S. Broadway in Englewood. "They're expecting over 100,000 people," said the affable Brooklyn native.

Festivities will start Wednesday in Milwaukee, featuring luminaries ranging from late-night TV host Jay Leno, a motorcycle collector and Harley owner, to legendary rocker Joe Walsh.

This year, the motorcycle company, founded in 1903 in a 10-by-15-foot shed behind the Davidson family's Milwaukee home, has issued special anniversary edition bikes in all its model lines, said Terranova.

"There's only a certain number out of each line," he said. "There's a Standard, Classic or Anniversary Edition - which is highly collectible." So collectible, in fact, that the Anniversary Editions are all sold. Only about 10 percent of this year's production was Anniversary Editions.

Terranova said many of his customers paid in advance to reserve their Anniversary Edition **Harley**-Davidsons, which feature a special midnight red and champagne pearl paint job and large winged commemorative medallions on the tanks. The emblems incorporate the familiar **Harley**-Davidson "**bar-and-shield**" logo, "95th" in large numerals, a banner reading "Ninety-five years of excellence," and the dates, 1903 and 1998.

The Anniversary Editions also command a higher price, according to Terranova. A stock Road King, 80-cubic-inch bike, for example, starts at about \$ 17,000, but the Anniversary Editions sell for \$ 18,000 to \$ 20,000, depending on accessories.

Harley-Davidson aficionados who missed out on the Anniversary Edition bikes can console themselves with a range of 95th Anniversary accessories and equipment, such as backpacks, rollbags and jackets, emblazoned with the 95th logo. These items are selling well, Terranova said. "It's real hot, especially as we get close to the 95th (celebration)," he said, because "once it's gone, it's gone."

Harley-Davidson devotees are likely to go hog wild for the 100th anniversary in 2003. "It's going to be crazy," Terranova said.

That's a contrast to the late 1960s, when Harley-Davidson's future was in doubt as a flood of cheaper imports began capturing the American market, where Harley-Davidson was the only major domestic manufacturer left.

LOAD-DATE: June 11, 1998

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 11

Mark Feldstein Goes Whole Hog in Clocks HFN January 15, 2001

Copyright 2001 Gale Group, Inc.
Business and Industry
HFN

January 15, 2001

SECTION: Pg. 100; ISSN: 1082-0310

RDS-ACC-NO: 2733977

LENGTH: 446 words

HEADLINE: Mark Feldstein Goes Whole Hog in Clocks

HIGHLIGHT:

Mark Feldstein & Associates Inc is launching its licensed Harley-Davidson clocks featuring sounds and icons of the motorcycles

BODY:

CHICAGO-Harley-Davidson clocks will come riding into this week's International Housewares Show here.

Mark Feldstein & Associates Inc. is introducing its licensed Harley-Davidson clocks, which feature sounds and icons of the legendary motorcycles. Mark Feldstein has two clocks, one that is exclusive to The Sharper Image and the other that is available to mid- and upper-tier retailers, as well as authorized HarleyDavidson dealers.

The wall clocks are designed to appeal to Harley-Davidson riders as well as nonrider enthusiasts.

"Harley-Davidsons appeal to so many owners, 'wanna-be' owners," said Rick Osgood, president of Mark Feldstein. "This is the next best thing."

The clocks use Mark Feldstein's proprietary sound technology to install authentic **Harley-Davidson** sounds in the clocks. In fact, Mark Feldstein sound technicians recorded the sounds live while riding on **Harleys**.

The Sharper Image clock features the authentic **Harley-Davidson Bar and Shield** logo. The clock features 12 different engine sounds and the clock announces each hour with a different sound. It retails for \$49.95. It will be exclusive to The Sharper Image for at least the first part of 2001.

photo omitted

A second version of the clock features 12 of the 2001 **Harley-Davidson** models on the clock face. It features a chrome-plated rim and distinctive HarleyDavidson sounds. It retails for between \$40 and \$50.

Osgood noted that the company has been negotiating with Harley-Davidson for more than two years for the license. "The sound chips got to a point in quality where we could produce a lot of distinctive sounds realistically. And Harley-Davidson seemed to be a real natural.

They covered the full gamut of sounds. That sound is programmed into the bike."

The company will be promoting the line at the show with a sweepstakes for an official Harley-Davidson jacket. Mark Feldstein also will have a Harley-Davidson at its booth at the show.

Mark Feldstein also will introduce a loon clock as an extension of the firm's best-selling bird-sound clock.

"The loon is huge in certain parts of the U.S.," Osgood said.

The clock makes a loon call every hour. It retails for \$29.

Mark Feldstein also is showcasing several Galileo thermometers retailing from \$19.95 to \$49.95. The newest entry in the category is a hand-blown glass barometer designed to complement the thermometers. The barometers are designed to be mounted on the wall and retail for less than \$30. Copyright 2001 Fairchild Publications, Inc., a subsidiary of Advance Publications, Inc.. Copyright 2001 Fairchild Publications, Inc., a subsidiary of Advance Publications, Inc.. 376

TYPE: Journal; Fulltext

JOURNAL-CODE: HFN

LOAD-DATE: January 21, 2005

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 12

Mark Feldstein Revs Up Harley-Davidson Clocks HFN August 13, 2001

Copyright 2001 Gale Group, Inc.
Business and Industry
HFN

August 13, 2001

SECTION: Vol. 75, No. 33; Pg. 42; ISSN: 1082-0310

RDS-ACC-NO: 3009822

LENGTH: 448 words

HEADLINE: Mark Feldstein Revs Up Harley-Davidson Clocks

BYLINE: Sharyn Bernard

HIGHLIGHT:

Mark Feldstein & Associates is introducing new clocks with sound features and a new barometer

BODY:

MAUMEE, Ohio--Mark Feldstein & Associates is introducing several products to keep up the company's momentum in the clock and gift business.

"We introduce half a dozen or more new products a year," said Rick Osgood, vice president. "That's what everybody looks to us for. What keeps our customers happy is that every year we come up with new and unusual gift ideas that sell. New products are the number-one priority for us."

photo omitted

The company is rolling out its Harley-Davidson officially licensed clock this summer in time for the fourth-quarter sales period. The clock features authentic Harley-Davidson sounds, with one of 12 distinct engine sounds announcing each hour. The sound feature is an extension of Feldstein's popular bird clocks.

"The sound chips have come a long way in the last three to four years," Osgood said. "We felt the time was right for **Harley-Davidson** [clocks] because they have such unique sounds. People recognize the sounds instantly."

The clock comes in two styles--the famed **Harley-Davidson Bar & Shield** and one featuring 12 different motorcycles--and retails for \$39.95. The clocks were originally shown to retailers in January but were only available through official **Harley-Davidson** dealers and The sharper Image.

Feldstein is planning to roll out new models of **Harley-Davidson** clocks for 2002.

The company is expanding its sound feature to other clocks as well. Feldstein is introducing Timeless Treasures. The clock features a recording device and space to display 12 different pictures, one for each hour space. Users Can record personal announcements for each hour.

The clock retails from \$34.95 to \$49.95.

"We're targeting parents, grandparents or even coaches" with this gift, Osgood said. He added that some consumers might want to use school pictures of grades one through 12, for each child.

The company also is rolling out a new barometer, which Osgood noted is the oldest weather instrument known to mankind. Changes in atmospheric pressure will predict changes in the weather. The barometer will work inside or outside. It comes in a desk model or a wall-mounted model.

Feldstein is also expanding its assortment of executive games, a category that Osgood said has been growing for the company. New games include a portable tabletop tennis set. All of the company's games retail for \$19.95.

The company is showcasing its new products at the New York Gift Fair and at other regional gift shows in the United States. Copyright 2001 Fairchild Publications, Inc., a subsidiary of Advance Publications, Inc.. Copyright 2001 Fairchild Publications, Inc., a subsidiary of Advance Publications, Inc..391

TYPE: Journal; Fulltext

JOURNAL-CODE: HFN

LOAD-DATE: January 24, 2005

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 13

A full-throttle anniversary party; Harley-Davidson roars into town with musical stars along for the ride; Cover Story The Baltimore Sun August 15, 2002 Thursday

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The Baltimore Sun

August 15, 2002 Thursday FINAL Edition

SECTION: LIVE, Pg. 3T

LENGTH: 1569 words

HEADLINE: A full-throttle anniversary party;
Harley-Davidson roars into town with musical stars along for the ride;
Cover Story

BYLINE: Kevin Eck

SOURCE: SUN STAFF

BODY:

It was way back in 1903 that 21-year-old William Harley and 20-year-old Arthur Davidson constructed a motorcycle in a 10-foot-by-15-foot wooden shed in Milwaukee. That was the first Harley-Davidson motorcycle made available to the public, and, despite those humble beginnings, the world has never been the same.

Harley-Davidson has become an American symbol with worldwide appeal, and has made an indelible mark on pop culture, influencing music, movies and fashion.

As Harley-Davidson closes in on its centennial birthday, the motorcycle company has created the Harley-Davidson 100th Anniversary Open Road Tour, a yearlong series of festivals. The tour makes it way to Baltimore's Pimlico Race Course tomorrow and stays through Sunday.

The huge event (more than 50 acres) features everything from multimedia exhibits to motorcycle drill teams to a tap-dance troupe. There also will be more than a dozen big-name musical acts performing, including Bob Dylan, Hootie & the Blowfish, Billy Idol, Ted Nugent, the Neville Brothers, Allison Krauss and Southside Johnny.

"We said, 'How do we take the passion that Harley-Davidson has for motorcycling and let people around the world share in the celebration with us?' " said Steve Piehl, the company's director of communications. "And the Open Road Tour is what we came up with. This is what we call taking the party to the people."

The 100th-anniversary festivals also are a testament to the company's perseverance and resiliency. Harley-Davidson had fallen on hard times in the early 1980s and was on the brink of bankruptcy in 1985 before rebounding to become the successful entity it is today.

"Harley-Davidson is one of the top recognized brands in the world. It's right up there with Coca-Cola and McDonald's," Piehl said. "When you think of a motorcycle, the image that comes to people's minds is that of a Harley-Davidson." (He's forgetting about Honda and Yamaha owners, of course, but his job is to promote Harleys.)

Baltimore is the second stop on the 10-city world tour, and is just one of four U.S. venues to play host to the event in 2002. Harley-Davidson selected Charm City because of its close proximity to Washington and Philadelphia, and because the East Coast is a hotbed of Harley-Davidson owners.

The tour opened last month in Atlanta, and will travel to Dallas and Los Angeles, domestically, and to Canada, Mexico, Australia, Japan, Spain and Germany, internationally.

Once the tour rolls to a stop in the summer of 2003, the anniversary festivities will culminate in a three-day event in Milwaukee, the home base of Harley-Davidson.

Although Harley-Davidson has become a symbol of rebelliousness, these rebels are not without a cause. A portion of the proceeds from the tour will go to the Muscular Dystrophy Association, for which Harley-Davidson has raised more than \$40 million over the past 23 years.

Naturally, the Open Road Tour is expected to attract thousands of Harley-Davidson owners, but those who weren't born to be wild also are invited. Children of all ages are welcome, too, and kids 13 and under, accompanied by an adult, are admitted free of charge.

"We know for anybody that is a Harley rider, this is a once-in-a-lifetime opportunity," Piehl said. "But we want it to be an all-inclusive celebration for anybody who's either interested in Harleys or just wants to see some great entertainment. That's why we chose a broad variety of musical acts. Some of the entertainers are known Harley enthusiasts, but that wasn't a prerequisite."

And for those nonriders who may have reservations about mingling with throngs of bikers, fear not. The typical Harley-Davidson owner does not fit the Hell's Angels stereotype. He or she is, in fact, part of the upper middle class, on average.

The core of the festival will be three 20,000-square-foot exhibits - all in air-conditioned tents - entitled The Journey, The Machine and The Culture.

The Journey allows visitors to experience the history of Harley-Davidson through a series of multimedia and historic displays, including original artifacts and reproductions of vintage products and material from past marketing campaigns.

There's even a re-creation of the original shed where the company was born. Visitors will be encouraged to share stories about their personal experiences with Harley-Davidson in story booths.

The Machine exhibit features a display of select motorcycles from the Harley-Davidson archive, many of which have never been seen by the general public, including a 1907 model. Also included in this exhibit are motorcycles owned by rock stars such as Elvis Presley and Jon Bon Jovi.

Alongside the motorcycles, The Machine exhibit will focus on the engines that have powered the bikes, and the Harley-Davidson styling department's 100 favorite tank graphics.

The Culture exhibit examines the impact of Harley-Davidson on pop culture. There will be a film presentation about Harley-Davidson's role in movies, as well as a section showcasing the company's role in music.

"We worked with the Rock and Roll Hall of Fame and developed a special exhibit about Harleys in rock and roll," Piehl said. "The different entertainers that have owned Harleys, or worn Harley clothes, or been identified with Harleys really reinforces just how much Harleys have been a part of our culture."

And because some Harley-Davidson owners are known to have the company's logo tattooed on their bodies, there's even a tattoo parlor where visitors can get a Harley-Davidson temporary tattoo.

Aside from the exhibits, there will be a variety of entertainment, including motorcycle drill teams and stunt riders such as Bubba Blackwell. And in addition to the big-name musical acts, there will be two stages featuring dance-oriented shows.

Chrome and Thunder are two such shows on the bill. Chrome is a high-energy tap-dance spectacular, while Thunder's emphasis is on fashion, specifically Harley-Davidson MotorClothes.

For those who want to take a hands-on approach at the festival, anyone who is at least 18 years old and possesses a motorcycle license can test-drive a complete lineup of Harley-Davidson and Buell motorcycles, including the 100th-anniversary models. (Buell is a division of Harley-Davidson.)

Are you a nonrider who wants to learn how to ride a motorcycle? While you're at the festival, inquire about Rider's Edge, an instructional program operated through Harley-Davidson dealers.

When you feel it's time to take a break from all the activities, make your way to the Miller Roadside Cafe. There, you can visit the concession area, watch television monitors relaying the action from other parts of the grounds and listen to your favorite road songs on a free jukebox.

There are even activities for the youngest Harley-Davidson enthusiasts. At the children's pavilion, kids can take demo rides on Fisher-Price Harley-Davidson motorcycle toys.

"There are special areas in each exhibit tent for younger people, too," Piehl said. "We've done a lot to make the event welcoming to lots of different people, including families.

"We also allow people to leave the grounds and come back. So parents can bring their kids during the day, take them home, and then come back for the entertainment that evening."

Harley-Davidson facts

The familiar "**Bar and Shield**" logo was placed on **Harley**-Davidson motorcycles in 1910.

A leather jacket made its first appearance as a **Harley**-Davidson clothing item in 1928.

Harley-Davidson's privately held family ownership ended in 1965 with the company's first public stock offering.

The **Harley** Owners Group (H.O.G.) was established in 1983 and has more than 650,000 members.

The **Harley**-Davidson name has been licensed to a wide array of manufacturers, who produce everything from Christmas ornaments, ceramics and stuffed animals to baby clothes, pet attire and even Barbie dolls.

Harley-Davidson has released several CDs filled with "road songs," which include tunes such as "Bad Motor Scooter" by Montrose, "Midnight Rider" by Greg Allman, "Heading Out to the Highway" by Judas Priest and, of course, "Born to Be Wild" by Steppenwolf.

Harley-Davidson builds 260,000 motorcycles a year.

Harley-Davidson dropped its six-year attempt to trademark the unique sound of its V-Twin engines last year. In its application, Harley-Davidson described the sound as a "syncopated rumbling exhaust" that sounded like "potato" repeated quickly.

The number of female Harley-Davidson riders has soared in the past 15 years. Women now make up 10 percent of all Harley-Davidson owners.

Harley-Davidson owners earn \$78,000 a year on average.

Musical lineup

Tomorrow

Southside Johnny, 2:15 p.m.

The Neville Brothers, 4:30 p.m.

The Marshall Tucker Band, 6:45 p.m.

Lynyrd Skynyrd, 9 p.m.

Saturday

The Wailers, 1:30 p.m.

The Robert Cray Band, 3 p.m.

Default, 4:45 p.m.

Allison Krauss and Union Station, 6:30 p.m.

Hootie & the Blowfish, 9 p.m.

Sunday

Creedence Clearwater Revisited, 1:30 p.m.

Bob Dylan, 3:30 p.m.

Billy Idol, 6:15 p.m.

Ted Nugent, 8:30 p.m.

The facts

What: The Harley-Davidson 100th Anniversary Open Road Tour

When: 1 p.m.-11 p.m. tomorrow and Saturday, 1 p.m.-9 p.m. Sunday

Where: Pimlico Race Course, 5201 Park Heights Ave.

Admission: \$55 per day; kids 13 and under free when accompanied by an adult.

Call: 410-481-SEAT

Web site: www.harley-davidson.com

GRAPHIC: Photo(s), 1. The Open Road Tour's "Machine" exhibit includes a display of the 100 favorite tank graphics of Harley-Davidson's styling department.; 2. Kid-sized Harley-Davidsons, made by Fisher-Price, should be a big hit with the little ones. There are activities for young people in each exhibit tent.; 3. Harley-Davidson builds 260,000 motorcycles a year. The company's name is also on a wide array of other products.; 4. Singer Allison Krauss

LOAD-DATE: August 15, 2002

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 14

On a Harley-Davidson, Riding Into the Sunset; A Demographic Grows Up, and Grayer The Washington Post August 19, 2002 Monday

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August 19, 2002 Monday
Final Edition

SECTION: STYLE; Pg. C01

LENGTH: 1271 words

HEADLINE: On a Harley-Davidson, Riding Into the Sunset;
A Demographic Grows Up, and Grayer

BYLINE: Bret Schulte, Washington Post Staff Writer

DATELINE: BALTIMORE

BODY:

Time was when you didn't mess with bikers. Motorcycle gangs like Hell's Angels, now as much myth as menace, were seen as a rolling terror. They frightened whole communities, intimidated law officials, started fights; some dealt in drugs and murder.

Time was when bikers were bad. Times have changed.

At the Harley-Davidson 100th Anniversary Open Road Tour in Baltimore over the weekend, thousands of bikers, often with their wives and children, stood tamely in line at the gates of Pimlico Race Course. They were paying \$ 55 a ticket. They came to see concerts by Bob Dylan, Billy Idol, Ted Nugent -- and for children's activities, exhibits on motorcycle history -- and to straddle anniversary-edition V-Rod Harleys that sell for \$ 18,000.

Across the street from the line stood a gang of large men in black shirts, sleeves rolled up, staring out from behind dark sunglasses. They taunted the grizzled, tattooed bikers. "You want to be a real man? Be a Christian!" Ruben Israel blared through a megaphone. "Follow the love of God, not the love of a machine!"

It was the Bible Believers, street preachers. The bikers reacted with only a few shouts.

Israel, with a salt-and-pepper goatee and thick arms, held up a banner that read "Prepare to Meet Your Maker." He was greeted with jeers but almost no face-to-face confrontations.

Israel put down the megaphone to say: "Our message is that without Jesus Christ, you're going to spend all eternity riding around in flames, on a moped. That's these guys' worst

fear."

Israel has never ridden a motorcycle, he said, and bikers don't scare him. Standing in line, the president of a Temple Hills Harley-Davidson club took the verbal onslaught with a sense of a calm. "It's freedom of speech, but this is more like harassment," said Tom Rhodes, slowly making his way to the gates.

Rhodes has gray hair, business cards and rides in Memorial Day parades. He entered Pimlico as Israel continued to question the macho culture of Harley-Davidson: "You get excited on your Harley? You get excited over a woman with silicon breasts? You get excited over whiskey and beer?" he asked. "There's a reason Jesus Christ says you should be born again!"

Harley-Davidson Motor Co. ↘ might disagree. In 2001, the median age of the Harley owner was 45.6. The average income: \$ 78,000. If Harley-Davidson owners ever constituted a loose association of outlaws, today they are quite the opposite. They're a mature bunch with plenty of gray woven into their ponytails. They have tattoos, but they have children, they have jobs. The three-day event in Baltimore was apparently trouble-free, despite the confluence of thousands of bikers, live rock and plenty of beer sales.

The yearlong Harley tour kicked off in Atlanta last month and came to Baltimore Friday. It travels next to Los Angeles and includes such eventual destinations as Tokyo, Barcelona, Hamburg and Mexico City. It's a multimillion-dollar effort and hardly one that would attract rebels.

At Pimlico, the tour featured musical acts like Alison Krauss and Union Station, Hootie & the Blowfish, the Neville Brothers and Lynyrd Skynyrd -- a mix of hard rock, blues and pop that reflects a decidedly mainstream demographic.

While most of the crowd sported Harley-Davidson shirts from Palm Beach to Toronto, a sizable group wearing conservative shorts and tank tops was there, too. Grace Phillips attended with adult daughter Nichole Waters. Neither one has ridden a motorcycle. Phillips admitted to being a nervous when her daughter suggested they attend the event yesterday.

"I feel very comfortable now that I'm here," Phillips says. She remembers the reputation of bikers when she was younger "as rough, drinking, fighting-types of guys." Today, "I haven't seen anyone out of control," she says. "Everyone's pretty normal."

But the day wasn't without a few surprises. Two women walking through a tent that housed vintage Harleys dating back to 1907 turned a few heads away from the antiques. They wore crotchless leather chaps and open leather vests, under which they wore bikinis (one with the sort of flames you find on, well, a Harley). A few male attendees, themselves wearing stained Harley T-shirts, asked their wives for cameras, who forked them over without comment.

Only slightly more popular was an exhibit titled "Harley-Davidson in the World," in which the motor company reflects on its place in history. This place is one that we've come to know through film and rock-and-roll. Housed in a large air-conditioned tent, the exhibit was organized with the Rock-and-Roll Hall of Fame. Aerosmith's "Sweet Emotion" pumped through the air, and rock videos featuring Harleys played on large-screen televisions.

Joanne Bischmann, Harley-Davidson's vice president of marketing, says the motorcycle is the embodiment of cool; it stands for "freedom and individuality and adventure." For this

reason, "music and Harley-Davidson have been linked."

The exhibit included the 1956 model KH owned by Elvis Presley. He anointed Harleys as the official ride of rock-and-roll when he appeared with the bike on the cover of famed motorcycle magazine *Enthusiast*. Standing alongside it at the exhibit was another bike by a rock star with slightly less impact, Jon Bon Jovi.

When they founded the Harley-Davidson Motor Co. in a Milwaukee shed in 1902, William S. Harley and Arthur Davidson, both in their early twenties, never knew that they would create a machine that would spark a century-long obsession with speed, steel and the open road, a machine that would one day define the American bad boy, a machine that was born to be wild.

In 1903, it looked like a bicycle made with an Erector set. The first Harley-Davidson mustered a couple of horsepower, came equipped with back-up pedals and sported handlebars that reached nearly back to the driver's abdomen. But then, the bike sold. They made more. Soon, Arthur Davidson was joined by his brother Walter, who was then joined by another brother, William, a few years later.

By 1909 Harley-Davidson introduced its V-twin-powered engine with cylinders placed at a 45-degree angle. It became an unofficial trademark of **Harley** power, nearly synonymous with the **bar-and-shield** logo that was patented a year later.

Since then, **Harley**-Davidson has left an indelible mark on the world. In 1918, it sent nearly half of its offspring into the military. In World War II, Harley devoted almost all its production to the war effort.

It was a Harley-Davidson that broke the 100-mph barrier in 1928, and nine years later it set a new land speed record at 136 mph.

Culturally, the motorcycle has remained unbeaten in artistic mileage. For decades it has represented rebellion and cool and even a metaphysical search for meaning. Marlon Brando created the modern-day biker chic in "The Wild One," and in "Easy Rider" Peter Fonda anointed the motorcycle as the holy transport of Captain America, man and machine inseparable in their search for freedom.

Now Harley-Davidson is 100 years old. Captain America, in his pursuit for something pure, has found himself selling credit cards. Bikers aren't rebels or speed freaks, they're normal people, more and more of them women, most of them with the usual jobs and families.

For many, motorcycling is not about macho culture, rebellion, babes, or alcohol. Alexander Sutton of New Orleans says it's quite the opposite. He got started on motorcycles in 1985 and now he rides a 1995 30th-anniversary-edition Ultra Classic Harley-Davidson.

"I used to do drugs, but I've been clean for 25 years," he says. "I tell you what, riding is spiritual."

LOAD-DATE: August 19, 2002

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 15

Harley-Davidson[R] safety eyewear.; New Products. Roofing Contractor September 1, 2002

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Roofing Contractor

September 1, 2002

SECTION: Pg. 69(2) Vol. 22 No. 9 ISSN: 1098-1519

ACC-NO: 91486953

LENGTH: 114 words

HEADLINE: Harley-Davidson[R] safety eyewear.;
New Products.

BODY:

Bacou Dalloz, Smithfield, R.I., the parent company of Uvex Safety, has signed an exclusive agreement with Viva International to produce safety eyewear under the **Harley-Davidson** brand. At the forefront of the new collection is the Limited Edition HD 100 Series, an aerodynamic design reminiscent of popular sports glasses. The sleek, wrap-around frame comes in a bright silver-metallic finish and features a blue mirror lens engraved with the **Harley-Davidson** name. The brand name and famous **bar-and-shield** logo are also prominently featured on the front. There are four models altogether, offering a variety of lens tints and meeting or exceeding ANSI Z87.1 industry standards.

Circle RS#209

LOAD-DATE: February 22, 2008

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 16

Ford polishes Harley truck for 2002 Chicago Tribune September 2, 2002 Monday

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Chicago Tribune

September 2, 2002 Monday
FINAL EDITION

SECTION: CARS; ZONE: CN; Pg. 1

LENGTH: 592 words

HEADLINE: Ford polishes Harley truck for 2002

BYLINE: Jim Mateja

BODY:

A Ford with an attitude.

Better yet, a Ford truck with an attitude, a Harley-Davidson edition of the full-size Ford F-Series SuperCrew with a 340-h.p., supercharged rendition of Ford's 5.4-liter V-8.

The Harley Ford is the third joint venture rendition since the auto and cycle makers teamed up to produce a limited-edition lifestyle vehicle to showcase each other's talents.

The first joint-venture machine was a Super Cab in 2000 followed by a SuperCrew in '01 and an update for '02.

SuperCrew means it has four swing-out doors for easy entry/exit, while Super Cab came with swing-outs upfront, swing-back access doors in the rear.

What sets the Harley apart from a regular F-150, in addition to all the Harley trim, is the supercharged V-8 that delivers 80 more horsepower than the nonboosted 5.4-liter as well as 425 foot-pounds of torque, up from 350 foot-pounds in the regular.

The Harley Ford steps lively--very lively. It just doesn't step past the filling station often. With a 12 m.p.g. city/16 m.p.g. highway rating you'll at least be able to show off your **Harley** Ford to all those Ford Excursion owners parked at the same pumps.

For a full-size pickup it handles well, thanks to a suspension tuned to complement the power and to the vehicle being lowered by an inch to give it better road stability.

The **Harley** contribution comes from flame pinstriping both outside and on the center console inside; and the **Harley-Davidson bar and shield** embossed on the parking lamp lenses, center wheel caps, quarter panels, tailgate and seat backs. No flames or shields on the cupholders, however. No need to overdo a good thing.

The **Harley** Ford also has a novel chrome billet grille, large headlamps, rivet design around the chromed cast aluminum wheels, chrome exhaust tips, quad captain's chairs with perforated leather, huge front and rear center consoles, brushed stainless steel/rubber

pedals and a "spun metal" instrument cluster.

Base price: \$35,780, including such goodies as air conditioning, AM/FM stereo, power adjustable pedals, power windows/locks/mirrors/driver's seat and four-wheel anti-lock brakes.

Our test vehicle added a power moonroof at \$810, slide-open rear window at \$125, cargo box cage/extender for \$195, heated front seats at \$245, and six-disc CD changer at \$295, all the options available on the machine. Add \$740 for freight.

The Ford/Harley pact also calls for co-branded clothing and accessories.

Desk-cleaning winners

Shame on those who thought the desk-cleaning winners weren't reported because we misplaced the winning post cards. (OK, guilty as charged.)

The winners are: Pauline Kowal, Calumet City; John Bovio, Roselle; Ed Jenkins, Clarendon Hills; Susan Warzecka, Hinsdale; Mark Jaffke, Woodridge; Bob McCabe, River Forest; E.C. Bergmann, Gurnee; Leonard Tomaski, Momence; Gerhard Henning, Lansing; Jack Phillips, Chicago; Ed Sobotkiewicz, Lake Zurich; Eleanor Bonk, Glenview; Anne Kelly, Orland Park.

Also Ronald Rieger, Brookfield; Robert Arthur, Libertyville; John Kwasny, Gig Harbor, Wash.; Tim Staron, Downers Grove; Jim Foley, Oak Park; Clyde Thomas, Park City; Chuck Steinberg, Hinsdale; Mary Fagerson, Nilus; Fred Vogelphol, Yorkville; Josh Duttlinger, LaSalle.

And Val Madej, Paw Paw, Ill.; Carl Merry, Coralville, Iowa; Steve Glumb, Bolingbrook; Erna Roseler, Mundelein; Ruby Wingate, Crystal Lake; Jim Weglewski, Frankfort; Jim Smith, Chicago; Bob Cherry, Wheaton; Robert Lyon, Wheaton; Anne McQuillan, St. Joseph, Mich.; Carla Litchy, Grayslake; Lyle Novak, Rockford; Kathy Voss, Naperville; and Debbie Weber, Hinsdale.

GRAPHIC: PHOTOPHOTO: Ford F-Series Harley-Davidson edition.

LOAD-DATE: September 2, 2002

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 17

Harleys UNDER THEIR SKIN; Loyal bike owners worldwide celebrate the company's 100-year mark Des Moines Register September 15, 2002 Sunday

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Des Moines Register

September 15, 2002 Sunday

SECTION: BUSINESS; Pg. 1D

LENGTH: 968 words

HEADLINE: Harleys UNDER THEIR SKIN;
Loyal bike owners worldwide celebrate the company's 100-year mark

BYLINE: Ramzy Austin, Staff

BODY:
By AUSTIN RAMZY

REGISTER STAFF WRITER

To see the dedication **Harley**-Davidson riders have to the company that builds their motorcycles, look no farther than Dave Letz's left arm.

On his sunburned shoulder the Urbandale man, 59, sports **Harley**-Davidson's **bar and shield** symbol, below the head of a bald eagle.

The Milwaukee-based manufacturer has begun a year-long celebration of its centennial, marking a 100-year ride that owes much to **Harley's** loyal following.

Harley-Davidson enjoys a customer base that few companies can match.

"It's joking, but it's also fairly true, that you don't see a lot of customers who have their favorite brand name tattooed on their body," said Robin Diedrich, analyst for Edward Jones in St. Louis.

"It's a brand that means a lot to people."

Events across the world are planned for the anniversary, which started in July in Atlanta. The finale will hit Milwaukee in August 2003.

Harley-Davidson will have a lot to celebrate. The company marked its 16th consecutive year of record revenue and earnings last year. It earned \$437 million in 2001, a 25 percent increase from the previous year.

Harley holds the largest market share of North American heavyweight motorcycles, but it started small.

In 1903, William Harley and brothers Walter, William and Arthur Davidson built their first production motorcycle in Milwaukee in a 10-by-15-foot wooden shed. Harley-Davidson Motor Company was scrawled on the door.

Harley produced a majority of American military motorcycles during World War I. The first American to roll into Germany after the signing of the armistice was on a Harley.

AMF bought Harley in 1969. In 1981, a group of Harley executives purchased the company from AMF. The company was facing quality problems and tough Japanese rivals.

The company "couldn't compete on price. We couldn't compete on quality," said Tom "Zook" Zucker, owner of Zook's Harley-Davidson in Des Moines. "And we couldn't compete on image. The Japanese producers had a squeaky-clean image."

But Harley's rough and tumble image, fueled by movies like "The Wild One" and "Easy Rider," has helped its success, Zucker said.

"The executive that spends 40 hours a week locked in a three-piece suit is clamoring to get that not-so-squeaky-clean image on the weekends," he said.

Now the average Harley buyer is a man, 45, with a median household income of \$78,300.

New regular-production bikes cost between \$7,000 and \$23,000. During the past several years, Zook's has had sharp growth in its sales. The dealership first opened in Columbia, Mo., in 1981, then moved to Des Moines in 1985.

Zucker's dealership sold 19 motorcycles for model year 1982, his lowest annual total. "Looking back, those were some pretty grim years," he said.

Sales have grown to 388 bikes for the 2002 model year, up from 232 for 2000.

The average new bike sold at the dealership costs \$16,500, sales manager Craig Wadle said.

"It takes a \$40,000, \$50,000, \$60,000 income even to afford one and keep it up," said Letz, a retired engineer, as he smoked a cigar while leaning against his purple and silver 2001 Ultra Classic Electra Glide. It comes complete with a six-disc CD player.

"So the average Harley rider is a doctor, lawyer or businessman."

Riding a Harley can turn a bad day around, said Bob Veal, carpenter apprentice coordinator for the Carpenters and Joiners union Local 106.

"It's my therapy," said Veal, whose had four Harleys since the 1980s. "After a hard day at work, I go for a ride and 15 minutes later, it was a good day."

Carl Moyer, owner of Karl Chevrolet in Ankeny, enjoys washing and waxing his three Harleys about as much as he enjoys riding. A gearhead, Moyer also has three custom-built, hot-rod street bikes.

"I'm a 61-year-old teenager," said Moyer, whose collection includes a high-performance V-Rod, Road King Classic and soon the 2003 anniversary Road King. They're all displayed in his "toy box" garage at home.

"Harleys give you a sense of freedom," said Greg Artis, co-owner of Artis Furniture in Urbandale.

"You turn off your cell phone, and you're out there with your bike and your thoughts," said Artis, who, along with his wife, logged 1,700 miles on his bike exploring the Grand Tetons this summer.

"Once you get the Harley-Davidson bug in your blood, it's hard to get it out."

Moyer said he's been a fan of Harley so long he can "remember when Harleys weren't cool."

These days, there's nothing uncool about Harley. A recent Thursday bike night at Porky's Diner drew hundreds of motorcycle riders to the Douglas Avenue restaurant. Most of them were on Harleys rumbling through with their distinctive potato-potato-potato sound.

Motorcycle riding is stress relief, Letz said.

"It's the freedom of the road," he said. "It relaxes me. I go out and ride my tensions off."

Letz, who has ridden since he was 14, once had a dozen bikes in his garage. He's reduced the total, but also is in line to get an anniversary model.

In order to continue its growth, Harley is trying to attract a new generation of riders.

In the 1990s, the company acquired Buell Motorcycle Co., a manufacturer of sport motorcycles aimed at younger riders.

Last year, Harley-Davidson introduced the V-Rod, the company's first motorcycle with a liquid-cooled engine.

"That is their primary strategy and market line to appeal to that very issue," Diedrich said. "They need to appeal to younger customers and keep people coming into the dealership."

During the next year, Harley-Davidson will host centennial events in Baltimore; Los Angeles; Toronto, Ontario; Dallas; Mexico City; Sydney, Australia; Tokyo; Barcelona, Spain; and Hamburg, Germany. It all culminates in a party on Aug. 31 in Milwaukee.

It's going to be a blowout, Zucker said.

GRAPHIC: Photograph on the right and those in time line are courtesy of the Harley-Davidson Motor Company Archives and are Copyright H-D. Harley-Davidson V-Rod_By: MARY CHIND, THE REGISTER; Hog tattoos: Dave Letz, above, shows off his Harley-Davidson tattoo while at bike night at Porky's Diner on Douglas Avenue in Des Moines on a recent Thursday night. Popular destination: Motorcycles -many of them Harley-Davidsons - are lined up at Porky's Diner in Des Moines on a recent Thursday night bike night. Starting young: Connor Mae-zera, 2, holds a toy motorcycle while he watches bikes roll in at Porky's Diner on Douglas Avenue during bike night. Connor's parents own a Harley-Davidson, and Connor enjoys sitting on the back of his dad's bike in the garage._By: HARRY BAUMERT, THE REGISTER: Inside Cedar Rapids artist Scott Takes, left, looks over the gas tank he painted on a 1992 Harley-Davidson owned by Dave Morningstar, right. Story on Page 2D

LOAD-DATE: October 15, 2002

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: The logo consists of a central cross with the words "JESUS", "HOLY DIVINE SON", and "CHRIST" arranged around it. "JESUS" is at the top, "HOLY DIVINE SON" is in the middle, and "CHRIST" is at the bottom.

Exhibit 18

Happiness is a Harley; Legendary motorcycles near the century mark with a legion of loyal fans Plain Dealer (Cleveland, Ohio) September 22, 2002 Sunday, Final / All

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Plain Dealer (Cleveland, Ohio)

September 22, 2002 Sunday, Final / All

SECTION: SUNDAY LIFE; Pg. L1

LENGTH: 2298 words

HEADLINE: Happiness is a Harley;
Legendary motorcycles near the century mark with a legion of loyal fans

BYLINE: Jill Sell, SPECIAL TO THE PLAIN DEALER

BODY:

Harley-Davidson is the American motorcycle. Just ask the riders, who come from every walk of life.

They're corporate executives, kindergarten teachers, ex-cons and ministers. They're rich, poor, black, white, old and young. They ride Harleys with gas tanks and fenders painted with iridescent pearl flames, pink roses or skulls and crossbones. They wear \$600 helmets and red bandannas. They ride to the convenience store at the end of their street or to Alaska.

When 21-year-old William S. Harley and 20-year-old Arthur Davidson built their first motorcycle to sell to the public in 1903, they had no idea they were building a legend. But the connection is a loyalty to Harley that runs deep.

In July, Harley-Davidson Motor Co. kicked off its 100th anniversary with a traveling festival that will hit cities around the world. The festival isn't coming to northern Ohio, but celebrating these bikes is an everyday affair for owners here.

Hard lessons

Learning to handle a motorcycle was not an easy ride for 44-year-old Gilbert Grooms of Cleveland Heights. His first bike was a 1983 Yamaha that, on his first attempt to drive, "shot across the street and into someone's yard."

"Some guy on the street was on a ladder painting his house. When he saw what happened, he climbed down and told me he'd better teach me something about riding a motorcycle before I killed myself," said Grooms, who was a printer for seven years before he joined the Cleveland Police Department 21 years ago.

Gilbert was assigned to the narcotics division and had his eye on the SWAT team, but his superiors had a different plan. They liked the way Gilbert presented himself - professional, neat and physically fit - and they wanted him for the police department's very visible motorcycle division. But Gilbert conveniently "forgot and didn't have time" to get a motorcycle endorsement on his driver's license because he didn't want to be a motorcycle cop.

"But when they said they were going to hit me on the head if I didn't get it, I decided I better do it," said Grooms.

There were a few bumps in the road during his training. Once when he stopped, Grooms forgot to hit the kill switch on his bike, pulled up on the handlebars, and "it took off like shot, hit a tree and caught on fire."

"It was a little embarrassing," said Grooms, who also went over the handlebars in one accident and hit a light pole in another.

But he didn't give up. Grooms became a member of the elite 36-member motorcycle unit and says now he couldn't imagine doing anything else.

"Motorcycles, and especially Harleys, are very popular," said Grooms, who is most often assigned traffic enforcement and special events. "We ride as a two-man unit. Even if we get called into the Flats for some trouble, we get cheered when we show up. Part of it is the Harley mystique. The motorcycle is a great PR tool. It makes people feel comfortable, and they'll strike up a conversation. There's a certain pride riding one."

On duty, Grooms drives a 1993 FLH Harley-Davidson Road King.

"Riding a police bike is more aggressive than riding for pleasure," said Grooms, whose personal motorcycle is a 1997 Harley-Davidson Road King. "You have to go 100 to 115 miles an hour sometimes and cut in and out of traffic. That's why the Harley is so unique - you can't do that on a lot of other motorcycles."

Grooms and his partner once chased a man wanted for auto theft between two yards before they cornered him with their motorcycles.

"The suspect finally got tired of running and stopped. I handcuffed him to my bike, and he jogged alongside of me when I took him in," said Grooms.

Keeping it authentic

There was something wrong with the new racing number affixed to the 1919 Harley-Davidson. It looked too clean, too new. So Roger Kramer stuck his thumb inside the exhaust pipe of one of his old Harleys and smudged a little bit of the residue on the new metal plate with the number 72.

"I may even bend the plate a little, put a few dents in it," said Kramer, a motorcycle restorer who specializes in Harleys made from 1919 to 1947.

It's that extra thought that makes Kramer a superb craftsman. His workshop - a weathered barn tucked into the woods - is more artist's studio than greasy garage. His tools of creation are wrenches and screwdrivers. Old leather saddlebags hang on the inside walls alongside photos of vintage bikes. Vintage Harleys in various stages of restoration wait their turn.

For 30 years, Kramer was a successful commercial and residential architect. But when his wife died eight years ago and he was no longer with someone he loved, he decided to be with something he loved: old Harleys.

"I didn't want to go to the office 40 or 50 hours a week any more," said Kramer, 57, who owns seven vintage Harleys and restores others as a business.

Now Kramer rides his completely original 1932 Harley RL in the Florida Keys every year. The motorcycle's seat is in shreds, the white paint faded, and the exhaust pipes are patchwork. But because the value of the vehicle lies in its original state - and because he likes it that way - Kramer is not changing its appearance.

"When I'm in Florida, people look at the bike and say, 'Does it run?' I just say I push it from bar to bar to keep me in shape," said Kramer, who lives in Munson Township.

The Harley enthusiast also can be seen cruising the back roads of Geauga County, where he pretends "it's the 1930s, and the motor is just humming along."

"There's a beauty, a simplicity and a durability with old Harleys, and if you do every nut and bolt properly, you can ride the bike any time," said Kramer.

This fall, Kramer will begin a bigger adventure that he hopes will continue for as long as he can ride. He's shipping his Orlando Orange 1934 UL Harley to Amsterdam, where he'll meet up with it and tour the countryside. The grand plan is to leave the bike in Europe permanently. Whenever he can, he'll tour more of the continent from the seat of his motorcycle.

"I have Ohio plates on the bike and will paint 'Cleveland' on the fender, and then maybe the name of every country I go to," said Kramer. "There are enough people in Europe who love old Harleys, and it's like having a passport into their homes."

Decades on the road

Frank Comeriato bought his first Harley-Davidson from money he saved for four years as a paper boy. In 1948, a brand new Harley cost \$500, a bit more than he could afford at the time. So he bought a Harley that was 11 months old for \$400.

"You didn't need a motorcycle endorsement on your driver's license at that time in Ohio," said Comeriato, 71, who retired in 1992 after working in construction and engineering for the city of Akron. "If you had a driver's license for a car, you could drive a motorcycle, too."

Comeriato was drafted during the Korean War, "came home, sold the first Harley, got married and bought another." Over the next five decades, he and six friends rode together to motorcycle rallies and on trips out of state.

"Only three of us are still living, and only two of us still ride," said Comeriato, who owns a white 1974 Harley-Davidson FLH, a former police motorcycle that is all original except for a lowered seat. "And I don't ride as much as I used to - only about 2,000 to 3,000 miles a year."

Comeriato said in his early days of riding "there were no expressways, a lot of travel was over dirt roads, and a ride that takes two hours today took six hours back then."

The Harley enthusiast rides about 140 miles to Pennsylvania "every couple of weeks" with his last old motorcycle buddy to check on property he owns. He also goes to motorcycle events with the Mantua Ohio Chapter of the Harley Owners Group.

"But I don't drive 70 miles an hour like they do, and I don't want to hold anybody up," said Comeriatio, who has been married 44 years and has four children, 11 grandchildren and two

great-grandchildren. "So if the group plans to leave here at noon for some place, I'll leave at 9 in the morning. I just take my time. I don't need to get anywhere in a hurry. I don't like interstates, either, but sometimes I think they're almost safer for a motorcycle rider. At least no one is turning left right in front of you without looking."

Comeriato has a philosophy about riding a motorcycle: "You're safe as long as you know you have more to learn. You're in trouble if you think you have mastered the bike."

Comeriato also has two Yamahas buried in his garage, but it's the Harley that has his heart.

"People can say what they want about Harleys - that you have to work on them all the time," he said. "Sometimes mine doesn't run good, but it always runs."

Everything Harley

Decision, decisions. Which of the approximately 500 black Harley-Davidson T-shirts hanging in his closet should Chico Griffin wear today?

"Some I wear all the time, some I haven't seen in years," said Griffin, who has collected the shirts since he started riding 30 years ago.

Griffin's loft in his Twinsburg home is a shrine to all things **Harley**.

A **Harley** motor coffee table accented with pink neon lights sits in the middle of the room, surrounded by models of every **Harley** ever made, a **Harley** clock, belt buckles, photographs, books and mugs - all with **Harley's** trademark black and orange "**bar and shield**" logo.

"I love the world of **Harley**-Davidson. If they stopped making **Harleys**, I wouldn't ride any more," said the 53-year-old Griffin, who was the amateur lightweight boxing champion of Cleveland in 1968. "I love looking at them, riding them and hearing them. There is no better sound than a lone **Harley** on a street late at night. It's unique.

"Like they say, you're not just buying a motorcycle, you're buying a lifestyle. There are other motorcycles that go to Sturgis, but everyone acknowledges that Harley is in the house," said Griffin, who owns a 2002 Screamin' Eagle CVL Road King, a 2002 Ultra Classic Electra Glide, a 1999 Road King Classic and a black and gold 2003 Screamin' Eagle CVL Road King. "I'm like the buzzards who go back to Hinckley or the swallows who return to Capistrano every year. I've been to Sturgis 15 times."

The Sturgis Rally is an annual pilgrimage to South Dakota for Harley owners.

And everyone loves Chico. He's been the director of the Cleveland Chapter of Harley Owners Group since 1994, and many people believe he's "president for life." The 600-member group is the largest chapter in Ohio and one of the largest in the United States.

"Our rides are very organized. We just don't jump on our bikes and ride down the street. We ride two up staggered and use hand signals to communicate with each other whether we're riding to dinner or Sturgis," said Griffin, director for information technology for Jo-Ann Fabrics in Hudson, where he has worked for 30 years.

"I love the people in the chapter, and we spend more time together with each other than with our families. It doesn't matter what your background is - whether you are a millionaire

or struggling to pay your bills - everyone is treated the same. We can trust each other. "

Griffin is especially proud of the charity work his HOG chapter performs every year.

"I hope to ride for many more years," said Griffin, who claims to be 1/16th Cherokee and acknowledges that fact with a hand-painted wolf and ceremonial feathers (symbols of American Indian culture) on one of his Harleys. "What I'd really like to do is tour small-town America - places where the population is five people. Just throw some jeans, socks and T-shirts into a saddlebag and go."

Make those Harley T-shirts.

Snakeskin chic

"So, is this newspaper story, 'Banker by Day, Biker by Night'?" said Harley owner Ruby Martinez of Canal Fulton.

Well, sort of. The 38-year-old Martinez, an administrative assistant with National City Bank in Akron, rides her spotless 1998 Road King Classic any chance she gets.

"After a stressful day at work, getting on the bike is like taking a minivacation," said Martinez, whose favorite riding outfit is a matching snakeskin vest, pants and jacket.

And we're not just talking leisurely jaunts around the block. Martinez, who has been riding her own motorcycle for seven years, rode to the Sturgis Rally in 2000, where she won third place for Ride-In Bikes in the women's category. From there, she's also toured the West. In July, she drove to Atlanta, where Harley-Davidson kicked off the first stop on its 100th anniversary Open Road Tour. Next year, she's headed to Milwaukee, Harley's hometown.

Martinez rides by herself, with her husband or with a group of women, her long blond hair flying behind her.

"I'll be driving down the road and someone will say, 'That's a girl on that bike.' It's a lot of fun," said Martinez, who has two sons, 20 and 22.

Martinez works part time at the Liberty Harley-Davidson dealership in Akron and is also attending classes to earn a business management degree. She would like to open her own motorcycle shop some day.

"People at the bank are always asking me if I own stock in the Harley-Davidson Co. because of how well it's doing," said Martinez. "But I tell them my investment is parked in my garage - Harleys almost always appreciate in value."

Martinez loves the chrome, the power and the seduction of a Harley.

But she also appreciates the fact that the motorcycle is a great conversation starter.

"On the way back from Atlanta, we stopped at a scenic overlook, and there was a little old woman there who had been picking blueberries all day," said Martinez. "She opened up the trunk of her car and gave us all sodas because she said we must be thirsty from riding. And then she told us about the history of the area. She might not have done that if we were driving a car."

Sell is a free-lance writer in Sagamore Hills.

GRAPHIC: LYNN ISCHAY THE PLAIN DEALER Roger Kramer flies down a Munson Township road on his 1932 Harley-Davidson RL. LYNN ISCHAY THE PLAIN DEALER Officer Gilbert Grooms has escorted President George W. Bush, Al Gore and other dignitaries while on a police department 1993 FLH Harley-Davidson Road King. LYNN ISCHAY THE PLAIN DEALER Grandfather and great-grandfather Frank Comeriato follows a more leisurely pace on the road now than in 1948, when he started riding Harleys. LYNN ISCHAY THE PLAIN DEALER Hey, who's that woman in the snakeskin outfit tooling around on the center motorcycle? Ruby Martinez is a mother of two, a wife, an administrative assistant at a bank and a Harley lover. She often rides with friends Shelda Everson of Randolph, left, and Sally Liber of Canton. LYNN ISCHAY THE PLAIN DEALER Chico Griffin loves all things Harley and heads up the Cleveland chapter of HOG, or the Harley Owners Group. PHOTOGRAPHS BY LYNN ISCHAY THE PLAIN DEALER Roger Kramer flies down a Munson Township road on his 1932 Harley-Davidson RL. LYNN ISCHAY THE PLAIN DEALER Officer Gilbert Grooms has escorted President George W. Bush, Al Gore and other dignitaries while on a police department 1993 FLH Harley-Davidson Road King. LYNN ISCHAY THE PLAIN DEALER Grandfather and great-grandfather Frank Comeriato follows a more leisurely pace on the road now than in 1948, when he started riding Harleys. LYNN ISCHAY THE PLAIN DEALER Hey, who's that woman in the snakeskin outfit tooling around on the center motorcycle? Ruby Martinez is a mother of two, a wife, an administrative assistant at a bank and a Harley lover. She often rides with friends Shelda Everson of Randolph, left, and Sally Liber of Canton. LYNN ISCHAY THE PLAIN DEALER Chico Griffin loves all things Harley and heads up the Cleveland chapter of HOG, or the Harley Owners Group.

LOAD-DATE: September 23, 2002

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 19

On the Road: Hybrid rider ; Ford Motor Co. and Harley-Davidson team up for anniversaries. San Antonio Express-News (Texas) February 7, 2003, Friday

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San Antonio Express-News (Texas)

February 7, 2003, Friday , METRO

SECTION: DRIVE; Pg. 1G

LENGTH: 1266 words

HEADLINE: On the Road: Hybrid rider ; Ford Motor Co. and Harley-Davidson team up for anniversaries.

BODY: Baby boomers have gone crazy over Harley-Davidson motorcycles, fueling a boom in sales that the company is having a hard time keeping up with.

But even if all of us could buy one, it's not practical for everyday use for most of us, especially when we have families to ferry around town.

Ford has what it considers to be the next best thing, though - the 2003 F-150 Harley-Davidson Super Crew pickup.

Designed by Ford with input from Harley, this newest F-150 Harley special edition builds on a relationship with America's most popular motorcycle company that began three years ago with the first co-branded Ford-Harley F-150.

This is the best yet, however, with a 340-horsepower supercharged engine and Harley-tuned exhaust note that bring some motorcycle-like flavor to what otherwise would be just a truck.

It doesn't have two wheels and won't lean into the curves the way a real Harley will, but you can take three friends along with you, instead of just one, and you'll be able to drive the Harley pickup in weather that would force you to leave the motorcycle at home.

As with other F-150 Harley-Davidson pickups, this model is meant to appeal to past and present Harley owners, as well as to those who have good feelings about Harley motorcycles, but can't have one for one reason or another.

Besides the high-performance engine, the 2003 F-150 Harley model has special significance because it also commemorates the 100th anniversary of both Ford Motor Co. and Harley-Davidson. Both companies have yearlong celebrations of their 100th birthdays under way, but only in this new F-150 Harley model do those two significant anniversaries come together in one vehicle.

Just as owning a new Harley motorcycle isn't cheap - prices run from the mid-teens into the upper \$30,000s - neither is this latest Harley pickup exactly a bargain. Base price is \$36,555 plus \$795 transportation, and with options, our test vehicle's sticker price totaled \$39,295.

That's a lot to pay for the privilege of having special Harley-Davidson badging on your pickup, but I'm sure there will be plenty of takers.

Ford introduced the first Harley co-branded F-150 for model year 2000 in Super Cab form, then added a roomier Super Crew version for 2001. A third model, the Super Crew limited edition, came out for model year 2002.

Just like last year's limited edition, this latest F-150 Harley model comes with a supercharged version of Ford's 5.4-liter Triton V-8 engine. The supercharger boosts the engine's power to 340 horsepower from the 260 horsepower in the normally aspirated version in other F-150s. Torque output is 425 foot-pounds, up from the normal 350.

The engine is connected to a four-speed automatic transmission, which is standard in the Super Crew model. No manual transmission is offered.

Special 20-inch chromed aluminum wheels, as well as unique Harley badging on the fenders and tailgate differentiate this truck from other F-150s.

Inside, there are four leather captain's chairs - two front and two rear - along with a console between the two front seats that bears a Ford Motor Co.-Harley-Davidson 100th anniversary badge.

The seats are two-tone - black and silver - similar to the two-tone exterior paint scheme.

People who've seen this truck have expressed mixed feelings about the colors, but I don't believe I've heard any complaints about performance. Even with the automatic transmission taking away some of the truck's potential, this vehicle goes like lightning when the gas pedal is floored. Unless you're looking for a speeding ticket, you'll want to let up on the pedal pretty quickly.

Being a Super Crew model, which is the F-150's family-hauler, this is a truck that is practical for everyday use, if you can get past the initial sticker shock.

Besides being able to drive your family around in a truck with Harley-Davidson all over it, you could use this vehicle to haul your Harley from point A to point B when you want to take it with you instead of riding it.

Attention to detail is evident throughout. The vehicle comes with a two-piece driveshaft for improved noise, vibration and harshness. In addition, it has four-wheel antilock brakes and a 3.73 axle with limited-slip differential.

The front has a new upper chrome billet grille, clear-lens headlights and clear-lens parking lamps, all embossed with the **Harley-Davidson bar and shield**.

Also exclusive are the 20-inch, five-spoke, chromed cast-aluminum wheels, which have center caps that display the **Harley** logo.

As with its predecessors, this vehicle has been lowered one inch, and features a special exhaust system with a dual inlet/outlet muffler with chrome exhaust tips. A friend who heard me approaching in this vehicle said it sounded more like a motorcycle than a truck.

Ford and **Harley-Davidson** badges are affixed to the quarter panels and tailgate, too.

Other standard features include power windows/mirrors/door locks with remote control, power steering, antilock brakes, cruise control, leather-wrapped steering wheel with audio controls, overhead console with electronic compass, AM/FM stereo with six-disc in-dash CD player, automatic climate control and a Homelink universal garage/gate opener.

Options on our test truck included a power moon roof (\$810), power sliding rear window (\$245), pickup bed extender (\$195), heated front seats (\$245) and that two-tone paint job (\$450).

All Super Crew models come with four full-size doors and a 5.5-foot pickup bed, and are available with two- or four-wheel drive. Tie-down hooks are included in each corner of the cargo box to help secure cargo.

A cargo light on the back of the cab makes loading and unloading easier at night, and the rear step bumper provides easier access to the cargo area. The tailgate can be removed, and it also can be locked with the ignition key.

The tank holds 25 gallons of gasoline. EPA fuel-economy ratings are 12 miles per gallon in the city and 16 mpg on the highway, which gives the F-150 Harley an estimated annual fuel cost of \$1,767.

Like those before it, this special model is built at Ford's Kansas City, Mo., plant.

2003 Ford F-150 Harley-Davidson Super Crew 4x2
The package: Special-edition, high-performance, full-size, four-door, four-passenger, supercharged, V-8 powered, rear-wheel-drive pickup.

Highlights: Ford continues its series of F-150 pickups co-branded with Harley-Davidson; this one commemorates the 100th anniversaries of both Ford Motor Co. and Harley-Davidson, and comes only in Super Crew configuration, with a supercharged V-8 engine and four leather captain's chairs.

Negatives: Pricey, especially with options

Engine: 5.4-liter V-8, supercharged

Transmission: Four-speed automatic

Power/torque: 340 horsepower/425 foot-pounds

Length: 225.9 inches

Curb weight: 4,581 pounds

Towing capacity: 8,100 pounds (2WD)

EPA fuel economy: 12 miles per gallon city/16 highway

Fuel capacity: 25 gallons

Major competitors: Dodge Ram, Chevrolet Silverado, GMC Sierra

Base price: \$36,555 plus \$795 transportation

Price as tested: \$39,295 (including transportation)

On the Road rating: A

Prices shown are manufacturer's suggested retail; actual sale prices may vary.

G. Chambers Williams III, (210) 250-3236; chambers@express-news.net

GRAPHIC: PHOTOS: G. CHAMBERS WILLIAMS III/STAFF : PHOTO: The 2003 Ford F-150 Harley-Davidson Super Crew pickup comes with a 340-horsepower supercharged engine. ; This two-tone leather interior is part of the special package that makes up the 2003 F-150 Harley edition. The logo in the middle of the center console is in commemoration of the 100th anniversaries of Ford and Harley-Davidson this year.

LOAD-DATE: February 7, 2003

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H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 20

100 Years of Harley Journal and Courier (Lafayette, IN) April 13, 2003 Sunday

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Journal and Courier (Lafayette, IN)

April 13, 2003 Sunday

SECTION: LIFE; Pg. 1E

LENGTH: 1566 words

HEADLINE: 100 Years of Harley

BYLINE: Kevin Cullen, Staff, kcullen@journalandcourier.com

BODY:

An American legend continues to thrill with its look, sound and attitude

By Kevin Cullen

A century ago, in 1903, the Wright brothers gave man wings.

The same year, the Ford Motor Company was formed.

But for Lafayette businessman Steve Reichard and millions of other motorcycle riders, the big event of 1903 occurred inside a 10-by-15-foot wooden shed in Milwaukee.

There, 21-year-old William Harley and 20-year-old Arthur Davidson built the first Harley-Davidson motorcycle ... and a true American legend was born.

The centennial celebration that began last summer will climax in late August when Reichard and more than 250,000 other Harley fanatics ride to Milwaukee to cap the "Ride Home" with three days of historical exhibits, stunt riders, food, films, top entertainers and Harleys, Harleys and more Harleys. Call it "Hog Heaven."

"There will probably be nothing else like it," Reichard says.

That's because no other American company has such die-hard customers.

A Harley is "a companion, an extension of your personality, and a freedom machine," says Reichard, whose glowing, drop-dead gorgeous 1964 Harley FLH Duo-Glide was selected by Harley-Davidson to be showcased at the company's 95th anniversary celebration.

Even Michael Davidson, great-grandson of one of the founders, can't explain the obsessive loyalty of Harley riders - whether they're rebellious, pony-tailed Hell's Angels or clean-cut accountants fleeing the humdrum world of jobs, bills and social niceties.

"Everyone wants to know how we did it," Davidson says.

"Their name and logo conjure dreams: 'I'm a modern cowboy, on an iron horse,' " says Chris McIntyre, founder of Eagle Rider, a national motorcycle rental company that specializes in Harleys.

When Reichard calls Harley ownership "kind of a lifestyle," he means it. He owns Classic Cycles, at 1730 Main St., which specializes in making old, worn, world-weary Harleys run and look like new again.

"There's so much loyalty," says Reichard, who bought his first "hog" 20 years ago. "People bond with their machines. Some of my customers have had the same Harley for 25 years."

Many of them could buy a new bike (average cruiser price, \$16,000), but they can't part with an old friend. The shop is lined with vintage hogs, including a black 1946 Harley "knucklehead" worth about \$20,000. Even at age 57 and 700 pounds, it can cruise at more than 100 mph.

The Harley family

Clearly, there's more involved than nuts and bolts. Harley owners, regardless of their backgrounds, are a family. Often, they go on road trips together, talk endlessly about their bikes and wear Harley clothing. More than 650,000 belong to the Harley Owners Group (HOG), which has 1,300 chapters in 118 countries, including 600 in the United States. Some riders even have the company's winged logo tattooed on their arms or chests.

"They all have one thing in common: their bikes," says Reichard's wife, Stacey. "That bond is just there. It's a good feeling to be among them."

They love everything about the big, heavy cycles, with descriptive nicknames such as "panhead," "flathead," "shovelhead" and "knucklehead," reflecting the engine design.

They even rhapsodize about the Harley sound, a throaty rumble that has been likened to someone saying "potato-potato-potato" over and over, in a deep voice. It's at the heart of the "V-Twin" engine; Harley spent six years trying to trademark it.

"Whenever I hear that sound, I turn and look," says Greg Eberly, of Pine Village. An avid antiques collector, he considers the knucklehead "one of the prettiest motorcycles ever made."

He once rode British bikes, but they were so unreliable that he carried a tool kit and spare parts.

His 1995 Harley 1200 Sportster changed everything. He found it to be powerful, tough and reliable. When it did need repair, it was easy to get service.

Then there's the social aspect.

"There's a bond among Harley people. They are willing to take you in," he says. "Everyone is accepting, whether you're a doctor, a lawyer, or a poor guy. It doesn't really matter as long as you have a Harley."

Harley-Davidson is a unique company, Eberly says, because it listens to its customers and responds to their needs and desires.

The firm survived both world wars and the Great Depression. Its bikes were the favorite of motorcycle cops and motorcycle gangs. But by the 1980s, Harley-Davidson was near bankruptcy because of quality problems, debt, Japanese competition and slow sales.

By appealing to baby boomers, fixing engine problems, licensing its logo and turning out commemorative editions, Harley has become a \$4 billion-a-year company. It expects to ship nearly 300,000 bikes this year, but many dealerships are sold out until 2004.

Harley sells thrills, romance and tradition, while polishing a more family-oriented, community-minded image. It has raised more than \$40 million for the Muscular Dystrophy Association.

"Harley-Davidson is one of the top recognized brands in the world," says Steve Piehl, corporate communications director. "It's right up there with Coca-Cola and McDonald's."

The average Harley customer earns \$78,000 a year and is 46 years old, up from age 38 just 10 years ago. The company is working to attract younger riders to its high-performance V-Rod (nicknamed the "Crotch Rocket") and its Buell line of sport-performance bikes.

But it continues to focus on big, high-end cruisers - the beloved hogs. Some tricked-out models with six-CD changers and other options can list for \$22,000 or more.

'A special part of my life'

Lafayette's Frank Clark has owned his 1947 Harley knucklehead for 21 years.

"Each time you start it, it just kind of sends a chill through your system," he says. "It has excitement written all over it. I'm quite proud of my Harley-Davidson. It's a special part of my life."

He has had other motorcycles, but none was as enjoyable to own. Compared to modern bikes, it has a stiff suspension and rides hard. But with its leather solo seat and low-slung, menacing appearance, it always draws admirers.

"I go to car shows with it once in a while, and people leave the cars to come look at it," he says.

Everybody, it seems, is entranced by the look, sound and mystique of a Harley.

"There's just something about a Harley-Davidson," says Clark, a semi-retired carpenter. "Once you own one, you generally don't want to own anything else."

Stereotypes die hard. Some still see Harley riders as rowdies, hell-raisers, outlaws.

"They're one of the greatest groups of people," Clark says. "Generally, if you break down along the road, they'll stop and help you."

Before the massive 95th anniversary observance in 1998, highways leading to Milwaukee were jammed with Harleys. Thousands of cheering onlookers lined the roads, waving "Welcome Home" signs and banners. They came to revel in the flash of chrome, the primal roar of engines and the heady demonstration of independence and freedom.

"We're looking forward to being there for the 100th," Reichard says. "It should be something to tell the grandkids about."

Harley-Davidson trivia

1. What was the first Harley-Davidson motorcycle? The original, built in 1903 in Milwaukee, was a motorized bicycle. The rider had to help pedal it up hills.
2. What color was the first production model? Black.
3. When was the famous "V" engine introduced? 1909. The two cylinders were set at a "V" angle, producing the well-known deep, rumbling sound. The improved **Harley** could run at 60 mph.
4. When was the familiar "**bar and shield**" logo first placed on **Harley-Davidson** motorcycles? 1910.
5. What was **Harley-Davidson's** role in World War I and World War II? The U.S. armed forces bought more than 20,000 **Harley-Davidson**s for use in World War I. The U.S. and its allies bought 90,000 during World War II.
6. When did a leather jacket make its first appearance as a **Harley-Davidson** clothing item? 1928.
7. Who did Harley-Davidson compete against? At one time, there were more than 150 motorcycle manufacturers in the United States, but by the early 1940s only Harley-Davidson and Indian remained. Indian went out of business in 1953, leaving only Harley.
8. When were the loud, heavyweight "superbikes" introduced? Sportster, 1957; Duo-Glide, 1958; Electra Glide, 1965; Super Glide, 1971.
9. How long was Harley-Davidson a family-owned company? Until 1965, when the first public stock offering was held.
10. When did American Machine and Foundry (AMF) buy Harley? 1969. Faced with Japanese competition, Harley-Davidson's share of the U.S. motorcycle market went from 80 percent in 1969 to under 20 percent within 10 years. Thirteen Harley-Davidson executives brokered a leveraged buyout of the company in 1981.
11. When was the Harley Owners Group founded? 1983. It now has more than 650,000 members and 600 chapters in the United States alone.
12. How is the Harley-Davidson name and logo used? More than 100 manufacturers are licensed to produce Harley merchandise, which ranges from Christmas ornaments and plush animals to dog coats and Barbie dolls.
13. How many motorcycles will Harley produce during 2003, its centennial year? Nearly 300,000.
14. How long did Harley-Davidson try to get the sound of its V-Twin engines trademarked? Six years. It finally gave up in 2001.
15. What percentage of Harleys are owned by women? About 10 percent.

GRAPHIC: FRANK CLARK rides his 1947 Harley knucklehead near his Lafayette home. Clark has owned the bike for 21 years. "Each time you start it, it just kind of sends a chill through your system," he says. STEVE REICHARD, owner of Classic Cycles, stands with his 1964

Harley-Davidson FLH Duo-Glide in his Lafayette shop. Reichard says he's looking forward to celebrating Harley-Davidson's 100th anniversary at the "Ride Home" event this August in Milwaukee. "It should be something to tell the grandkids about," Reichard says. SPECIAL EDITION: Medallion from a special edition Harley made in 1998 for the company's 95th anniversary. Photos by Frank Oliver, Journal and Courier.

LOAD-DATE: April 15, 2003

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Mark: The logo consists of a central cross with a crown on top. The word "JESUS" is written in a small font above the cross, "HOLY DIVINSON" is written in a larger font across the middle of the cross, and "CHRIST" is written in a small font below the cross.

Exhibit 21

HOG HEAVEN; Treasure Coast Harley Davidson riders to hit road for bike's 100th birthday bash
The Stuart News/Port St. Lucie News (Stuart, FL) June 22, 2003 Sunday MARTIN COUNTY EDITION

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 **The Stuart News**

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Treasure Coast Harley Davidson riders to hit road for bike's 100th birthday bash

BYLINE: J. T. Harris staff writer

BODY:

"It's an amazing thing when people talk about Harley-Davidson. People either have owned one, have wanted one, have dreamed of having one, or have bought one and will never ride anything else." - Dawn O'Hearn, Harley rider

All roads lead to . . . Milwaukee!

At least it's going to appear that way in late August when U.S. highways and byways are filled with a dazzling array of colorful, rumbling Harley-Davidson motorcycles.

Thousands of Harley-mounted bikers, men and women, will be participating in a once-in-a-lifetime pilgrimage to what promises to be the world's most outrageous birthday bash. Linda Prange, chapter director of the Treasure Coast HOG (Harley Owners Group), estimates that 75-100 members of her group are planning to make the trip.

Harley-Davidson, an American marketing marvel, is celebrating its 100th anniversary on Aug. 31, starting with orchestrated rides leaving from four U.S. locations on Aug. 17. Riders will gather at the departure sites -- Portland, Ore.; Washington, D.C; Las Vegas; and Baton Rouge, La. -- to embark upon a journey full of planned parties and activities along the routes.

Many other riders are planning their own personal routes, but all will meet in Milwaukee, Harley-Davidson's corporate home, on Aug. 27 for a grand finale that starts on the 28th: a gathering of hogs for four days of celebration, live music, a 10,000-bike parade and, of course, a birthday party.

Instead of hooking up with other riders from the Southeast at Baton Rouge for the factory-sponsored expedition, one area biker, Rick Skauge, is among those planning his own trip -- and he is considering making the 1,332-mile trip in one day.

"I ride hard, and I ride fast," he said.

Skauge, who lives in Melbourne and works for Space Coast Harley-Davidson, has a good

idea of what to expect. He used to live in Milwaukee and has attended the celebrations every five years since they began in 1998.

Each event, he said, "gets bigger and bigger."

'A party area'

"The whole town is a party area," said Jim Cox, 64, of Fort Pierce, who attended the 95th-anniversary party and is making the trip again this year.

"I'm going to enjoy it for sure."

Cox, who works as an administrative coordinator for Publix, estimates that there could be as many as 300,000 bikers in Milwaukee, but he believes that no one, including Harley-Davidson officials, knows for certain how many Harley devotees to expect.

"All of the motels are rented," Cox said, adding that many bikers will be staying in campgrounds and private homes.

The residents of Milwaukee, Cox said, "welcome you like family." Dawn O'Hearn, the apparel manager at Treasure Coast Harley-Davidson in Stuart, also will be among those making the trip.

The 43-year-old O'Hearn has been riding for eight years, and she says those who envision hordes of outlaw bikers descending upon Milwaukee for four days of debauchery might be surprised.

"We're not all leather-wearing, toothless, long-haired... . We don't go around and spit tobacco on the floor," she said, laughing heartily.

'From every walk'

Today's Harley riders -- many of whom are planning to ride thousands of miles and spend thousands of dollars to celebrate August's manufacturing milestone -- defy categorization.

O'Hearn, who started out on the backseat of a motorcycle before grabbing the handlebars herself, said, "It really is the most amazing thing I've ever seen ... I was shocked at the range: You have everything from a 19-year-old coming in and buying a Sportster that his mom is co-signing for to a 55-year-old man who has decided that he has done everything he could and everything he was supposed to have done and now, by God, he is going to ride a Harley.

"There is no quote-unquote Harley rider anymore. There is no telling what they look like. They come from every walk, and women are a fast-growing group of riders."

Prange, a Stuart real estate agent, agrees, saying her chapter is composed of 400 members, including "doctors, plumbers, secretaries, lawyers, business owners, retirees, pilots, nurses ... and so many others."

Cox has been riding Harleys since he was 17 and notes that "the perception of the public has changed," and "the personalities of the riders have changed."

"It used to be," he said, "it was gangs. It's not like that anymore. It's a family -- we all care

about one another."

Trip half the fun

Although the chapter schedules regular activities, including overnight rides and skills-training classes, Prange says no local activities are planned to celebrate the anniversary "because many of us will be riding to Milwaukee."

O'Hearn, who rides a '99 Softail custom, says that she expects eight riders in her group for the 10-day jaunt.

Cox, who rides an Ultra Classic, thinks the most exciting part is the journey itself. "The ride up," he said, "is more important than the parties."

"It's a thrill riding under overpasses with everybody waving at you," he said. "People were hanging off of the bridges in the rain to wave." Cox said Treasure Coast riders will be traveling in small groups because it's easier to find accommodations along the way. His group expects to spend five days riding north and three riding back. Cox said 27 people started out from the Treasure Coast for the 95th-anniversary event, but they picked up another eight riders en route. Some people, he said, are opting to ship their bikes to Milwaukee or trailer them to the event.

In addition to the parties, one of the attractions of the Milwaukee celebration is an opportunity to see an amazing assortment of customized Harleys.

Although Harley riders love their machines, O'Hearn said, they usually can't wait to personalize them -- and see the changes others have made. Customizing Harleys, O'Hearn said, "is so much fun. That's one of the pleasures of owning one of these bikes. ... You can take two Fat Boys, same year, same color, and by the end of the year, I can guarantee you that they'll look completely different."

Despite the personalization, the bikes all share a certain Harley mystique -- a mystique that has been gaining momentum for a century. A bumpy road

It wasn't always an easy ride for Harley-Davidson founders William Harley and Arthur Davidson, who in 1903, at 21 and 20 respectively, attempted to take the work out of bicycling in 1903. Although the company got off to a fast start and contributed thousands of military vehicles during both World Wars, it faced a difficult challenge in the 1970s when its reputation for quality faltered. At the same time, Japanese motorcycles roared into the U.S. marketplace and rode away with a substantial portion of the market.

New ownership and improved engineering and quality control allowed **Harley**-Davidson to again make inroads, and the name regained its lost stature.

Now, the **bar-and-shield** logo has become a source of pride -- for those who never gave up on the icon, as well as for recent converts. "I remember being young, and my grandfather spoke of riding a **Harley**-Davidson," O'Hearn said.

"It's an amazing thing when people talk about **Harley**-Davidson. People either have owned one, have wanted one, have dreamed of having one, or have bought one and will never ride anything else." After riding BMWs from 1964 to 2001, Martin County Sheriff Robert Crowder recently was lured into the Harley clan.

Proud owners

Few, if any, commercial products command as fierce a loyalty as Harley-Davidsons.

Aaron Patrick, an executive at Treasure Coast Harley-Davidson of Stuart, estimates that there are 2,500 Harley-Davidsons on the Treasure Coast. The national organization of HOG (Harley Owners Group), boasts 750,000 members worldwide, including 400 in the Treasure Coast Chapter, according to Prange.

"The purpose of our chapter," said Prange, the local director, "is to ride and have fun. We are not political and don't take on causes." The local club holds a variety of organized rides, including overnight trips. A major event, the third annual HOG Roast and Treasure Hunt, is scheduled for Oct. 5, starting at the Harley-Davidson dealership in Stuart.

"This is an all-day bike event," said Prange, "but open to the public. We'll have a poker run, bike show, food, music and many prizes. A portion of the proceeds will be donated to the 4-C Club, a charity that supplies clothes and shoes to underprivileged children."

Safe riding skills, Prange said, also are an important aspect of the club. Skills training/practice sessions and group orientation rides are held monthly.

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Treasure Coast HOGs

What: Local chapter of national association of Harley-Davidson owners.

Membership: Must join national organization and then local chapter. Full membership is \$18 per year and associate membership is \$9 per year.

Purpose: To promote safe and responsible motorcycle activities for the enjoyment and benefit of members by conducting activities and encouraging participation in national events.

Meetings: First Tuesday of the month at 7:30 p.m. Prospective members are welcome.

Events: Rides, social gatherings.

Information: visit <http://www.tchog.org> on the net or contact a local Harley-Davidson dealer.

GRAPHIC: color photo by Jason Nuttle: Dawn O'Hearn and Paul Nolan are reflected in the mirrors of their Harley-Davidson motorcycles as they prepare to leave their jobs at Treasure Coast Harley-Davidson in Stuart.3 b/w photos courtesy of Harley-Davidson Photography & Imaging Copyright Harley-Davidson: 1912 Model 8; Sportster; VRSCA V-Rod.color graphic: Coordinated Harley-Davidson rides: Northwest route; Southwest route; Northeast route; South central route

LOAD-DATE: June 24, 2003

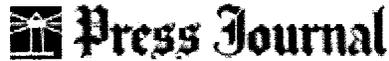
U.S. Trademark Opposition No. 91177156
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Mark: 

Exhibit 22

HOG HEAVEN; Treasure Coast Harley Davidson riders to hit road for bike's 100th birthday bash Press Journal (Vero Beach, FL) June 22, 2003 Sunday INDIAN RIVER COUNTY EDITION

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Press Journal (Vero Beach, FL)

June 22, 2003 Sunday INDIAN RIVER COUNTY EDITION

SECTION: LIFESTYLES; Pg. C1

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LOAD-DATE: June 24, 2003

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 23

HOG HEAVEN; Treasure Coast Harley Davidson riders to hit road for bike's 100th birthday bash Fort Pierce Tribune (Fort Pierce, FL) June 22, 2003 Sunday ST. LUCIE COUNTY EDITION

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Mark: The logo consists of a dark, irregular shape with a white border. Inside the shape, the words "JESUS", "HOLY DIVINSON", and "CHRIST" are stacked vertically in a white, sans-serif font.

Exhibit 24

Going to the hogs; During the week, they're buttoned-down executives. but on weekends, they live for the wind in their faces and friends in leather chaps. It's all part of a rich, urban culture going Harley. Fort Worth Star Telegram (Texas) July 20, 2003, Sunday

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Fort Worth Star Telegram (Texas)

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SECTION: SUNDAY LIFE; Pg. 1

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HEADLINE: Going to the hogs;
During the week, they're buttoned-down executives. but on weekends, they live for the wind in their faces and friends in leather chaps. It's all part of a rich, urban culture going Harley.

BYLINE: MARK LOWRY; Star-Telegram Staff Writer

BODY:

Linda and Tom Wilson's children -- two of them married and with kids of their own -- think it's just a phase.

But Linda, 54, and Tom, 56, know better.

They know that when they come home from their white-collar jobs -- she's a therapist, he's a CEO for a Dallas Christian foundation -- all they want to do is shed the monkey suits and deck out to the max in jeans, T-shirts, leather vests or fringed jackets and, for her, a black do-rag. Depending on the weather, leather chaps are a plus.

They then enter the garage where, displayed between her maroon Eddie Bauer Ford Expedition and his silver Chevy Tahoe, stand their most prized possessions: two Harley-Davidson motorcycles.

Hers is a Dyna Low Rider specially lowered even more to accommodate her 4-foot-11-inch frame. His is a wider, heavier Road King, perfect for the biker-daddy who desires a long stretch of highway. Both are metallic blue, with more spit-shine chrome than you'd see in a ZZ Top video.

"I put on my Harley stuff, and I feel like I could kick a--," says Linda, a private-practice therapist who might seem staid in her daytime wear upon first sight. "For me, it's that part of myself that gets to come out."

The Wilsons are just two of a growing number of white-collar types called RUBs -- rich urban bikers -- who are traversing the

country and bashing biker stereotypes.

Not too long ago, Harley conjured images of the tattooed, heavy-bearded hell-raiser type. But over the past two decades, the Harley-Davidson corporation has made a concerted effort to market its products -- not just cycles, but myriad clothing and accessories -- to a more upscale clientele.

It's only common business sense. That demographic can more easily afford to buy into the lifestyle, considering that the average Harley costs around \$20,000, and serious owners spend at least an additional three grand on accessories.

"It was probably in the late '80s and early '90s when we really started seeing that change," says Dee Wood, an owner of Lee Wood Harley-Davidson in Carrollton, the largest of seven Metroplex dealerships. "[Harley executives] required the dealers to step up and spend money on their facilities and make it more friendly to the upper-middle class.

"We probably sell less than 10 percent of our Harleys to the traditional biker type," she adds, "[and] about 90 percent to white-collar workers."

And as the number of RUBs has grown, so have the positive reactions from those who still putt around in "cages" (Harley-speak for cars). The converts to the biker life keep coming.

Debby Jacobs, a human resources assistant for Celanese International Corp. in Dallas, has about 200,000 miles under her Harley belt and is on her third motorcycle, a 2000 Heritage Softail Classic. She has been a Harley rider long enough to remember not being treated well while on the road.

"We were turned away from hotel rooms, and restaurants wouldn't wait on us when we showed up in our Harley gear," she says. "They would think we'd be hell-raisers. Now that cable channels are doing specials on Harley, it's showing the world a different side of us, and things are changing."

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This shift in the Harley-owner profile started in the '80s, soon after the United States came out of a recession. Harley-Davidson Motor Co. had come close to bankruptcy and had to come up with a new business strategy.

"We were at a point in our history where there was work to be done internally to get ourselves ready to be more competitive," says Steve Piehl, director of communications for Harley-Davidson, which is headquartered in Milwaukee.

Although Harley had already become an American icon and was

well-known around the world, its motorcycles were not known for their high quality. It had been more about an image than a well-functioning product.

"When our motorcycles were not the highest quality, most people thought, 'If I don't know how to repair one, maybe I shouldn't buy one,' " Piehl says. "As we improved the quality of our motorcycles, people who didn't live to take apart engines and put them back together started paying attention and buying them.

"That started the rollover from blue-collar to white-collar customers," he says. "We retained people with a blue-collar heritage and added a group of white-collar people who have been motorcycle fans."

Also in the plan to appeal to a more upscale clientele: to get the motorcycles more closely associated with charitable causes. To do so, Harley-Davidson built an alliance with the Muscular Dystrophy Association, organizing fund-raising rides and events. Today, you'll find members of Harley Owners' Groups (HOG) doing varied charitable work, from Christmas toy drives to cradling HIV-infected newborns in hospitals.

As a result of all this, Harley has had a steady growth rate for 17 years. The company's first-quarter revenue and earnings in 2003 was \$1.1 billion, compared with \$927 million in the first quarter of 2002.

Not bad for a little company that began in 1903 when William Harley and Andrew Davidson created a motorcycle from a mere bicycle frame in a Milwaukee shed. Being that this year is Harley's 100th anniversary and celebrations around the country have been brewing for the past year -- the giant corporate event happens in August in Milwaukee, where several hundred thousand people are expected to attend -- the company's name-recognition is likely to grow even more.

Harley even has a plan to lure in a younger customer base (the Harley owner's average age is 46, up from 38 just 10 years ago) by also selling another brand, Buell, which makes more sporty, less expensive bikes, in the Harley dealerships.

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On any after-work evening ride, the Wilsons might easily clock 100 miles each. Give them a day off or a weekend, and the odometer sees two to four times that. In a few months they plan to "trailer" their bikes to Montana by driving one of their SUVs with the cycles in tow, and then ride the Harleys into Wisconsin for the big celebration.

The Wilsons sometimes ride with Rusty Wood, a 56-year-old financial consultant with A.G. Edwards in downtown Fort Worth.

"I've always wanted to have one, and so I got one for my 55th birthday last year," he says.

Wood's wife, Carol, rides on the back of his V-Rod. "Once you get over the helmet hair and the makeup thing," she says, "it's great to be out there on the road. I love it."

But longtime enthusiasts from the old school might wonder: Is this fascination with Harley a sincere appreciation of the bike and lifestyle, or simply the yearnings of baby boomers who, in an increasingly cool-obsessed world, are looking to deny their suburban, corporate-job lives and connect with a rebel spirit they wish they had?

"It's not like we're dressing up and pretending to be something that we're not," responds Tom. It's more about being part of something special. "When you're out on the highway, it's like a fraternity or club," he says.

For Jacobs, it's simply a terrific way to unwind and get away from the demands of daily life.

"Just preparing for [a ride] is a little bit of an adrenaline rush," she says. "There are no phones ringing, no faxes, no telemarketers. Everything else is left behind. I don't think about work and things I have to do."

Tom and Linda Wilson often stop by many of the local joints where Harley riders congregate on certain nights, such as Thursdays at the Risky's Barbecue on Camp Bowie Boulevard.

Linda, who has always had a bit of a wild streak (between the interview for this story and its publication, she got her first tattoo), is only too happy to have been able to do something that has been a longtime dream.

"We finally had financial resources to do something that was sort-of off-the-wall," she says, "and not at all part of our conservative background as a Christian therapist and an ordained minister."

Best of the biker loot

It's not enough just to drive a **Harley** these days. You've also got to get all the souped-up gear. Today's de rigueur **Harley**-Davidson accouterment range from tough tattoos and bomber jackets to Bulova watches and etched martini glasses. Here are five of our favorites

1. The watch Made by Bulova, the 100th-anniversary watch features a black face emblazoned with the anniversary logo **bar and shield**, a sapphire crystal and stainless-steel band. \$995 at **Harley** stores.

2. The jacket: Motorcycle chic was born when **Harley** first introduced the black leather jacket in 1947. Shown here, a 100th-anniversary bomber jacket version with the centennial logo stitched on the back. \$500 men's, \$439 women's at **Harley** stores.

3. The barware: For those who want a little **Harley** in their homes, the bar seems like as good a place as any to start. Pilsner with traditional **bar-and-shield** etched logo, \$8; martini glass with etched **bar and shield**, \$9; shot glass with metal centennial logo affixed, \$11.25; pint glass with metal centennial logo, \$13.75. At **Harley** stores.

4. The game: The **Harley**-Davidson high-end dart board comes in a wooden case with a score chart. The kit, with steel-tipped brass darts, is equipped with extra shafts and flights. Board, \$119.95; dart kit, \$15. At **Harley** stores.

5. The tattoos: Randy Adams has watched the steady rise in **Harley**-Davidson tattoo popularity since he opened his east Fort Worth shop in the 1970s. Adams' **Harley** art can cost between \$40 and \$300, depending on the design and size. For weekend-only **Harley** fans, there are temporary tattoos with the H-D eagle, stars and stripes or traditional **bar-and-shield** logo, measuring about 1 to 3 inches in size. \$2.95 at Fantasy Imports in Fort Worth.

Harley-Davidson stores near you

* Texas **Harley**-Davidson, 1839 Airport Freeway, Bedford, (817) 267-2646

* Fort Worth **Harley**-Davidson, 3025 West Loop 820 S., Fort Worth, (817) 696-9090

* Longhorn **Harley**-Davidson, 2618 W. Interstate 20, Grand Prairie, (972) 988-1903

-- June Naylor, Special to the Star-Telegram

A short history of Harleys

As Harley-Davidson hits 100 this year, we take a high-speed spin through the company's history.

1903 William S. **Harley**, 21, and Arthur Davidson, 20, produce the first **Harley**-Davidson motorcycle for sale to the public, working from a 10-by-15-foot wooden shed in Milwaukee.

1907 The **Harley**-Davidson Motor Co. is incorporated, and the stock is split four ways. The staff doubles from the previous year to 18 employees.

1910 The famous "**bar-and-shield**" logo is used for the first time

and trademarked at the U.S. Patent Office a year later.

1915 **Harley**-Davidson motorcycles are available with three-speed, sliding-gear transmissions.

1918 Almost half of all **Harley**-Davidson motorcycles are sold to the U.S. military for use in World War I. By the war's end, it's estimated that the Army used 20,000 motorcycles, most of which were **Harleys**.

1920 H-D becomes the largest motorcycle manufacturer in the world, selling its 'cycles at 2,000 dealerships in 67 countries.

1925 Gas tanks on all models bear the distinct teardrop shape, which becomes the standard appearance for all subsequent Harleys.

1936 Harley-Davidson introduces the EL, an overhead-valve, 61-cubic-inch powered bike. With increased horsepower and bold styling changes, the motorcycle is soon called the "Knucklehead" for its rocker boxes.

1938 The Jack Pine Gypsies Motorcycle Club holds the first Black Hills Rally in Sturgis, S.D.

1945 By the end of World War II, Harley-Davidson has produced 90,000 models for military use. Civilian production, suspended during the war, resumes.

1947 Harley-Davidson begins selling what will become the classic black leather motorcycle jacket.

1953 Hendee Manufacturing, the creator of the Indian motorcycle, closes its doors, and Harley-Davidson becomes the sole U.S. motorcycle manufacturer for the next 46 years.

1956 Rising star Elvis Presley poses on a 1956 model KH for the May issue of *Entusiast*.

1957 The Sportster is introduced, with a 55-cubic-inch overhead-valve engine, a legendary vehicle soon to be dubbed the "Superbike."

1964 The three-wheel Servi-Car becomes the first Harley to be equipped with an electric starter.

1965 George Roeder shatters the speed records for Class A and Class C racing, averaging 177 mph in a Streamliner, fitted with a 250cc Sprint CR racing engine.

1971 Harley-Davidson begins snowmobile production.

1977 Harley-Davidson introduces the FXS Low Rider at Daytona Beach, with drag-style handlebars and unusual engine and paint

treatments.

1983 The Harley Owners Group, known as H.O.G., becomes the largest factory-sponsored motorcycle club in the world, and its membership soars to more than 90,000 in six years.

1987 Harley-Davidson is listed on the New York Stock Exchange.

1990 The FLSTF Fat Boy is introduced.

2001 Harley-Davidson Racing welcomes to its team 17-year-old Jennifer Snyder, the first woman to win a national event in the Formula USA National Dirt Track Series.

2003 The company celebrates its 100th anniversary.

Source: www.harley-davidson.com

Mark Lowry, (817) 390-7747 markl@star-telegram.com

-PHOTO-

1. Photo: STAR-TELEGRAM/ RON JENKINS

Debby Jacobs. Passion: Harley-ridin' biker chick. She kicks back with her Harley outside her Addison home. Harley-Davidson is finding success in marketing its bikes and assorted other merchandise to RUBs -- "rich urban bikers."

2. Photo: STAR-TELEGRAM/ RON JENKINS

Linda and Tom Wilson might put 100 miles on each of their bikes during an after-work ride; on weekends, it's considerably more.

3. Photo: STAR-TELEGRAM/ RON JENKINS

Rusty Wood. Passion: Gettin' His Motor Running.

4. Photo: STAR-TELEGRAM/ RON JENKINS

Linda and Tom Wilson. Professions: Hers: Therapist. His: CEO of a Christian organization.

5. Photo: STAR-TELEGRAM/ RON JENKINS

Debby Jacobs. Profession: Mild-mannered personnel director. Debby Jacobs dresses professionally for her job as assistant director of human resources for Celanese International Corp. in Dallas.

6. Photo: STAR-TELEGRAM/ RON JENKINS

Rusty Wood. Profession: Financial consultant. Rusty Wood got a bike for his 55th birthday last year. His wife, Carol, often rides with him.

7. Photo: HARLEY-DAVIDSON ARCHIVES

1990 -- FATBOY

8. Photo: STAR-TELEGRAM/JEFFERY WASHINGTON

Harley jacket

9. Photo: STAR-TELEGRAM/JEFFERY WASHINGTON
Harley-Davidson dartboard

10. Photo: STAR-TELEGRAM/JEFFERY WASHINGTON
Harley-Davidson watch

11. Photo: STAR-TELEGRAM/JEFFERY WASHINGTON
Harley-Davidson tattoo

12. Photo: STAR-TELEGRAM/JEFFERY WASHINGTON
Harley-Davidson barware

13. Photo: THE ASSOCIATED PRESS
Indian motorcycle

14. Photo:
Arthur Davidson

LOAD-DATE: July 17, 2003

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 25

1903 was big year for American icons; Today's everyday names were just getting started, as was the city The Dallas Morning News August 10, 2003, Sunday

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The Dallas Morning News

August 10, 2003, Sunday SECOND EDITION

SECTION: IRVING; Pg. 1K

LENGTH: 563 words

HEADLINE: 1903 was big year for American icons;
Today's everyday names were just getting started, as was the city

SOURCE: Staff Writer

BYLINE: DAN KOLLER

BODY:

You've been reading a lot in these pages about Irving's centennial. But despite all of those mentions on Dallas Cowboys broadcasts, the city is hardly the highest-profile entity celebrating its 100th birthday this year.

If you really want to flaunt your centennial knowledge, you'll show up at Irving's next birthday party on a Harley-Davidson motorcycle or in a Ford truck. And you should be wearing a New York Yankees cap with a box of Crayolas on hand.

All of these American icons sprang onto the scene in 1903, the same year Otis Brown and J.O. Schulze were creating a town along the railroad between Dallas and Fort Worth.

The Yankees were born when the original Baltimore Orioles pulled up stakes after two seasons and moved north to the Big Apple in 1903. They played as the New York Highlanders for 10 seasons, then took the name Yankees a year after adopting their trademark pinstriped uniforms.

The 26-time World Series champions are commemorating their 100 seasons by giving their fans a series of free promotional items, including centennial caps, T-shirts, calendars, dolls and bottle openers.

The same year the Yankees arrived in New York, the Binney & Smith Co. started churning out Crayola crayons at its mill in Easton, Pa. Before then, it had made such products as charcoal, carbon black for car tires and dustless school chalk - all a lot less fun than that box of 64 with the sharpener in the back that you loved as a kid. Edwin Binney's wife, Alice, created the name by combining two French words: craie (chalk) and ola (oleaginous, or oily).

Crayola is sponsoring a nationwide ART-rageous Adventure tour this summer, featuring a bus full of interactive displays that invite kids to make a mess using Crayola products. It kicked off in Dallas in February and will wind up in Easton in October.

Harley-Davidson will sponsor an entirely different type of tour this month. The company is celebrating its 100th birthday with "The Ride Home" - four separate unguided routes all ending in Milwaukee. The southwest route starts in Las Vegas, and the closest it comes to Irving is Oklahoma City (Aug. 23). The rides will lead hundreds clad in leather and denim to a three-day party the last weekend of the month.

The festivities are in Milwaukee because that's where, in 1903, William S. **Harley**, 20, and Arthur Davidson, 21, started working on a racing motorcycle together in a small wooden shed. The company's famous "**bar and shield**" logo came along in 1910. By 1912, they had 200 dealers.

At the same time, Ford dealers were popping up around the country. The Ford Motor Co. was founded June 16, 1903, when Henry Ford, a farm boy who turned his talent for tinkering into a career as an engineer, was able to secure financial backing by winning a few races with the cars he had built.

In June, Ford had a five-day celebration in Dearborn, Mich., called "The Road is Ours" that featured live music, fireworks and, of course, plenty of automobiles.

Today, several prominent brands of cars - Lincoln, Mazda, Jaguar, Volvo - fall under the Ford Motor Co. corporate banner. Chances are you'll see plenty of the company's vehicles in the parking lot at Irving's next birthday event: the Centennial Park and Founders Plaza dedication Oct. 4 at Second Street and Delaware Creek.

E-mail dkoller@dallasnews.com

or call 214-977-7324.

GRAPHIC: PHOTO(S): (EVANS CAGLAGE/Staff Photographer) The New York Yankees are celebrating a century of baseball by offering fans a series of promotional items.

LOAD-DATE: August 11, 2003

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 26

Harley riders hit road for anniversary Chicago Daily Herald August 11, 2003, Monday D3

Copyright 2003 Paddock Publications, Inc.
Chicago Daily Herald

August 11, 2003, Monday D3

SECTION: NEIGHBOR; Lisle; Pg. 1

LENGTH: 979 words

HEADLINE: Harley riders hit road for anniversary

BYLINE: Joan Broz

BODY: As general manager of Heritage Harley-Davidson in Lisle, David Reuland is proud to be part of a family celebrating a 100th anniversary.

"When you purchase a Harley-Davidson bike, you definitely buy into a family," he said. "When you go anywhere with a Harley, someone has to talk to you about your bike. You stop at a gas station and somebody has to say, 'Nice bike.' If you break down on the road or stop to get directions, other Harley-Davidson owners, even if they are in their cars, will stop to see if you need help."

Reuland says it's unbelievable a company can maintain the warmth of a close-knit family while operating a successful international business for 100 years.

"It started out as a family business and it's always been that way," he said.

Since the motorcycle's birth in 1903, **Harley**-Davidson not only has survived a century of historic changes and financial sways, it has become an American icon in the process. Its "**bar-and-shield**" logo has global recognition.

William **Harley**, 21, and Arthur Davidson, 20, built the first **Harley**-Davidson motorcycle from a bicycle frame in a shed in Milwaukee. The youthful entrepreneurs sold one of the first three motorcycles they built to a classmate. When Davidson's brothers, William and Walter, joined the budding enterprise, a family legacy began.

The year 1903 saw another set of Midwestern bicycle-building brothers, Wilbur and Orville Wright, successfully test their aircraft. That same year, the Olds Motor Works in Detroit built 5,000 cars.

The dependable motorcycle proved effective in World War I as the Army used an estimated 20,000, most of them Harleys. Soon police departments across America began to find Harleys useful, and the Milwaukee plant grew to be the largest motorcycle manufacturer in the world by 1920.

Last year, Harley-Davidson produced 263,653 bikes for 1,745 dealerships worldwide and earned more than \$4 billion in revenues, said Mike Morgan, communications director. There are 26 models in the line interspersed with limited editions. Throughout, Milwaukee has been its corporate headquarters.

To coincide with the 100th anniversary, the company organized a rolling birthday party with

hundreds of motorcycle enthusiasts taking part in four routes across the United States as they travel to a celebration Aug. 29 to 31 in Milwaukee.

A contingent of riders will leave from the Lisle Heritage Harley-Davidson showroom, 2595 Ogden Avenue.

The "Ride Home" will raise money for the Muscular Dystrophy Association. This year, the corporation pledged \$5 million, its largest amount ever, to aid research and program services for children and adults with the neuromuscular disease.

"We collected \$15,000 toward that \$5 million from our dealership," Reuland said.

The Lisle dealership also raised money this year for ovarian cancer and Toys for Tots.

"It's amazing how we can have a biker event and they always step up to the plate if it is something for charity," Reuland said. "We have a soft spot in our heart for kids."

Reuland acknowledged that some people have an image of bikers as "hell angels" or gang members, but the image has changed a lot.

"Here I am in the middle of corporate America," he said. "The average Harley rider is 44 to 45. Last year, I probably sold seven bikes to new riders who had just retired."

The Heritage Harley-Davidson dealership began in 1987 with a 1,600-square-foot store in Aurora. It moved to Lisle and grew to a 17,500-square-foot building. The two-story building that will be completed this month will add 63,000 square feet to the original structure.

The business will add Harley's sport bike line - the Buell.

"With our new facility, we will be able to have more of our custom bike and antique shows," Reuland said. "The service department is going from six to 12 bays with a technician in every one."

Reuland hopes also to offer a riders education course and classes on safety.

Special paints, chrome accessories and a selection of additions individualize the motorcycle and add to the pride of ownership.

"We really want to be unique with our bike," Reuland said.

New bikes start at \$6,000, but customizing has almost no limits. Personalizing a bike even can make it handicap accessible. Reuland pointed out a bike in the service area that had a folded wheelchair attached. Technicians added an electronic air shift with buttons near the hand grips for its disabled owner.

In the new facility, the first floor is retail and service and upstairs is offices and storage. The showroom will contain an extended parts department across the back of the store and an apparel store dominated by T-shirts and varied-colored leather items across the front. Heritage's logo of a gargoye is a sought-after adornment.

The accessories and gift areas contain the expected goggles, helmets and gloves, but also a HO-scale train, a pool table and a selection of numbered 100th anniversary items all with the company's trademark. Soon, the collectible showcases will feature the annual Harley

Christmas plate, snow domes and miniature reproductions.

A 40-foot mural of Chicago's lakefront will capture the city biking experience while a mountain scene will highlight the open roads.

The story of Harley-Davidson may be about family, charities, customized bikes and longevity, but it is also about the fascination of riding gleaming, powerful machines.

"Riding is not comparable to any other experience," Reuland said. "It's the freedom of the wind. Nobody bothers you. There's nothing like it."

Heritage Harley-Davidson dealership can be reached at (630) 420- 1942. To learn more about the company, visit Harley-Davidson on the Web at www.harley-davidson.com.

- Joan Broz can be e-mailed at jgbroz@yahoo.com.

LOAD-DATE: August 12, 2003

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Mark: 

Exhibit 27

*Bellingham duo, Harleys will make 'Ride Home' The Bellingham Herald (Bellingham, WA)
August 11, 2003 Monday*

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The Bellingham Herald (Bellingham, WA)

August 11, 2003 Monday

SECTION: LOCAL; Pg. 1A

LENGTH: 1073 words

HEADLINE: Bellingham duo, Harleys will make 'Ride Home'

BYLINE: Aubrey Cohen, Staff

BODY:

BY AUBREY COHEN

THE BELLINGHAM HERALD

Harley-Davidson's Web site says "140,000 plus" riders turned up at the motorcycle company's Milwaukee headquarters for its 95th anniversary in 1998.

"That's an absolute lie," local Harley owner Mike Kennard said on Sunday.

It was more like 300,000, he said. "They closed the highway for six hours to get all the bikes in."

For Harley's centennial celebration at the end of this month, the company is expecting 300,000, Kennard said. "There are people who say 'Nah, there's gonna be a million bikes.'

"People are shipping their Harleys from Europe in order to be able to ride in this," he said. "For somebody who's a hardcore Harley owner this is a once-in-a-lifetime Mecca."

Kennard, 56, the owner of Bellingham Beauty School, and Dick Wells, 60, a retired US Bank senior vice president, are leaving Bellingham on Thursday to join one of four official routes for the Harley pilgrimage.

"I think it's going to be a mess," Kennard said of the scene he expects in Milwaukee.

Just keeping so many Harleys gassed up could cause a crisis, he said. "We're never gonna pass up an opportunity to top off the tank when we can."

Harley history

Wells pulled into Kennard's Eldridge Avenue driveway Sunday afternoon with his wife, Barbara on the back of his bike and "Old Time Rock and Roll" blaring from his sound system.

He got off, wearing shorts, black socks and brown loafers, and lit up a cigar. Kennard, in a button-down shirt and Harley tie, was already smoking one.

"We're gonna ruin about eight hotel rooms between here and Milwaukee (with cigar smoke)," Kennard said.

Wells, who used to be Kennard's banker, started his four-decade motorcycle career with a Honda, then an Indian Chief, then a Harley. He had that Harley for half a dozen years in the 1960s, but didn't get another one until last December.

Wells actually hadn't had a motorcycle for more than a dozen years when he called up Kennard in November and said he wanted to get one. Kennard told him there were two decisions: Harley or not and, if Harley, new or used.

Wells bought a new 100th-anniversary Harley.

"There just isn't another bike," he said. "I felt like if I bought anything besides Harley I'd have to apologize for riding it."

Kennard has been into motorcycles since he was 14, and has owned a Harley for the last 12 years.

"It's a fine product and it's unique," he said. "And there's all the attendant trappings that go with a **Harley**. There's the heritage of it, the history of it and the fact that it's an American icon."

In 1903, 21-year old William S. **Harley** and 20-year old Arthur Davidson sold their first motorcycle, which they built in a small wooden shed with the words "**Harley**-Davidson Motor Company" crudely scrawled on the door, according to the company's Web site.

The company introduced its "**Bar and Shield**" logo in 1910 and was the largest motorcycle manufacturer in the world by 1920. **Harley** shipped nearly 264,000 motorcycles last year.

Harley-Davidson was one of just two American motorcycle companies from 1931 to 1953, when Hendee Manufacturing, the creator of the Indian motorcycle, went out of business. It was the only American motorcycle company for the next 46 years.

The ride

On summer Saturdays and Thursday nights, Wells and Kennard ride with other local Harley Owners Group members.

"Suddenly you're associating with people that there would be no other reason for you to come into contact with them, let alone get to know them well," Kennard said. "Without somebody to share it with, Harley ownership becomes \$25,000 of machinery sitting in your garage."

Those summer day trips are a far cry from what Wells and Kennard are about to do.

"This is way beyond the scope of anything we've ever done," Kennard said. "This is Mike and Dick's Excellent Adventure."

From Bellingham, Kennard and Wells will ride to Yakima for a state HOG rally, then leave on Saturday for Portland, Ore., the starting point for the Northwest Route of "The Ride Home." Kennard has heard rumors that Willy G. Davidson, the grandson of founder Arthur

Davidson, will ride their route.

The riders will go about 250 miles a day and are scheduled to arrive in La Crosse, Wis., on Aug. 26. That day, Barbara Wells and Cis Kennard, Mike's wife, will fly into Chicago and take the train to La Crosse.

On Aug. 27, the four tours will meet in Madison, Wis., then ride into Milwaukee together to kick off the celebration.

The next morning, they will be part of an exclusive 10,000-Harley parade through Milwaukee. The Wellses got in because David's a HOG representative and the Kennards because Cis won a random drawing.

Because the closest decent rooms they could find were 60 miles from Milwaukee in Deerfield, Ill., and because Wells has to meet up with other HOG members at 4 a.m. for the parade, they'll leave at 2:30 a.m.

The celebration is sold out, and tickets that cost \$50 each are now selling for 10 times that, Kennard said. The only way into the big Sunday party is with a celebration ticket, or one of a limited number of free tickets that Harley will give out at dealers in nearby states starting Wednesday.

There's a rumor, Kennard said, that The Rolling Stones will perform at the Aug. 31 party. He's checked the Stones' online schedule and figures the band could make it to Milwaukee between its Aug. 29 concert at London's Wembley Stadium and its Sept. 1 show in Glasgow, Scotland.

Trip of a lifetime

Cis Kennard said she sees the trip as an experience of a lifetime for Mike and Dick, and not a bad deal for her and Barbara.

"We get two weeks without our husbands and we get to fly into Chicago," she said. "We get to ride in like heroes and then go home."

The men will drop their wives off at the airport in Chicago, then set off on a ride back home. Kennard said they might be so sick of their bikes that they rush home in a couple of days, but he doesn't think so.

"That is the part that I'm really looking forward to," Mike Kennard said.

Cis Kennard turned away from the men.

"It'll be interesting to just see if those two are friends when they get back," she said.

RACHEL E. BAYNE HERALD PHOTO

TRIP OF A LIFETIME: Mike Kennard (left) and Dick Wells, members of the Harley Owners Group, are going on the road Thursday on their way to Harley Davidson's 100th anniversary celebration in Milwaukee. "This is Mike and Dick's Excellent Adventure," Kennard said.

LOAD-DATE: August 12, 2003

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 28

*HARLEY DAVIDSON CELEBRATES CENTURY AS AN AMERICAN SYMBOL Cox News Service
August 21, 2003 Thursday*

Copyright 2003 Cox Enterprises, Inc.
Cox News Service

August 21, 2003 Thursday

SECTION: Washington, General News

LENGTH: 853 words

HEADLINE: HARLEY DAVIDSON CELEBRATES CENTURY AS AN AMERICAN SYMBOL

BYLINE: BOB DART

DATELINE: WASHINGTON

BODY:

Revved and roaring, hundreds of motorcycles rolled through the nation's capital Thursday as Harley-Davidson -- as American an institution as apple pie, Levis and Coca-Cola -- celebrated a century of cool.

Even the uniformed agents of the Secret Service Motorcade Support Unit -- guardians of presidents -- rode Harleys around the hallowed grounds of the National Mall.

"There's nothing else better to ride," said Jim Anderson, 43, an Air Force staff sergeant who said he bought his new motorcycle "courtesy of Saddam Hussein."

Anderson said he ordered the Harley 1200 Sportster while he was deployed in Iraq, using his hazardous duty pay for it.

For a motorcyclist, "Is there anything else?" asked Robert Wissinger, 39, a network engineer from York, Pa. "A Harley is very smooth, dependable and it's American-made. That's the most important thing."

It was 1903 when William S. Harley, 21, and Arthur Davidson, 20, scrawled "Harley-Davidson Motor Company" on the door of a wooden shed in Milwaukee and created a motor-powered bicycle. That first Harley-Davidson, with a tomato can as a carburetor, boasted a three-horsepower engine and speeds up to 25 mph. That same year, two other Midwestern tinkerers, the bicycle-making Wright brothers of Dayton, Ohio, took the first airplane aloft in Kitty Hawk, N.C.

Later in 1903, the first **Harley**-Davidson dealership opened in Chicago and sold the first three motorcycles the company produced. Five years later, the Detroit police department put the nation's first cops on motorcycles -- **Harleys**. The **Harley**-Davidson "**Bar & Shield**" logo debuted in 1910. U.S. soldiers rode **Harleys** in both World Wars.

An American icon was born.

Thursday's event on the grassy plain between the U.S. Capitol and Washington Monument began one of four cross-country, week-long "Rides Home" to the 100th anniversary extravaganza in Milwaukee, the birthplace of **Harley**-Davidson.

In addition to this northeast route, a south-central ride will begin in Baton Rouge, La., a southwest route in Las Vegas and a northwest ride from Portland, Ore. Each ride is expected to bring together thousands of riders. The rides will all end on Aug. 27, the beginning of a four-day birthday party featuring motorcycle stunts and exhibits and 10 stages with singers and bands including Kansas, Poison, the Doobie Brothers, 38 Special, Eddie Money, Joan Jett, Steppenwolf, Montgomery Gentry, Billy Idol, REO Speedwagon and Styx. Organizers expect hundreds of thousands of Harley riders and fans will attend.

With a median age of 46, today's Harley buyer is hardly the motorcycle outlaw of Hell's Angels lineage. Indeed, these Harley riders resemble the rotund Marlon Brando of "Apocalypse Now" more than the rebel Marlon Brando of "The Wild Ones" who popularized the image of motorcycle cool.

The summer edition of AARP magazine shows a 64-year-old Harley rider with the headline "...Born to Be Wild -- Over 50 Years Ago."

"We're stockholders in Harley now," said Charles Fenimore, 61, a semi-retired postal clerk from Mount Holly, N.J. He plans to ride his Harley to Milwaukee with his 49-year-old wife, Charlene, in his sidecar.

"I've been riding with him for 30 years," she said.

They started buying Harley-Davidson stock in 1990, Charles said. "And it's made money for us ever since. I only wish I had bought it sooner."

Indeed, as the only U.S. company still manufacturing motorcycles, Harley-Davidson has been an economic example in fighting off imports from Honda, Suzuki, and BMW. Even during the 2002 recession, Harley's motorcycle deliveries rose 12 percent, two points above the industry average. Its sales and revenues have risen for 17 consecutive years.

However, Japanese imports were battering the venerable American motorcycle manufacturer in 1981 when 13 Harley-Davidson executives purchased the endangered firm. The comeback capitalized on Harley's classic look and American mystique, as well as help from the Reagan administration and International Trade Commission, which approved temporary tariffs on Japanese imports of large motorcycles.

The crowd at the Harley rally Thursday was diverse in age, race, economic background and gender -- but united by a love for leather, chrome and speed.

"Riding a Harley, you get a visceral feeling," said Marco Washington, 31, from Washington, D.C. "You can feel the ride. It's not something you can explain. It's something you experience."

"I ride a Harley to work every day -- 21 miles each way," said Donald Dick, explaining the practicality of buying one Harley for \$16,500 and another for \$12,500. "My wife told me if I bought it, I had to ride it."

The 100th anniversary event aims to raise \$5 million for the Muscular Dystrophy Association, said Tommy Thompson, secretary of Health and Human Services and an avid Harley rider. The former governor of Wisconsin, Thompson congratulated the firm on its 100th birthday and urged the motorcyclists to enjoy their ride to his home state, where the eagles soar, the Packer score and the Harleys roar.

Bob Dart's e-mail is [bobdart\(at\)coxnews.com](mailto:bobdart@coxnews.com)

LOAD-DATE: August 22, 2003

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 29

Harley fans begin celebration of hot 100th anniversary Deseret Morning News (Salt Lake City) August 22, 2003, Friday

Copyright 2003 The Deseret News Publishing Co.
Deseret Morning News (Salt Lake City)

August 22, 2003, Friday

SECTION: WIRE; Pg. A05

LENGTH: 845 words

HEADLINE: Harley fans begin celebration of hot 100th anniversary

BYLINE: By Bob Dart Cox News Service

BODY:

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LOAD-DATE: August 22, 2003

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

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Exhibit 30

Harley-Davidson merchandising goes full throttle USA TODAY August 25, 2003, Monday,

Copyright 2003 Gannett Company, Inc.
USA TODAY

August 25, 2003, Monday, FINAL EDITION

SECTION: MONEY; Pg. 1B

LENGTH: 1396 words

HEADLINE: Harley-Davidson merchandising goes full throttle

BYLINE: Earle Eldridge

BODY:

For the biker couple wanting the perfect wedding, Harley-Davidson has hats, garter belts, rings and guest books all stamped with the Harley logo.

The couple can charge their wedding finery to their **Harley**-Davidson Visa card. When they get a dog, they can wrap it in a **Harley** sweater. When they have kids, there is no end to the clothes they can buy.

One hundred years ago this month, **Harley**-Davidson was born as strictly a motorcycle company, and that worked for 70 years. But for the past 30 years or so, the company has become a marketing powerhouse, attaching its ubiquitous **bar-and-shield** logo to everything from toys to underwear.

Sales of general merchandise -- products that aren't motorcycles or parts -- totaled \$ 232 million last year, up from \$ 115 million in 1998. General merchandise accounts for almost 6% of Harley-Davidson's annual revenue, up from virtually nothing in 1982, when Harley first began licensing products.

Harley makes the bulk of its money, 77% of revenue, by selling almost 300,000 motorcycles a year in the USA (second to Honda, which sells a broader range of motorized bikes). But it obviously sees the value of non-bike merchandise in building the brand and ultimately helping it sell more of its core product. The clothing and other non-bike products feed the fever of Harley's devoted gang of riders and pull in dollars from non-bikers who love the brand and its bad-boy image. The merchandise has helped Harley become a brand so popular that other manufacturers line up to get Harley-Davidson stamped on their products.

In the best-case scenario for the company, the merchandise turns T-shirt wearers into bike buyers. That's what happened to Dave Beman of Torrington, Conn. Long before he bought his first motorcycle, Beman was hooked on Harley. "I had all the Harley stuff, and I followed all the rallies," he says.

"Clearly, Harley owners are receptive to these items," says Alan Siegel, CEO of Siegel & Gale, a brand image and consulting firm. "And it appeals to people who don't own a Harley but want that rebel feeling."

All in all, the merchandising of Harley beyond motorcycles and parts has made the company a brand to be reckoned with. "Harley has phenomenal brand loyalty," says Siegel. It is "one of the most powerful merchandising companies out there."

In clothing alone, Harley issues 1,200 new items each year. That excludes riding boots and children's clothes. In fact, clothes are now so important to the brand that every Harley dealership has a fitting room.

Getting the dealerships to that point wasn't easy. In 1986, Harley executives, noting growth in the tiny amount of general merchandise available, decided to push dealers to redesign their stores.

The traditional dealership at that time was a grimy shop with bikes and bike parts scattered around the showroom. "The windows and floor were dirty," says Harley-Davidson CEO Jeffrey Bleustein, who has been with the company since 1975. "In the very back of the store, there was a counter for parts, and there may have been a T-shirt nailed to the wall."

In its redesigned dealerships, Harley moved most of the motorcycles off the showroom floor and brought clothing and accessories out front. Floors were brightened with new tile, and displays were well lit.

At first, dealers were resistant. They worried that traditional Harley owners would be turned off by the new look. But customers liked the new stores. And after sales skyrocketed for the few early dealers who remodeled, others followed.

Today, a typical Harley store might have three or four motorcycles on the showroom floor. But it also has a plethora of non-bike goods -- including helmets, boots and a lot of leather jackets.

Some dealerships are huge, the better to stock everything Harley.

In St. Paul, Melanie and Tom Giannetti built the fifth-most-spacious Harley dealership in the world at 58,000 square feet. There, they are prepared to clothe the entire Harley family, including the pets.

"You first come into the clothes department where we have separate men's, women's and children's clothes. And we have a pet supply department where you can get little hats, coats and feeders," says Melanie Giannetti.

In theme-park-crazy Orlando, Anne and Steven Deli's dealership mimics the original Harley factory in Milwaukee, where the company was founded. In a part of the dealership modeled after the small shack where the first Harley motorcycles were made, the Delis offer weddings, with prices ranging from about \$ 600 to more than \$ 2,000, depending on details.

That appealed to Beman and his wife, Irene. They were married at the dealership on June 26.

"This was perfect for us," says Irene Beman, who passed on Harley wedding accessories for herself, although her husband wore black leather pants and a jacket covered with Harley buttons.

So perfect, in fact, that Dave Beman ignored his fear of flying to take his first airplane ride ever. "I am petrified to fly. But when I saw this theme wedding, it was an opportunity," he says. "I thought if that's what it costs, then I have to put my fears away."

Harley owners are nothing if not devoted. "This is as close as you can get to riding a horse in the wild, wild West," says Robert Norton, CEO of florist delivery service FTD, who has owned Harleys for 20 years and currently has three. "If I'm riding anything, I want it to be a Harley."

That devotion has helped Harley prosper. Last month, it reported record second-quarter net income of \$ 202 million, or 66 cents a share, compared with \$ 144 million a year ago. Revenue from sales was \$ 1.2 billion, up 22% from a year ago. If the revenue and earnings performances are sustained, Harley will finish 2003 with its 18th record year in a row.

The numbers are a far cry from Dec. 31, 1985. Harley was four hours from declaring bankruptcy at midnight when Heller Financial of Chicago stepped in and bailed out the company.

Six months later, Harley went public with an initial stock price of \$ 11 a share. Today, the stock is trading at about \$ 50.

Harley has been successful -- the company has sold 3 million bikes since William Harley, 21, and Arthur Davidson, 20, built their first one in 1903 -- by appealing to both blue-collar types and professionals.

But what Harley really needs now is to appeal to young buyers. The median age of Harley buyers is 46, compared with 38 for the rest of the industry.

"Harley has a massive problem with young buyers," says Sam Hill, co-founder of Helios

Consulting Group. "Whenever you are an iconic brand, your fortune lives and dies with your ability to go beyond that group. Harley needs to capture that next generation."

The company clearly hopes that branded clothes and toys will attract a new generation of riders.

"Whether you are a 5-year-old and have a chance to ride one of our Fisher-Price products or are someone graduating from college and interested in our clothing, the products are a great way to interact and have an affinity with the brand," says Joanne Bischmann, vice president of marketing for Harley-Davidson.

That's one reason the company continues to push the brand outside the realm of motorcycles and outside its dealerships.

Ford Motor began selling a Harley-Davidson F-Series pickup five years ago. Ford approached Harley after learning that many of its pickup owners were riders. Harley executives agreed to the deal only after Ford assured Harley that it would get final say on how the logo was used on the truck.

For kids, there are Harley Barbie and Ken dolls, both dressed in leather. There are Harley-Davidson Halloween lights and a Harley telephone with an engine rumble for a ring.

Some of the merchandise seems to contradict the Harley riders' hard-edged image, polished by years of Hollywood films peopled with tough motorcycle gangs.

That edgy, bad-boy image has been a lure, the company admits. "It's good to have an edge to our brand," Bleustein says. He says especially new professional customers want that. "They want something that makes them appear to their friends a little bit naughty, macho or a little bit bad."

So even with those dolls and party lights, Harley isn't going all warm and cuddly.

"We've tried to soften our image," Bleustein says, "but we don't want to make it too sweet."

GRAPHIC: GRAPHIC, Color, Source: Harley-Davidson (BAR GRAPH); GRAPHIC, B/W, Marcy E. Mullins, USA TODAY, Source: CSI (LINE GRAPH); GRAPHICS, B/W, Marcy E. Mullins, USA TODAY, Source: Harley-Davidson (LINE GRAPH) (2); GRAPHIC, B/W, Marcy E. Mullins, USA TODAY, Source: Motorcycle Industry Council 2002 Statistical Annual (LINE GRAPH); PHOTO, Color, H. Darr Beiser, USA TODAY; PHOTO, B/W, H. Darr Beiser, USA TODAY; Trend: The Gettysburg, Pa., Harley dealership devotes much of its space to clothing and other products that sport the Harley logo. <>Branching out: The Gettysburg, Pa., Harley dealership, like others, displays children's clothing along with other products emblazoned with Harley logos.

LOAD-DATE: August 25, 2003

U.S. Trademark Opposition No. 91177156
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Serial No. 78896325

Mark: 

Exhibit 31

DEVOTED OWNERS TELL WHAT MAKES THEIR HARLEYS SPECIAL The Virginian-Pilot(Norfolk, Va.) August 26, 2003 Tuesday

Copyright 2003 Landmark Communications, Inc.
The Virginian-Pilot(Norfolk, Va.)

August 26, 2003 Tuesday Final Edition

SECTION: DAILY BREAK, Pg. E1

LENGTH: 666 words

HEADLINE: DEVOTED OWNERS TELL WHAT MAKES THEIR HARLEYS SPECIAL

BYLINE: PHYLLIS SPEIDELL THE VIRGINIAN-PILOT

BODY:

IF I HAVE to explain it you wouldn't understand."

The lettering on the side of the Harley-Davidson trailer seems to say it all.

But, as the 100th anniversary of the company nears, we ask anyway: What makes a Harley so special?

GINA SCOTT

"It's the mystique - if you are riding a Harley, life is good," said Gina Scott, 38, single and a chief petty officer with 17 years in the Navy. She had never owned a bike before she bought her black, 2003 Sportster at Bayside Harley-Davidson in Portsmouth.

A ride on the back of a friend's dirt bike 23 years ago hooked her.

"Without question, one day I was going to have a Harley."

When that day came in early August, Scott could only swipe at tears as she threw a leg over her bike - to the applause of the Bayside staff.

"Oh my goodness, this is sweet - I'm getting on it for real. I can't believe I am doing this - but I am, I am!"

Scott had ordered her Harley while still aboard the USS Saipan, where she was deployed until late June.

"I just want to take off on a Saturday and ride. To me a Harley-Davidson symbolizes freedom."

TIMM FAESI

"It's the mystique and prestige of the whole Harley thing," said Timm Faesi, an officer with the Portsmouth Police Department. "Part of it is that the Harley is an American-made product and has been for 100 years."

Faesi, a Navy veteran, has been riding Harleys for more than 20 years. Like other fans,

Faesi appreciates the sound of a Harley on the run.

"Back in the day there was a particular sound - a thud, thud, thud, thunderous sound that only a V twin, two-cylinder engine could make," he said.

In fact, Harley at one time tried to trademark the sound of its engine.

Last October a black cat (Boo, the family pet) crossed his path when Faesi was three houses away from his Churchland home. He dodged the cat but sent his Harley into a 40-foot slide along the road.

Scraped but undeterred, Faesi was soon back on his bike - and planning his trip to the Harley 100th celebration and birthday party in Milwaukee, his hometown.

TOMMY COUNCILL

It's all in the wave, said Tommy Councill.

"The Harley riders have got this little, low wave that says, 'The road is my home.'

"It's the camaraderie, all part of the attitude," he added.

Councill, 51, lives in Gates County, N.C., and has ridden motorcycles since he was 18. He often drives his Harley, an Electra Glide, to his job at International Paper in Franklin.

"This bike is a Cadillac for me with a stereo, cruise control and plenty of storage," he said.

Tall, lanky in blue jeans and a Harley shirt and cap, Councill recalls his earlier, wilder biking years with a smile.

"I had all kinds of bikes - Yamahas, Hondas - but I always came back to a Harley."

JEFFERY SMITH

"My Harley is a step out, three times what I paid for my last bike, but when I am riding it I get a lot of smiles and thumbs up - I'm proud of the bike," said Jeffery Smith, a Norfolk mail carrier.

Two years ago Smith, who lives in Carrollton in Isle of Wight County, had a dream - and a piggy bank labeled "For my Harley."

Smith, 49, already owned a Honda Shadow.

"But when you see a Harley-Davidson riding by, you realize there is something out there better," he said.

Smith started saving coins and small bills - and kicking tires at Harley dealerships. He soon knew everyone at Bayside Harley-Davidson by first name. Then he ordered the bike of his dreams - a \$24,000 Road Glide, silver and black 2003 anniversary edition.

"He came by each week to make another payment," Bayside manager Kevin Johnson said. "But in June when the bike came in and he still owed about \$1,000, he emptied his piggy bank."

Johnson said it was the first time a customer made that large a payment in rolls of coins and packets of small bills, toted in a cardboard carton.

"I got the bike I really wanted. This is my last bike - it should last me until well after retirement."

* Reach Phyllis Speidell at 483-9161 or at phyllis.speidell

pilotonline.com

GRAPHIC: Color Photos; "Oh my goodness, this is sweet," says first-time Harley owner Gina Scott of her new bike. Timm Faesi, a Portsmouth police officer, tells Scott about injuring his arm in a Harley mishap. Tommy Councill commutes from his Gates County, N.C., home to his job in Franklin. Jeffery Smith, of Isle of Wight County, owns a Road Glide 2003 anniversary model. Fact box; A short history of harleys; Here's a high-speed spin through the company's history. 1903 - William S. **Harley**, 21, and Arthur Davidson, 20, produce the first **Harley**-Davidson motorcycle for sale to the public, working from a 10-by-15-foot wooden shed in Milwaukee. 1907 - The **Harley**-Davidson Motor Co. is incorporated, and the stock is split four ways. The staff doubles from the previous year to 18 employees. 1910 - The famous "**bar-and-shield**" logo is used for the first time and trademarked at the U.S. Patent Office a year later. 1915 - **Harley**-Davidson motorcycles are available with three-speed, sliding-gear transmissions. 1918 - Almost half of all **Harley**-Davidson motorcycles are sold to the U.S. military for use in World War I. 1920 - H-D becomes the largest motorcycle manufacturer in the world, selling its 'cycles at 2,000 dealerships in 67 countries. 1925 - Gas tanks on all models bear the distinct teardrop shape, which becomes the standard appearance for all subsequent Harleys. 1936 - Harley-Davidson introduces the EL, an overhead-valve, 61-cubic-inch powered bike. With increased horsepower and bold styling changes, the motorcycle is soon called the "Knucklehead" for its rocker boxes. 1938 - The Jack Pine Gypsies Motorcycle Club holds the first Black Hills Rally in Sturgis, S.D. 1945 - By the end of World War II, Harley-Davidson has produced 90,000 models for military use. Civilian production, suspended during the war, resumes. 1947 - Harley-Davidson begins selling what will become the classic black leather motorcycle jacket. 1953 - Hendee Manufacturing, the creator of the Indian motorcycle, closes its doors, and Harley-Davidson becomes the sole U.S. motorcycle manufacturer for the next 46 years. 1956 - Rising star Elvis Presley poses on a 1956 model KH for the May issue of "Enthusiast."; 1957 - The Sportster is introduced, with a 55-cubic-inch overhead-valve engine, a legendary vehicle soon to be dubbed the "Superbike."; 1964 - The three-wheel Servi-Car becomes the first Harley to be equipped with an electric starter. 1965 - George Roeder shatters the speed records for Class A and Class C racing, averaging 177 mph in a Streamliner, fitted with a 250cc Sprint CR racing engine. 1971 - Harley-Davidson begins snowmobile production. 1977 - Harley-Davidson introduces the FXS Low Rider at Daytona Beach. 1983 - The Harley Owners Group, known as H.O.G., becomes the largest factory-sponsored motorcycle club in the world. 1987 - Harley-Davidson is listed on the New York Stock Exchange. 1990 - The FLSTF Fat Boy is introduced. 2001 - Harley-Davidson Racing welcomes to its team 17-year-old Jennifer Snyder, the first woman to win a national event in the Formula USA National Dirt Track Series. 2003 - The company celebrates its 100th anniversary. Source: www.harley-davidson.com

LOAD-DATE: August 27, 2003

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 32

*100 YEARS OF HARLEY-DAVIDSON Star Tribune (Minneapolis, MN) August 27, 2003,
Wednesday, Metro Edition*

Copyright 2003 Star Tribune
Star Tribune (Minneapolis, MN)

August 27, 2003, Wednesday, Metro Edition

SECTION: VARIETY; Pg. 8E

LENGTH: 1732 words

HEADLINE: 100 YEARS OF HARLEY-DAVIDSON

BYLINE: Tony Kennedy; Sandy Date; Bob Jansen; Staff Writers

BODY:

Making motorcycles during 100 spins around the sun has been a long, bumpy road trip for Harley-Davidson. The fledgling company struggled to compete against Henry Ford's low-priced cars, only to be salvaged by a huge World War I military contract.

A costly and optimistic expansion collided with the Great Depression. Then, in the modern era, H-D needed protective tariffs to counter an invasion of Japanese imports. Even then, management's disregard for quality led to near bankruptcy in 1985. From the ashes, the company was reborn with reliable, stylish bikes that coincided with American prosperity and patriotism.

1903: The first bike:

The first motorcycle built by Harley-Davidson was a bicycle frame fitted with a single-cylinder engine. The motorcycle had pedals for going uphill since the horsepower was not significant enough for most inclines. Only three of the 1903 models were manufactured and in 1913 Harley-Davidson advertised that its first motorcycle had over 100,000 miles on it.

1903 Single

Engine: Atmospheric-inlet-valve single-cylinder

Power Output: 3 hp

Top Speed: 35 mph

V-Rod: The first liquid cooled Harley

Harley-Davidson introduced the V-rod as "the first member of a new family of performance custom motorcycles." It has a liquid-cooled engine that was jointly developed with Porsche. The perimeter frame design keeps the mass of the motorcycle centralized for improved handling. It is a cruiser bike that handles well in the turns.

2001 VRSCA V-Rod

Engine: Liquid-cooled,

60-degree V-Twin

Power Output: 115 hp

Top Speed: 140 mph

1919 Model W:

American motorcycle manufacturing shifted focus after the war from the transportation to the recreation mode and interest in lightweight sport bikes rose. The horizontally opposed Sport Twin engine had a reputation for being uncommonly quiet and running smoothly. The model had little success in the U.S. market and was primarily exported .

1919 Model W

Sport Twin

Engine: Flat-head,

opposed -twin

Power Output: 6 hp

Top Speed: 50 mph

1928 JD:

The high-performance single camshaft JD model consistently outsold every other Harley model between 1923 and 1930. Capable of outrunning almost any other vehicle on the road in the 1920s, the models were popular with police departments. The first H-D two cam engine is made available to the public on the JD series. This was the last year of the single headlight. The 1929 model had dual bullet headlights.

1928 JD

Engine: Inlet-over-

exhaust,

F-Head V-twin

Power Output: 18 hp

Top Speed: 75 mph

1933 VLE:

The V-series was first introduced in 1930, 14 years after rival Indian had made their first side-valve twins. After a series of production and quality problems, the side-valves evolved into fast and dependable bikes. The VLE went on to establish the American-production bike speed record in 1933 of 104 mph.

1933 VLE

Engine: Side-
valve, V-twin

Power Output: 22 hp

Top Speed: 65mph

1942 WLA:

The outbreak of World War II created huge demand for two-wheeled transportation that would be simple to ride and repair and could survive rough terrain. The olive drab machines were equipped with crash bars, skid-plates, saddlebags and cargo racks. The Allied forces used over 90,000 of the rugged WLA model.

1942 WLA

Engine: Side-valve,

V-twin

Power Output: 23 hp

Top Speed: 65 mph

1957 Sportster:

The Sportster combined the design of the earlier K and KH models with increased power to match the performance of imported bikes. A 55 cubic inch overhead valve engine with a larger bore and shorter stroke resulted in increased horsepower. The model would become one of the longest surviving production motorcycles in the world.

1957 Sportster XL

Engine: Overhead-

valve, V-twin

Power Output: 32 hp

Top Speed: 92 mph

Knucklehead/ 1948-1965

The V-Twin:

The trademark V-twin engine was introduced by Harley-Davidson in 1909 and originally produced 7 horsepower. In 1929, Harley-Davidson introduced the 45 ci engine called the flathead that was in use through 1972. The sound of the V-twin engine is so unique that Harley-Davidson spent six years trying to get the sound trademarked but finally gave up in 2001. Other motorcycle manufacturers make V-twin engines but they are most closely associated with Harley-Davidson. There is an entire magazine dedicated to the engine called

V-Twin.

Panhead/ 1948-1965

Shovelhead/ 1966-1985

Evolution/ 1984-1999

Twin Cam 88/ 1999-present

Revolution/ 2001-present

1970 XR 750 Racer:

Harley-Davidson was losing in races on dirt tracks to its competitors around the world. The XR 750 was developed in an attempt to gain supremacy on the tracks and before long it did. Roger Reiman rode the 750 to victory in England on unknown tracks and wins soon followed in the states. The bike went on to dominate dirt-track racing for the next 25 years.

1970 XR 750 Racer

Engine: OHV 45 V-twin

Power Output: 90 hp

Top Speed: 130 mph

1971: Chopper

Originally a Harley-Davidson FXE Superglide. The frame was raked 40 degrees. An after-market springer extended front end was added along with a fat bob tank and a 2002 Softail rear fender.

1971 FX Superglide:

Harley-Davidson disapproved of having its bikes chopped and modified but the introduction of this model was a tribute to the customizing trend. The Super Glide combined the kick-start Shovelhead 74 cubic inch engine and frame with the forks and front wheel of a Sportster to give the bike a chopper-inspired look. The Super Glide is considered a seminal machine in the evolution of the Harley-Davidson Motor Company .

1971 FX Super Glide

Engine: Overhead-

valve, V-Twin

Power Output: 65 hp

Top Speed: 108 mph

1986 Heritage Softail:

The Heritage Softail was a retro design that went back to the styling of the 1950s. It had a deeply skirted fender with a shorter wheelbase and reduced ground clearance. It had a large headlight and the shock absorbers were hidden from view. This was followed by the Heritage Softail Classic that had old style paint schemes and studded saddlebags.

1986 Heritage Softail

Engine: OVH 45 Twin

Power Output: 55 hp

Top Speed: 112 mph

2000 FXSTD Softail Duece:

The new twin-cam engine was bigger, smoother and more reliable than the Evolution engine that preceded it. The sleek styling of the Softail Duece is accentuated with chrome all over the bike including a full-length chrome console down the stretched fuel tank. The rear fender and low profile taillights are unique to the Duece. It was hailed as clean, clutter-free design.

2000 FXSTD Softail Duece

Engine: Twin-Cam 88B

Power Output: 63 hp

Top Speed: 115 mph

1901 - William Harley, 21, and Arthur Davidson, 20, begin experiments by adapting bicycles "to take the work out of bicycling".

1903 - First production facility is a 15 foot wooden shed. Arthur's brother, Walter, joins them; the first dealer, C.H. Lang, opens in Chicago and sells one of the three motorcycles built that year.

1907 - William Davidson joins the company; **Harley**-Davidson incorporates with the stock split among the four founders; prototype V-twin built; 150 motorcycles are produced.

1906 - First factory built on Juneau Avenue. Nickname "Silent Gray Fellow" used for the first time.

1908 - First motorcycle sold for police duty to the Detroit, Michigan police.

x1910 - "**Bar & Shield**" logo used for the first time and is trademarked one year later.

1912 - Construction begins on a six story headquarters and main factory building; first international sales with exports to Japan.

1913 - Formally enters motorcycle racing with William **Harley** as the first racing engineer.

1916 - The Enthusiast begins publishing.

1918 - Almost half of production is sold for military use; Army use estimated at 20,000 by the time WWI ends.

1925 - Gas tanks on all models now have distinctive teardrop shape.

1931 - With other competition gone, Harley-Davidson and Indian are the only American motorcycle manufacturers until 1953.

1933 - Styling emphasized to stimulate sales during the Depression; art deco 'eagle' design painted on all gas tanks.

1938 - Jack Pines Gypsies Motorcycle Club holds the first rally in Sturgis, SD.

1941 - Nearly all production of civilian models halted in favor of military models; 90,000 WLA models built and shipped by war's end in 1945.

1947 - Company begins selling what will become the classic black leather motorcycle jacket.

1947 - Bikers' behavior at a July 4th gathering in Hollister, Calif., alters the image of motorcyclists to that of troublemakers in black leather. The events become the basis for the movie "The Wild One," starring Marlon Brando

(although he rode a Triumph in the film).

1953 - "V" logo created for the 50th anniversary to honor the company's distinctive engine design; Indian, the only American competitor, goes out of business leaving H-D as the sole U.S. manufacturer for the next 46 years.

1956 - Elvis Presley poses for the cover of the May Enthusiast sitting on a 1956 model KH

1969 - Merger with American Machine and Foundry (AMF), a bowling equipment manufacturer

1969 Movie "Easy Rider" features Peter Fonda and "Captain America", a 1951 Harley-Davidson Panhead

1970's - The oil crisis and tooling problems resulting from the merger with AMF hit sales hard

1971 - The company introduces the FX Super Glide in response to the customizing trend

1981 - Senior executives buy back the company from AMF

1983 - ITC places a tariff on all imported Japanese motorcycles 700cc or larger for 5 years to discourage Japanese from stockpiling inventories in the U.S. in response to Harley-Davidson's petition

1986 - Harley-Davidson is publicly traded for the first time since the AMF merger with its AMEX listing; moves to the NYSE in 1987

1998 - First operation outside the U.S. with opening of an assembly plant in Brazil

2003 - Celebrates 100th Anniversary with an open-road tour ending with a motorcade of

10,000 motorcycles through Milwaukee

Photographs courtesy of the Harley-Davidson

Motor Company Archives and Dorling Kindersley Ltd.

Sources: The Complete Harley-Davidson: A Model-by-Model History of the American Motorcycle by Tod Rafferty, MBI Publishing Company, Osceola, Wi., 1997, <http://www.harley-davidson.com>

Text by Sandy Date, Robert Jansen and Tony Kennedy

Star Tribune graphic/ Jim Freitag and Ray Grumney

GRAPHIC: CHART; PHOTO

LOAD-DATE: August 27, 2003

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 33

*THE HUNDRED HARLEY YEARS St. Louis Post-Dispatch (Missouri) August 27, 2003
Wednesday Five Star Late Lift Edition*

Copyright 2003 St. Louis Post-Dispatch, Inc.
St. Louis Post-Dispatch (Missouri)

August 27, 2003 Wednesday Five Star Late Lift Edition

SECTION: EVERYDAY MAGAZINE; Pg. E1

LENGTH: 466 words

HEADLINE: THE HUNDRED HARLEY YEARS

BYLINE: Daniel P. Finney Source: H-D Inc.

BODY:

1903 -- William S. Harley and Arthur Davidson produce the first Harley-Davidson motorcycle.

1905 -- An H-D wins a 15-mile race in Chicago with a time of 19 minutes, 2 seconds. The first full-time employee is hired in Milwaukee.

1907 -- **Harley**-Davidson Motor Co. is incorporated.

1908 -- The first motorcycle sold for police duty is delivered to the Detroit Police Department.

1910 -- The **bar and shield** logo is used for the first time, trademarked a year later.

1914 -- Sidecars make their debut on H-D motorcycles.

1920 -- **Harley**-Davidson becomes the largest motorcycle manufacturer in the world. H-Ds can be bought from more than 2,000 dealers in 67 countries.

1925 -- H-D introduces the teardrop shape for all gas tanks, a staple of design.

1928 -- Front-wheel brakes are made available on all Harley-Davidsons.

1931 -- Harley-Davidson and Indian (Hendee Manufacturing) are the only American motorcycle manufacturers and will remain so until 1953, when Hendee goes out of business.

1933 -- An art-deco eagle is painted on the side of all gas tanks, marking the beginning of graphic designs on Harley-Davidson motorcycles.

1938 -- The Jack Pine Gypsies Motorcycle Club holds the first Black Hills Rally in Sturgis, S.D.

1947 -- Harley-Davidson begins selling the classic black leather motorcycle jacket.

1956 -- Music sensation Elvis Presley appears on the cover of the May edition of "The Enthusiast," a Harley-Davidson fan publication that began in 1916.

1960 -- The Harley-Davidson Topper motor scooter is introduced.

1964 -- The three-wheeled Servi-Car becomes the first H-D cycle fit with an electric starter.

1971 -- H-D produces its first snowmobile.

1981 -- A group of 13 Harley-Davidson executives buys the company back from AMF. The phrase "The Eagle Soars Alone" becomes a rallying cry.

1983 -- Harley-Davidson Owners Groups, or H.O.G., start nationwide.

1986 -- Harley-Davidson purchases Holiday Rambler Corp., maker of motor homes and campers.

1987 -- The NYSE lists Harley-Davidson as ticker symbol HDI, the first public offering of Harley stock since the 1969 merger with AMF.

1988 -- The Harley-Davidson Traveling Museum begins a nationwide tour, displaying memorabilia, classic H-Ds and a history of the H-D rider.

1990 -- The first Fat Boy is produced.

1995 -- The Harley-Davidson Road King is produced, bringing the feel of a luxury car to a two-wheel bike.

1998 -- More than 140,000 riders descend on Milwaukee to celebrate H-D's 95th anniversary.

2001 -- Harley-Davidson rider Jennifer Snyder, 17, becomes the first woman to win the Formula USA National Dirt Track Series.

2003 -- Harley-Davidson celebrates its centennial with "The Ride Home" in Milwaukee, with events beginning today and running through the weekend.

Source: H-D Inc.

GRAPHIC: PHOTO; (1) Photo Headshot - William S. Harley; (2) Photo Headshot - Arthur Davidson; (3) Photo - (Policeman standing next to his Harley-Davidson motorcycle); (4) Color Photo - (Harley-Davidson black leather jacket); (5) Photo - (Harley-Davidson motorcycle with a sidecar; man driving, woman in sidecar)

LOAD-DATE: August 27, 2003

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 34

EARLY RUMBLINGS;THE FIRST 25 YEARS Milwaukee Journal Sentinel (Wisconsin) August 27, 2003 Wednesday

Copyright 2003 Journal Sentinel Inc.
Milwaukee Journal Sentinel (Wisconsin)

August 27, 2003 Wednesday SOUVENIR EDITION

SECTION: WRAPPER; Pg. 01S

LENGTH: 134 words

HEADLINE: EARLY RUMBLINGS;
THE FIRST 25 YEARS

BODY:

Wednesday, August 27, 2003

The dawn of a new century.

Ideas are taking wing. The country is looking forward.

And in Milwaukee, a legend is born.

Humbly. In a shed.

William **Harley** and Arthur Davidson begin cranking out motorcycles. Walter Davidson, a brother of Arthur's, joins them. William Davidson, another brother, joins too.

In 1907, **Harley**-Davidson is incorporated. In 1909, the V-Twin powered motorcycle is introduced. In 1910, the "**bar and shield**" logo is born.

The motorcycle is entered in races, endurance contests, hill climbs. It wins. Again and again.

Word spreads: This motorcycle is tough.

Police departments start using it. The Army uses it.

And as the first quarter-century closes, **Harley**-Davidson has become the largest motorcycle manufacturer in the world.

LOAD-DATE: August 29, 2003

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 35

*On the road again ; Motorcycle sales up as ex-riders return San Antonio Express-News
(Texas) September 26, 2003, Friday*

Copyright 2003 San Antonio Express-News
San Antonio Express-News (Texas)

September 26, 2003, Friday , METRO

SECTION: S.A. LIFE; Pg. 1F

LENGTH: 775 words

HEADLINE: On the road again ; Motorcycle sales up as ex-riders return

BYLINE: Richard A. Marini

BODY: It was fortunate Steve Harrison waited until a Sunday afternoon recently to take his brand-spanking-new Kawasaki Vulcan 1600 c.c. motorcycle on its inaugural spin. That's because no one was around as he turned slowly out of his driveway and laid the bike down.

"I was only going about two miles an hour, but the bike weighs almost 700 pounds," he recalls with a slightly embarrassed grin. "It tipped over so slowly, I was able to step away and not get hurt."

He says if any of his neighbors saw him, they've been too polite to say anything.

This isn't the first time the 47-year-old has owned a motorcycle.

"Twenty years ago I had a little Suzuki 65 c.c. bike I tooled around the Mojave Desert on," he says. "But when I got married and we started raising a family, it didn't fit in. So I sold it."

About six months ago he started to feel "a little spark" of interest in riding again. So, after much research, he purchased the sleek new bike in what he calls "midlife crisis red."

Harrison's story isn't unique. Industry experts say they're seeing more and more so-called "re-entry riders" on showroom floors. These are buyers who, like Harrison, used to ride, gave it up for a time and are now rediscovering the sport. As a result, motorcycle sales are skyrocketing. Since 1997, they're up 163 percent nationwide and more than 128 percent in Texas, according to the Motorcycle Industry Council, a trade association.

"These are the people who started riding in the '60s and '70s on small, 50 to 90 c.c bikes," says John Seidel, a spokesman with the motorcycle division of American Honda Motor Company. "Now that their kids are grown and they've got the money, they're getting back into it."

Combining the ability to afford a bigger, more powerful bike with the maturity that comes with age, they're also more likely to take a motorcycle training course. As a result, the industry-sponsored Motorcycle Safety Foundation has developed new training curricula to accommodate riders with different skill levels (see accompanying article).

Although the council doesn't track the number of re-entry riders specifically, their numbers are reflected in the fact that today's motorcycle buyers are older than they used to be. The median age has increased from 24 in 1980 to 38 in 1998 (the most recent statistics available).

"There are definitely more older people riding these days," says James C. Markwell, who is 70 years old and for years owned the Hog Haus motorcycle shop on Hildebrand Avenue. "Back when I started riding, you hung up your handlebars when you turned 50, 55 years old."

According to the 2002 Motorcycle Statistical Annual published by the Motorcycle Industry Council, buyers are also wealthier and better educated.

The reason for these changes in demographics is simple, says Tom Lindsay, a spokesman with the American Motorcyclist Association.

"It's the baby boomers. They're the ones who are making up this re-entry rider market."

Some longtime riders have watched this development warily.

"A lot of riders have stopped going to Daytona (site of the Daytona Bike Week, called the world's largest motorcycle event) because there are too many yuppies," says Donney Pena, 44. Pena rode a Harley-Davidson bike as a teenager but says he "backed away from it" while he and his wife were raising their children.

"It's not resentment so much, as there are some walls, some dividers (between the two groups)."

While the age of the average motorcycle buyer continues to increase, industry experts say they haven't forgotten the younger buyers.

"There's booming growth in off-highway bikes," says Elisabeth Piper, a spokeswoman with the Motorcycle Industry Council. "If you go to a motocross competition you'll see the audience is made up primarily of young people and families."

Expectations are that today's young off-road fans will evolve into tomorrow's street riders.

The industry also hopes to attract future riders by selling the motorcycle "lifestyle" to those still too young to drive. The primary weapon is licensed products. For example, last year **Harley-Davidson** sold \$232 million worth of general merchandise (anything other than bikes and parts), up from \$115 million just four years ago. These are usually emblazoned with **Harley's** ubiquitous **bar-and-shield** logo and range from T-shirts and hats to pet products and - for the "bad girl" bride - wedding night garter belts.

Apparently not all these licensed products are intended to attract only future motorcycle buyers.

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GRAPHIC: PHOTO: BILLY CALZADA/STAFF ; PHOTO: MOTORCYCLE INDUSTRY COUNCIL ;

PHOTO: MOTORCYCLE INDUSTRY COUNCIL : TOP: Baby boomers are fueling motorcycle sales. ;

LEFT: Steve Harrison, 47, is enjoying his new Kawasaki Vulcan 1600 c.c. motorcycle. He owned a small Suzuki 20 years ago. ;

Today's motorcycle buyers are wealthier and better educated.

LOAD-DATE: September 26, 2003

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: The logo consists of a dark, irregular shape with the words "JESUS", "HOLY DIVINE SON", and "CHRIST" stacked vertically in white, uppercase letters.

Exhibit 36

*BORN TO BE MILD/ Harley riders now tend to be older, professional types The Gazette
(Colorado Springs, Colorado) December 9, 2003 Tuesday*

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The Gazette (Colorado Springs, Colorado)

December 9, 2003 Tuesday

SECTION: LIFE; Pg. LIFE1

LENGTH: 1571 words

HEADLINE: BORN TO BE MILD/ Harley riders now tend to be older, professional types

BYLINE: DAVE PHILIPPS; THE GAZETTE

BODY:

The Harley-Davidson rider is a legend in leather. He's freedom and the open road. He's a nomad with bugs in his teeth.

He's a hairy, tattooed cop-hater who likes to drink whiskey and pound his greasy knuckles into anyone who looks at his old lady wrong.

Or at least he was.

Take a look beneath the leather today and the new biker outlaw is more likely to be a dentist or consultant, or even a cop, getting just a little wild on the weekend.

It's been 100 years since Harley-Davidson made its first motorcycle in a one-room shack in Milwaukee, and now an aging baby-boomer gang of professionals has taken over the motorcycle's youthful, rebellious image.

"Bikers aren't all guys with long hair smoking dope. I have no desire to get a tattoo," said Ed Sauer, 55, president and CEO of The Bank at Broadmoor who rides a 2002 Harley-Davidson Dyna Glide Wide. "I just love the freedom and excitement of my bike. When I'm out on the open road, my mind clears. I don't think about the bank at all."

The small gang Sauer rides with consists of an attorney and two dentists - not exactly the Hell's Angels.

"We're very safe and sensible," Sauer said. "We always wear helmets. We're not too big into going really fast, and absolutely will not drink and ride."

Sauer's gang has plenty of company. Boomers seeking freedom and rebellion have driven 17 years of record sales for Harley. The company built 300,000 bikes this year, and the local dealership has grown from a small metal building with modest sales to a 40,000-square-foot boutique jammed with gleaming chrome.

"We all feel confined by this corporate world we live in, and this is our way to buck the system," said Genevieve Schmitt, 39, as she rolled her Harley-Davidson Dyna Glide Low Rider out of her Mountain Shadows garage. "Plus, for a lot of people, it's the empty nest thing. The kids are gone and they finally have a little disposable income."

As editor of Woman Rider magazine, Schmitt is keenly aware of the explosion in the number of mild-mannered "suits" buying Harleys in the past 10 years - though she might be on the young side of the ridership. According to Harley-Davidson, the median age for the riders of its bikes has crept up from 35 to 48 in slightly over 10 years. One of the big American bikes even rumbled its way onto a recent cover of AARP magazine, which has 35 million members of retirement age.

Norm Dreyer, 47, a close friend of Schmitt, was never a biker but he took his first wobbly ride when he was 40 because it looked fun.

"My son says it's a mid-life crisis. I say, 'yeah, you're just jealous,'" he said.

SAFE AND SENSIBLE

Though these Harley owners don the tough-looking leather outfits and "still got it" attitude and roar off for weekend outings to leave life's worries behind, the safe, sensible and generally sober riders are more mild than wild.

Are they trying to rebel against something? If you ask, don't expect the classic answer, "Whaddya got?" from the 1950s biker movie, "The Wild One."

"I don't really see it as rebelling," Sauer said. "It's just a joy. Some people climb fourteeners. Some collect butterflies. Riding is the same thing."

But why has the age of riders been creeping up over the past decade when, one assumes, the age of peak climbers and butterfly watchers has stayed steady?

Sauer blames the price tag.

Harley has become the Cadillac of motorcycles. A new bike costs \$5,000 to more than \$20,000. Sauer's bike, with "all the chrome goodies," costs about \$27,000.

Comparable Japanese bikes cost less and are favored by younger riders, but middle aged riders with disposable income are able and willing to pay the premium for a piece of American heritage.

AN AMERICAN LEGEND

Today, many view Harley as an American legend but the rumbling bikes were just another brand until after World War II, when they got in with the wrong crowd, says Jim Wear, 40, owner of High Country Custom Cycles.

To understand how the Harley profile has shifted so drastically, you have to understand how Harley got its tough reputation, said Wear.

After the war, he said, disillusioned veterans with no interest in rejoining society formed gangs like the Hell's Angels.

"You had this whole outlaw faction that had done some really crazy, intense stuff during the war and weren't satisfied with boring '50s milquetoast culture," said Wear, who got his first "chopper" Harley when he was 16.

Many outlaws ended up on Harleys and a variety of European bikes, taking thrill-seeking road trips and raising hell in small towns. Hollywood picked up on the stereotype of bikers as bad-guys in movies such as 1954's "The Wild One," in which Marlon Brando and a band of no-good hoodlums run amok (though not all on Harleys).

Media fascination with the Harley-riding Hell's Angels in the 1960s, coupled with the 1969 cult classic "Easy Rider," permanently paired Harley and rebellion in the baby boomer imagination.

IMAGE TOUGH TO SHAKE

Harley fought the label for a long time, designing advertisements, says Wear, that showed "Wally and June Cleaver-types on the bikes."

The ads didn't work.

In the 1970s, competition from cheaper, more dependable Japanese bikes and increasing quality problems nearly drove Harley into bankruptcy. The only people riding Harleys, Wear said, "were cops and criminals."

Then in 1981, Harley's own upper-level managers saved the brand by buying it from the parent company. They were determined to bring the American legend back and weren't afraid to use its grimy past to sell new bikes.

"The company figured out people want to be a thug on the weekend, so they embraced that bad boy image," Wear said.

"I mean, an accountant in a business suit may not get a lot of attention, but he gets on a Harley in leather and people notice him, especially women."

The company targeted professionals who had an anti-establishment flair. It also took care of the quality problems that had been plaguing Harley.

"All the sudden, you couldn't keep bikes in stock, because anyone could buy this bike and have a ready-made lifestyle," Wear said.

Now "Rolex riders," as Wear calls Harley's new clientele, outnumber the American bike's original blue-collar followers, but Wear said being a minority isn't so bad.

"Hell, in a big rally you may have a banker riding with you or somebody who's been in it since day one," Wear said. "They all look the same. A lot of times, just by looking at them, you can't tell."

CONTACT THE WRITER: 636-0223 or dphilipps@gazette.com

CHRONOLOGY

1903 - William **Harley**, 21, and Arthur Davidson, 20, build their first three motorcycles in a one-room shack in Milwaukee.

1910 - **Harley's "Bar & Shield"** logo is used for the first time.

1914 - Sidecars are made available to **Harley**-Davidson buyers.

1917 - One-third of all **Harley**-Davidson motorcycles produced are sold to the U.S. military.

1920 - By this time, **Harley**-Davidson has become the largest motorcycle manufacturer in the world. New motorcycles can be purchased from more than 2,000 dealers in 67 countries worldwide.

1925 - Gas tanks on all models now have a distinct teardrop shape. This basic appearance is set for all subsequent Harley-Davidson motorcycles.

1930s - Production drops by more than half during Great Depression.

1945 - At the end of World War II, Harley-Davidson has produced 90,000 motorcycles for military use. Wasting no time, production of civilian motorcycles resumes.

1953 - Hendee Manufacturing, the creator of the Indian motorcycle, goes out of business. Harley-Davidson is the sole U.S. motorcycle manufacturer for the next 46 years.

1969 - Sales fall as consumers migrate to cheaper, more dependable Japanese motorcycles.

1979 - Harley's share of the domestic motorcycle market plummets from 80 percent in 1969 to 20 percent.

1981 - Thirteen Harley-Davidson senior executives buy the company, now on the brink of bankruptcy, and reorganize it.

1987 - Harley-Davidson is listed on the New York Stock Exchange.

1990s - Sales explode as baby boomers embrace Harley's heritage.

2003 - The company produces 290,000 motorcycles.

SOURCE: Harley-Davidson and Gazette Research

HOG WILD/ SHOPPING FOR HARLEY-DAVIDSON PRODUCTS

Got a Harley fan on your holiday gift list? Pick from any number of Harley books, toy cars and odds and ends. Good places to search online include bn.com, amazon.com and harley-davidson.com. Or check area Harley dealers. A few of the items you can find online:

"100 Years of Harley-Davidson," by William G. Davidson. Published last year, this hardcover tome has a list price of \$65. c "The Harley- Davidson Century," by Darwin Holmstrom (Editor), David Dewhurst and Jeff Hackett. Also published last year. Lists for \$50.

"Jean Davidson's Davidson Family Album: 100 Years of the World's Greatest Motorcycle in Rare Photos," by Jean Davidson, Sarah Harley and Arthur Harley Davidson. The author is the granddaughter of one of the founders, and has included many personal photos. Released this year; lists for \$19.95.

Power Wheels **Harley**-Davidson Little Rider, from Fisher-Price. Available at toysrus.com for \$99.99. For older kids, spend the extra \$100 and get the Power Wheels **Harley**-Davidson Motorcycle.

Harley-Davidson Monopoly, available at www.imaginarium.com for \$34.99

Lynyrd Skynyrd **Harley** Nights T-Shirt, \$18.95 at www.tshirtking.com.

Bar & Shield Hand-Held Bottle Opener, with engraved **Harley**-Davidson logo. \$10 at www.harley-davidson.com

Harley camisole "for her." Camisole has adjustable straps and is lined with a soft cup bra. \$35 at www.harley-davidson.com

GRAPHIC: COLOR PHOTO
INFOBOX

Caption: PHOTOS BY KEVIN KRECK, THE GAZETTE - GET YOUR MOTOR RUNNIN': Ed Sauer, president and CEO of The Bank at Broadmoor, and his 2002 Harley-Davidson Dyna Wideglide.

WRITER'S RIDE: "We all feel confined by this corporate world we live in," says Genevieve Schmitt, editor of Woman Rider magazine, "and this is our way to buck the system."

LOAD-DATE: May 26, 2007

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 37

Future Harley-Davidson-Ford F-150: 'It's black of course' Duluth News-Tribune JANUARY 8, 2005 Saturday

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Duluth News Tribune
Found on DuluthNews.com
Duluth News-Tribune

JANUARY 8, 2005 Saturday

SECTION: Pg. NATL

LENGTH: 747 words

HEADLINE: Future Harley-Davidson-Ford F-150: 'It's black of course'

BODY:

When the first Harley-Davidson edition of the new Ford F-150 truck is unveiled at the North American International Auto Show, it will lay claim to an American dream: a vision of magnificent-looking, powerful machines, a little "attitude" and the open road.

In its interior, the new Ford Harley-Davidson F-150 follows the quintessential Harley high-style formula of black leather and chrome to help bring that dream to life, with support on the outside from the 22-inch forged-aluminum wheels that many owners had been clamoring for.

Beneath its somewhat menacing, monochromatic black exterior, the vehicle has a 5.4-liter, 3-valve Triton® V-8 and a choice of 4x2 or all-wheel drive (AWD). A specially tuned exhaust system delivers a powerful, throaty rumble.

"The word custom is always first and foremost in our minds when we work with Ford on these trucks," said Willie G. Davidson, senior vice president and chief styling officer, Harley-Davidson. "For the 2006 Ford Harley-Davidson F-150, we've really leaned into the custom look of classic monochromatic black and chrome. And we've made it even more of a standout with pace-making cues like the bold custom grille and massive forged rims."

Those treatments are gracing the seventh limited-edition truck that Ford has developed with Harley-Davidson since their collaboration began in 1999. So far, Ford has sold about 50,000 of its custom Ford Harley-Davidson edition trucks and plans to build about 10,000 Harley-Davidson® F-150s beginning next fall at the Dearborn Truck Plant in Michigan.

The vehicle has a specially tuned performance sport handling suspension and its Triton® engine has a variable camshaft timing system that allows valves to be operated at different points in the combustion cycle, precisely tailored to engine speed and load at any given instant. A solid and stable fully boxed frame with hydroformed front rails provides for exceptional handling, ride and quietness with minimal shake and shudder on rough roads.

"We worked to nail every aspect -- starting with quality and durability -- developing precise steering and handling that fits the truck's unique personality," said Mike Massara, vehicle program manager for the Ford Harley-Davidson Alliance.

Then there was the fine-tuning of that exhaust sound. "The sound presence had to be menacing," Massara said. "This truck's distinctive rumble adds as much to its personality as the signature sound you would expect from a Harley-Davidson."

From the beginning, style also set the series apart. So did an ongoing dialogue with Ford F-150 and Harley-Davidson fans over the years.

"Some of our design themes have raised eyebrows in-house in the past -- black and orange vehicles and flame details aren't exactly what you'd expect from a conventional Ford product," said Gordon Platto, chief designer, Ford Harley-Davidson F-150 and F-Series. "That's the point. These are custom trucks. They aren't designed for everyone. Judging from what our customers are telling us, we've been right on with each model. They love what we're doing."

For the new F-150 version, a hot-rod inspired custom scalloped red stripe, outlined in electric blue, runs along the beltline, or midsection. High-gloss Piano Black interior cues and chrome detail unify the cockpit with what designers describe as a menacingly dark exterior.

Twenty-inch polished and forged-aluminum rims are a first for any F-150. The robust, 22-inch, polished and forged-aluminum rims -- a first for any F-150 -- have a split five-spoke design, exposed lug nuts and the distinctive **Bar & Shield** logo on the center caps. The massive wheels give this ride undeniable attitude, designers said.

That feature, incidentally, didn't come to pass without considerable engineering and design efforts. "It took about two years of engineering and development to get 22-inch wheels on this F-150," explained Massara.

As one might expect, styling tops the list of reasons why truck owners choose Ford **Harley-Davidson** trucks, according to Ford Motor Company research.

Customers also have strong affinities for both the Ford and Harley-Davidson brands. Nearly two-thirds of owners report they purchased their Ford Harley-Davidson truck because of both Ford and Harley-Davidson's reputation.

Davidson said the close collaborative working relationship between the Ford and Harley-Davidson studios is rooted in mutual respect and a shared commitment to developing great designs.

LOAD-DATE: September 6, 2005

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 38

The changing face of Harley; Chairman and chief executive officer Age: 65 2004 pay: \$4.6 million, including salary, bonus and all other compensation Options value: \$16 million (Dec. 31) Shares: 1.4 million (Jan. 31) Background: Bleustein joined Harley-Davidson in 1971, and was promoted into a variety of executive positions, culminating with his appointment as CEO in 1997 and election as chairman in 1998. Bleustein will retire as CEO on April 30, but will continue to serve as chairman. Education: The Scarsdale High School graduate received a bachelor's degree in mechanical engineering from Cornell University. Personal: Two sons and two grandsons Residence: Suburb outside of Milwaukee The Journal News April 18, 2005 Monday

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The Journal News

April 18, 2005 Monday

SECTION: BUSINESS; Pg. 1D

LENGTH: 2677 words

HEADLINE: The changing face of Harley; Chairman and chief executive officer Age: 65
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University. Personal: Two sons and two grandsons Residence: Suburb outside of Milwaukee

BYLINE: Julie Moran Alterio

BODY:

Julie Moran Alterio

The Journal News

People sometimes ask Karna Shelton if she has a tattoo. It's not a question most grandmothers have to answer, but then again most grandmothers aren't sitting on a Harley-Davidson wearing jeans and leather.

"I'll be 60 this year, and enjoying every minute of riding," she said.

Shelton didn't feel this way 14 years ago when her husband asked her to join him in his new hobby after he bought a used Harley.

"I had never liked motorcycles. They always scared me," she said.

But the couple were in the habit of doing everything with each other, from shopping to cooking to cleaning, and Shelton didn't want to dash her spouse's dream of hitting the road together. She told him she'd think about it.

"A month later, he surprised me with lessons for Mother's Day, and I didn't have the heart to tell him I didn't want to do it," she said.

Although she's a widow today, Shelton rides every Sunday in the summer with the Westchester Harley Owners Group.

An executive secretary who lives in White Plains, Shelton said it's not a pastime she imagined would fill her golden years. When she was young, women riders were almost unheard of in her circles.

"If you were a woman rider, you were macho and tough, and women didn't do that," she said.

The stereotypes might linger, but more women will be throwing a leg over a motorcycle seat as riding season begins this month.

That's good news for Harley-Davidson Inc., which reports that about 10 percent of its buyers today are women, up from about 2 percent in the late 1980s and early 1990s.

The venerable American motorcycle manufacturer, which celebrated its 100th anniversary in 2003, wants its customers in the next century to reflect America's changing demographics.

The company reports that the average buyer of a Harley-Davidson today is a married man in his mid-40s with a household income of about \$81,400.

Just 1 percent of sales are to African Americans and 3.4 percent are to Hispanics. Overall, people of ethnic descent make up just 8 percent of purchasers.

"Purely from a business perspective, women make up over 50 percent of the population, Hispanics are the fastest-growing minority group. African Americans have excellent purchasing power. All of those groups certainly have the economic ability to be part of our future customer base," said Kathleen Lawler, Harley-Davidson's vice president of communication.

In recent years, Harley-Davidson hasn't had too much trouble attracting more customers - despite selling motorcycles that it acknowledges can cost as much as 50 percent more than comparable rivals.

Harley-Davidson's 23.7 percent of the market is second only to Honda's 27.4 percent in the United States, according to the Motorcycle Industry Council.

In the category of heavyweight motorcycles with bigger engines, Harley's market share is 49.5 percent. Honda is No. 2 with 18.7 percent of that segment, which accounts for about half of U.S. motorcycle sales.

Last year, the company shipped 317,289 Harleys - 9 percent more than the year before. Its stock price reflected its success - the company's market value even topped General Motors' last month after the car maker predicted a loss. Putting that in perspective, Harley's \$5.02 billion in sales are just 2.6 percent of GM's \$193.5 billion.

But last week, the chrome patina clinging to Harley-Davidson was looking a bit less shiny after executives reported that U.S. retail sales were flat in the first quarter. The company also warned that it would ship just 329,000 motorcycles this year instead of the original target of 339,000 and nixed its goal of selling 400,000 machines in 2007.

Shares fell \$9.84, or 17 percent, to close at \$48.93 on Wednesday before hitting a new 52-week low of \$45.66 on Friday.

Ivan Feinseth, director of research at Matrix USA in New York, said the market might have been overreacting in light of an overall slowdown in retail consumer spending. But he doesn't question Harley's need to attract more buyers, though he wonders whether women are the way to go.

"If I was in marketing of Harley-Davidson, I wouldn't go after women. I'd go after people who ride motorcycles," Feinseth said. "I really don't think a random woman on her own wakes up and says, 'I'd like to buy a motorcycle today.' I would think their interest would be triggered by someone in their life with a motorcycle."

It's a challenge that Harley-Davidson readily acknowledges.

"Without question, helping our products to become relevant to the lives of women and minorities is going to take time, and we recognize that," Lawler said. "Riding a motorcycle isn't necessarily the first thing that women think of, but we're going to be talking to women and helping them become more familiar with it, particularly women who have active lifestyles."

Shifting the image of a motorcycle rider from leather-clad rebel to next-door neighbor is the first step, and Harley is tapping the power of the media to change people's perceptions.

In the past year, the company has held "Harley-Davidson 101" events for journalists from women's magazines such as Oprah, Shape and Jane as well as publications in minority communities.

Landing a feature in a magazine such as Jane - whose readers are 87 percent women with a median age of 29 and household income of about \$75,000 - could convince women to picture themselves on a motorcycle.

"The idea is role modeling," Lawler said. "If a woman sees that other women have done it, and hears them talk about how they did it, why they did it and how much fun it was, and how easy it was to get involved, they may say, 'Wow, I can do that.' "

Diane Howells, the 33-year-old owner of the Motorcycle Safety School at Yonkers Raceway, said women are starting to get the message that it's OK to ride.

Almost a quarter of her 971 students so far this year are women - up from about 18 percent in 1999 when she started the school

"Socially, it's more accepted and women are realizing that it's fun," Howells said. "It's still not mainstream, but women are coming along."

Christine Getting of Somers started riding her own bike at age 38 after years spent on the back of her husband's motorcycle.

"One day I decided to do a motorcycle rally with him. I'm sitting on the back of his bike, and I saw woman after woman come riding into this rally on their own bikes. I said to my husband, 'I can do this,' " Getting recalled.

Now 53, Getting has become a mentor to women riders. She started a Ladies of Harley chapter within the Westchester Harley Owners Group about 12 years ago. Back then, there were about five women riders in the club. Today, there are almost 20.

"A woman that really has a desire to ride can ride and will ride. The fact that it was once a man's sport is not really a reality any more," she said.

The Ladies of Harley, or LOH, aren't afraid to show their feminine side. The women take a yearly spa weekend ride to New England that includes an overnight at a bed-and-breakfast and sight-seeing.

The women also have formed the "chrome knitters" and make caps for premature babies at Westchester County Medical Center.

There's also a Harley Owners Group in Rockland with its own LOH chapter.

Member Carol Zachmann said she does get some "good-natured ribbing" from the men in the club, partly inspired by her hot pink work boots, she admits.

"A couple of the guys will say, 'You've got to be kidding about wearing those.' "

As a woman in the traditional feminine job of secretary, Zachmann said people are surprised to learn she's a Harley rider.

"You'll get a double take. 'You ride a Harley?' "

She likes the idea that she's helping to change the stereotype of a motorcycle rider.

"We're not bad people," she said. "We're secretaries. We're doctors. We're telephone repair people. We're paralegals. We're moms. We're sisters. We're daughters."

Brenda Thatcher, president of Motor Maids Inc., a Michigan-based national women's motorcycling club that's been around since 1940, said she has 800 members today, up from 500 five years ago.

Despite the increase, she said the perception of motorcycling as a man's sport persists even among women. "There are still a lot of women out there who think they belong on the back of a bike," she said. "We preach that you can ride a motorcycle and still be a lady."

Harley-Davidson is reaching out to Motor Maids, along with clubs with an ethnic focus, such as the Latin American Motorcycle Association, to become more visible to potential customers.

"One of the things we have to do is to inform women, African Americans, Hispanics and Asian people that we have a great product line. Right now, we're not on the radar screen for many people," Harley's Lawler said.

Manhattan resident Ralph Gentry, director of the National Association of Black Bikers, attended one of Harley's media events in September. "Harley-Davidson is one of the few manufacturers that is actually reaching out to the urban market," he said.

Despite the wooing, Gentry is convinced that Harley will have a hard time attracting younger black riders who favor sportier bikes rather than cruisers suited for cross-country drives.

A 34-year-old who has been riding since 1989, Gentry said he admires Harleys but prefers to ride a sporty Suzuki. "They're not built for speed. They're built for taking your time and enjoying the weather."

Gentry's perceptions are backed up by data from the Motorcycle Industry Council, which reports that the lightweight sports bike segment of the motorcycle market has the highest percentage of minority owners.

Though just 4 percent of motorcycle riders overall are African Americans, nearly 10 percent of sports bike owners are black and 6 percent are Hispanic.

For Paul Speid, deciding against a Harley isn't a matter of his African American race but his

age. The 42-year-old New York Transit Authority employee from Mount Vernon said he considers himself too young for a Harley and plans to buy a sportier bike.

"They are very nice bikes, but with Harley, they are mostly cruisers, and that's something for an older gentleman," he said.

That feeling is shared by 20-year-old Nick Barghout of Mount Kisco, who recently purchased his first motorcycle, a sporty Yamaha.

Buying a Harley was out of the question. "They're good bikes, but not for me. Maybe when I'm like 45 or 50," he said.

Reaching new riders such as Barghout is one reason Harley created its own training program, dubbed Rider's Edge. In its fourth year, 20,000 people enrolled - about 40 percent were women.

One thing Harley is not doing is building any "pink" machines or otherwise tailoring its motorcycles specifically for women. That said, new models with more flexible ergonomics and a lower seat for people who are shorter have made riding more comfortable for some women.

"We spent a lot of time talking to women, and what they say to us is they are interested in Harley-Davidson because of what it can do for their own self-esteem, because of what it can do for their own sense of individuality and the whole idea of the open road and freedom," Lawler said. "We think to make over our product for women is not what women would want."

Reach Julie Moran Alterio at jalterio@thejournalnews.com or 914-694-5228.

1903: William S. Harley and the Davidson brothers, Walter and Arthur, build their first motorcycle, above.

1907: **Harley**-Davidson Motor Co. is incorporated on Sept. 17. William A. Davidson, brother to Arthur and Walter, quits his job as tool foreman and joins the company.

1908: The first motorcycle sold for police duty is delivered to the Detroit police department.

1909: **Harley**-Davidson introduces its signature V-twin engine.

1910: The trademark "**Bar & Shield**" logo is introduced.

1917-1918: **Harley**-Davidson produces 17,000 motorcycles to serve the U.S. Allied forces in World War I. One day after the signing of the Armistice in 1918, Corporal Roy Holtz of Chippewa Falls, Wis., is the first American to enter Germany. He is riding a **Harley**-Davidson.

1930s: **Harley**-Davidson and Indian (Hendee Manufacturing) are the sole U.S. motorcycle manufacturers to survive the Great Depression.

1933: An art-deco "eagle" design is painted on all gas tanks. This marks the beginning of graphic designs on Harley-Davidson motorcycles. This styling decision was made in part to stimulate the low sales caused by the Great Depression.

1941-1945: Nearly all Harley-Davidson manufacturing supports the World War II effort, with more than 90,000 motorcycles used by Allied forces.

1947: Harley-Davidson begins selling its classic black leather motorcycle jacket.

1953: Hendee Manufacturing, the creator of the Indian motorcycle, goes out of business.

1956: Elvis Presley poses for the cover of the Harley-Davidson magazine, The Enthusiast, sitting on a 1956 model KH.

1969: Harley-Davidson merges with the American Machine and Foundry Co. (AMF)

1981: Thirteen Harley-Davidson senior executives purchase the company from AMF.

1982: Harley-Davidson successfully petitions the U.S. federal government for tariffs on imported Japanese motorcycles entering the U.S. market, which is granted April 1, 1983. The tariff is scheduled to end five years later.

1983: Harley Owners Group is established.

1986: Harley-Davidson is listed on the American Stock Exchange at an initial price of \$11 a share.

1987: Harley-Davidson is listed on the New York Stock Exchange.

Harley-Davidson petitions the International Trade Commission for early termination of the tariffs on heavyweight motorcycles.

1998: Harley-Davidson buys Buell Motorcycle Co.

2001: Harley-Davidson introduces its VRSC V-Rod, its first motorcycle with a liquid-cooled engine.

2004: Harley-Davidson produces 327,146 motorcycles, including 9,857 Buell models.

Jeffrey L. Bleustein

Other top officers

James A. McCaslin, 56, president and chief operating officer. 2004 pay: \$951,820. Shares: 291,782.

James L. Ziemer, 55, vice president and chief financial officer. 2004 pay: \$867,432. Shares: 502,914.

Donna F. Zarcone, 47, president and chief operating officer, Harley-Davidson Financial Services. 2004 pay: \$974,867. Shares: 88,196.

Gail A. Lione, 55, vice president, general counsel and secretary chief compliance officer. 2004 pay: \$632,888. Shares: 178,317.

Board members

George H. Conrades, 66, former CEO of Akamai Technologies Inc., a provider of e-business infrastructure services and software. He is executive chairman of Akamai. Other board: Cardinal Health Inc.

Sara L. Levinson, 54, president of the Women's Group of Rodale Inc., a publisher. Other board: Federated Department Stores.

George L. Miles Jr., 63, president and CEO of WQED Multimedia, the public broadcaster for southwestern Pennsylvania. Other boards: Equitable Resources Inc., WESCO International Inc. and Westwood One Inc.

Jeffrey L. Bleustein, 65, chairman and CEO, Harley-Davidson. Other boards: Brunswick Corp. and Kohler Co.

Donald A. James, 61, co-founder, equity owner and, since 2002, chairman and CEO of Deeley Harley-Davidson Canada/Fred Deeley Imports Ltd., the largest independent motorcycle distributorship in Canada and the exclusive distributor of the company's motorcycles in Canada.

James A. Norling, 63, chairman of Chartered Semiconductor Manufacturing Ltd.

James L. Ziemer, 55, vice president and chief financial officer, Harley-Davidson. Ziemer will become CEO effective April 30 on Bleustein's retirement. His career at Harley-Davidson has spanned about 33 years.

Barry K. Allen, 56, executive vice president of operations of Qwest Communications International, a broadband Internet communications company. Other board: Fiduciary Management Inc.

Richard I. Beattie, 65, chairman of Simpson Thacher & Bartlett LLP, a law firm. Other board: Heidrick & Struggles International Inc.

Judson C. Green, 52, president and CEO of NAVTEQ Corp., a provider of digital map information for automotive, mobile and Internet navigation systems. Other board: NAVTEQ Corp.

LOAD-DATE: April 19, 2005

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 39

Harley-Davidson sues to get bike shop to stop using name, logo The Associated Press State & Local Wire August 9, 2005, Tuesday, BC cycle

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The Associated Press State & Local Wire

August 9, 2005, Tuesday, BC cycle

SECTION: State and Regional

LENGTH: 322 words

HEADLINE: Harley-Davidson sues to get bike shop to stop using name, logo

DATELINE: CODY, Wyo.

BODY:

Harley-Davidson Inc. has filed suit against a motorcycle shop in an attempt to stop it from using the company's logo and selling its products.

Although Milwaukee-based Harley-Davidson sells its motorcycles and products through more than 600 authorized dealers, Cody Custom Cycle is not one of them, according to the lawsuit filed in U.S. District Court last month.

Cody Custom Cycle, also known as 10-94 Enterprises LC, denies the allegations.

Cody Custom Cycle and Harley-Davidson have tried to work with each other.

But Harley-Davidson claims that the bike shop has resisted efforts to stop selling trademarked products including motorcycles, clothing, patches, tools, helmets, gifts, buckles, food containers, sport knives, cigarette lighters and banners.

While Cody Custom Cycle has authorization from other motorcycle companies, the lawsuit claims the shop promotes itself using **Harley-Davidson** trademarks "far more prominently."

Exhibits filed with the suit include pictures of the shop with the **Harley-Davidson** name and motorcycle company's trademark "**bar and shield**" logo.

Harley-Davidson is seeking reimbursement for the profits and triple damages from Cody Custom Cycle. It also wants the Cody store to destroy all signs, products, marketing material and equipment used to reproduce the company's images.

Cody Custom Cycle, in court documents filed by attorney Laurence Stinson, of Cody, denied wrongdoing, saying it has the legal right to sell **Harley-Davidson** parts and to service Harley-Davidson motorcycles.

Furthermore, Stinson wrote, there is no issue with competition because Harley-Davidson does not have service facilities near Cody Custom Cycle and probably not within 100 miles.

Stinson wrote that Harley-Davidson filed suit to financially harm the Cody business.

The shop's Web site, www.codycustomcycle.com, said it has no relationship with nor is it an agent of Harley-Davidson.

LOAD-DATE: August 10, 2005

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 40

HAPPY HARLEYWEEN! Pittsburgh Post-Gazette (Pennsylvania) October 3, 2005 Monday

Copyright 2005 P.G. Publishing Co.
Pittsburgh Post-Gazette (Pennsylvania)

October 3, 2005 Monday REGION EDITION

SECTION: LIFESTYLE, Pg.S-14

LENGTH: 764 words

HEADLINE: HAPPY HARLEYWEEN!

BODY:
style file

14

SPIRIT HARLEY-DAVIDSON SHOWROOM OF BIKES

THIS CEILING FAN WITH REVERSIBLE FLAME BLADES IS A NEW PRODUCT, \$495.00

LITTLE GIRLS BACKPACK, \$23.95

story by Patricia Sheridan * photos by Annie O'Neill

Black and orange may be the unofficial colors of Halloween, but they are the official colors of Harley-Davidson, America's most enduring motorcycle company. Since 1903, when William S. Harley and Arthur Davidson formed the Harley-Davidson Motor Co. in a shed in Milwaukee, it has represented freedom from convention. That romance with two-wheel travel and the open road continues to attract new riders each year. According to the Motorcycle Industry Council, bike sales have increased for the 12th consecutive year, with female ownership up 10 percent. Considering it was a \$22.8 billion industry, as of 2003 (the most recent statistics available from the MIC), you could say it's the ultimate anti-establishment establishment.

Gangs of buttoned-down businessmen and women are trading in their ties and jackets (at least on the weekends) for leather and a lot of horsepower between their legs. The demographics for Harley Davidson owners may surprise you, especially if you still associate the motorcycle with outlaw gangs and Hells Angels' types.

"Most of our Harley customers are college graduates between the ages of 40 and 75," says Terry Sanford, who founded Spirit Harley-Davidson/Buell Inc. on Glenn Avenue in Glenshaw (off Route 8) with his wife, Donna. "They have their acts together and know what they want," he adds. He predicts the price of gas may have more commuters revving up their

choppers and hogs. "Considering you get nothing less than 40 mpg, and in Pennsylvania you can ride with no problem from April to October, it's a reasonable assumption.

"That's not to say skullcaps and tattoos aren't still a big part of the cycle culture, because no matter what your background, getting into the gear and wearing the leather chaps, jackets and motorcycle boots is half the fun.

It can cost from \$6,995 to \$60,000 to hop on a Harley. "Some custom jobs can go as high as \$150,000," notes Terry.

Spirit Harley-Davidson will be helping riders celebrate their personal "great escapes" at the store's annual Halloween party Oct. 29 with food, live music and a costume party. Proceeds from cup sales (you need a cup to get a drink) will go to a designated charity. "We usually get about 5,000 or more visitors throughout the day and always pick a charity to support," explains Spirit Sanford, whose parents named the store after her. "It sounded better than Honey Harley," says Spirit, explaining why her sister Honey Sanford Lentz's name was not used. Today the store and surrounding facilities encompass 45,000 square feet. It's the official "Pittsburgh" **Harley** dealer. In West Mifflin there is Heritage **Harley**-Davidson.

For a lot of riders it's not just a weekend getaway, it's a lifestyle. That is especially true of **Harley** owners, says Terry Sanford. It may be that **Harley**-Davidson is just a better marketer than the other companies. The range of items branded with that familiar **bar and shield** logo is staggering. From ceiling fans to infant ensembles, shower curtains to coolers -- **Harley**-Davidson has found a way to label it and sell it. The store stocks wedding bands as well as a diamond tennis bracelet (with a **Harley** clasp) that sells for \$9,995. For more information on products or the party, call 412-487-3377 or visit the Web site at www.spiritharley.com

CUTLINES

Harley-Davidson rocking otorcycle, \$119.95

Harley-Davidson bar stool, \$195.00

Spirit Sanford on her 1993 Fatboy Harley-Davidson she named "Trouble"

Little girls backpack, \$23.95

Vintage reproduction tin sign, \$20

Men's leather jacket, \$385 (others range from \$250-\$600)

AT LEFT:

HARLEY-DAVIDSON

BAR STOOL, \$195

AT RIGHT:

HARLEY-DAVIDSON ROCKING MOTORCYCLE, \$119.95

HARLEY-DAVIDSON BAR STOOL, \$195.00

SPIRIT SANFORD ON HER 1993 FATBOY HARLEY-DAVIDSON SHE NAMED "TROUBLE"

SHOWROOM OF BIKES

THIS CEILING FAN WITH REVERSIBLE FLAME BLADES IS A NEW PRODUCT, \$495.00

LITTLE GIRLS BACKPACK, \$23.95

FROM TOP TO BOTTOM:

MEN'S LEATHER JACKET, \$385 (OTHERS RANGE FROM \$250-\$600)

THIS CEILING FAN WITH REVERSIBLE FLAME BLADES IS A NEW PRODUCT, \$495.00

SPIRIT SANFORD ON HER 1993 FATBOY HARLEY-DAVIDSON SHE NAMED "TROUBLE"

LOAD-DATE: October 3, 2005

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 41

This truck's all black, chrome and attitude The Record (Bergen County, NJ) November 27, 2005 Sunday

Copyright 2005 North Jersey Media Group Inc.,
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The Record (Bergen County, NJ)

November 27, 2005 Sunday
All Editions

SECTION: NORTH JERSEY CARS; Pg. C13

LENGTH: 845 words

HEADLINE: This truck's all black, chrome and attitude

BODY:

Ford's king of the road joins another motoring giant to give performance enthusiasts a new definition of custom cool - the 2006 Ford Harley-Davidson(TM) F-150. This limited-edition vehicle draws inspiration from more than a century of tradition at Ford and Harley-Davidson to give customers an F-150 with attitude.

"This truck builds on the legacy of toughness that's been the hallmark of the Ford brand," says Ford President Steve Lyons. "Now, we're giving customers more of everything they love with the boldest Ford Harley-Davidson(TM) F-150 ever - with all-wheel-drive capability, 22-inch polished aluminum wheels and an interior that will take your breath away."

The 2006 Ford Harley-Davidson(TM) F-150 SuperCab is the seventh model to emerge from the alliance that was first forged in 1999. The successful collaboration between these two icons of the open road has produced four F-150 models, as well as Super Duty F-250 and F-350 offerings. This is the first Harley-Davidson(TM) edition vehicle built off the award-winning new Ford F-150 platform.

For 2006, the Ford Harley-Davidson(TM) F-150 SuperCab visually communicates power, dressed in all black, oozing chrome and sporting distinctive Harley-Davidson visual cues. The Black Monotone exterior is accented with a hot-rod inspired custom scalloped red stripe outlined in electric blue running along the beltline, punctuated with the "Harley-Davidson" script.

The custom appearance begins with the bold front-end design, featuring a chrome billet grille and blacked-out headlamps. Based on a SuperCab configuration with a 6-1/2-foot Styleside box, the new 2006 Ford **Harley**-Davidson(TM) F-150 cuts a menacing profile. Beefy 22-inch polished forged aluminum rims - a first for any F-150 - sport a split five-spoke design, exposed lug nuts and the distinctive **Bar & Shield** logo on the center cap. The massive wheels give this ride undeniable attitude.

Between the wheel wells, chrome-accented side tubes help create an integrated appearance and enhance the truck's powerful stance. The side tubes and the unique lower front valence, or chin spoiler, help create a lowered look. Heavyweight genuine zinc die-cast badges on the fenders celebrate the Ford **Harley**-Davidson alliance. Dark tinted smoked-out tail lamps, a

blacked-out bumper and the "Harley-Davidson F-150" badge distinguish the rear. Chrome tie-down hooks and a slash-cut chrome exhaust tip add more street-rod appeal.

Harley-Davidson heritage resonates throughout this new vehicle. Inside, the 2006 Ford Harley-Davidson(TM) F-150 makes a strong statement of custom-inspired refinement, with an underlying tone of authenticity and genuineness that has been the hallmark for all Ford Harley-Davidson(TM) trucks.

"For the new Ford Harley-Davidson(TM) F-150, we've designed a cockpit that's a tribute to the open road," says Ford F-Series Chief Designer Gordon Platto. "We've introduced high-gloss Piano Black cues along the instrument panel, center stack and console to bring in a feeling of visual motion. Combine that with the rich leather and bright chrome that's been such an essential part of all our **Harley(TM)** trucks, and you're surrounded with styling that salutes motorcycle culture."

High gloss surfaces, chrome highlights and rich black leather create a striking interior environment in the 2006 Ford **Harley-Davidson(TM)** F-150.

Rugged and supple black aniline leather seating surfaces create an inviting interior. The captain's chairs are unique, sporting a die-cast **HARLEY-DAVIDSON Bar & Shield** logo embedded in the leather. Elegant high-gloss Piano Black surfaces on the center stack and door panels are flanked by a **Bar & Shield** logo-patterned graphic treatment. The instrument panel - and the overall vehicle interior - features a display of chrome, including unique chrome-ringed instruments, chrome handles, vent rings, floor shifter and door pulls. Adding to the custom feel of the interior is a serialized nickel plate showing the vehicle's production date and number.

Enthusiast events such as South Dakota's Sturgis Motorcycle Rally and Daytona Bike Week in Florida, along with everyday customer feedback, helped shape the performance story for the new 2006 Ford Harley-Davidson(TM) F-150. Customers said they wanted bigger wheels and all-wheel-drive capability. Besides boasting 22-inch wheels, this truck includes a performance sport handling suspension that's tuned to deliver a more precise driving feel. Customers now also have the choice between 4x2 and all-wheel drive, with the capability to handle more challenging driving conditions and road surfaces - ranging from dry pavement to winter weather.

Lurking under the hood of the 2006 Ford Harley-Davidson(TM) F-150 is a 5.4-liter, three-valve Triton(TM) V-8 featuring a specially tuned exhaust system that delivers a more powerful, throatier rumble. It turns out 300 hp at 5,000 rpm and 365 foot-pounds of torque at 3,750 rpm.

Ford will build up to 10,000 of the 2006 Ford Harley-Davidson(TM) F-150 SuperCab limited-edition trucks for sale throughout North America beginning next fall.

GRAPHIC: COLOR PHOTO COURTESY OF [FORD MOTORS](#) - The 2006 Ford Harley-Davidson F-150 combines road toughness of two motoring legends.

LOAD-DATE: November 30, 2005

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 42

Ford, Harley-Davidson go hog wild; F-150 SuperCab collaboration with the motorcycle company makes perfect fit The Detroit News (Michigan) December 21, 2005 Wednesday

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The Detroit News (Michigan)

December 21, 2005 Wednesday

SECTION: DRIVE; Paul & Anita Lienert; Pg. 3F

LENGTH: 889 words

HEADLINE: Ford, Harley-Davidson go hog wild;
F-150 SuperCab collaboration with the motorcycle company makes perfect fit

BYLINE: Paul & Anita Lienert

BODY:

The 2006 Ford Harley-Davidson F-150 SuperCab is the seventh model to come out of 1999 alliance between the two brands - and it likely will hit the right note with the crowd that suits up in black leather and heads to the Black Hills for the annual Sturgis motorcycle rally.

The latest limited-edition vehicle includes such awe-inspiring details as 22-inch polished forged aluminum wheels, and a choice of 4x2 or all-wheel drive.

Be prepared to pay a premium for the high-profile ride with the lowered look. Our test Harley-Davidson F-150 was outfitted with 11 options, including a \$995 power sunroof \$350 trailer tow package and had a base price of \$39,160, including shipping. Bottom \$42,765.

SHE: In some respects, the new Harley-Davidson F-150 is a bargain. I read a recent interview with Paul Teutul Sr., the elder half of the father-son team on "American Chopper" and he said his bikes start at \$40,000, but most people spend between \$55,000 and \$175,000. With the Ford truck, you get a lot more for your \$40K, including the ability to carry five people and haul a load in the rear's 6-1/2-foot box. I've got to tell our sister-in-law about it - you know, the one with the e-mail address that starts "bikermama."

HE: Actually, my cousin John is probably the target buyer. He owns a Harley and a Chevy. I'm sure Ford would love to convert him.

SHE: I have a lot of respect for this collaboration because I think it's such a natural. After being in the truck for a week, it seems like most everything was carefully thought out. When you see something like that nickel plate screwed into the instrument panel with the vehicle's production date and number, it feels like you've got something special. Nearly everything in the cabin is perfect, from the oversized black leather captain's chairs in the front to the massive chrome-trimmed shifter to the retro-looking gauges. And that high-gloss piano black trim in the cabin is striking. It seemed like the steering wheel needed the Harley-Davidson bar-and-shield logo, though. It's everywhere else, including the center cap of the rims.

HE: As for everything being carefully thought out, I wish Ford would have paid as much attention to assembly quality. The edges of the instrument panel are so wavy, they don't match up with the edges of the windshield pillars and that looks tacky, especially on a \$42,000 vehicle. I'm disappointed that Ford charges extra for things like heated seats,

disc CD changer and skid plates. At these prices, most of that stuff should be thrown in. And, basically, a motorcycle is more fun to drive. I found the Harley-Davidson F-150 to be big and bulky to park, and the optional reverse-sensing system didn't make things much easier. Sure, it's got a big 300-horsepower 5.4-liter V-8 engine as well as a sport handling suspension, which makes the ride a little rougher. But the gas mileage is pretty lousy at 14 miles gallon in the city and 18 mpg on the highway.

SHE: You're griping, but you were the first to jump into the truck when the snow fell. But since buyers can now get a Harley-Davidson F-150 with all-wheel drive, there are fewer compromises. Oddly enough, I wasn't crazy about the striping along the sides of the vehicle. It is one of my least favorite exterior treatments of any of the Harley-Davidson F-150 models we've driven. You get a scalloped red stripe outlined in electric blue; it looked a little too cartoonish for my tastes.

HE: Somehow, the cartoon metaphor seems fitting for this truck. A really expensive cartoon.

2006 Harley-Davidson F-150 SuperCab

Type: Front-engine, all-wheel drive, 5-passenger truck.

Price: Base, \$39,160 (inc. \$875 destination charge); as tested, \$42,765.

Engine: 5.4-liter V-8; 300-hp; 365 lb-ft torque.

EPA fuel economy: 14 mpg city/18 mpg highway.

Where built: Dearborn.

12-month insurance cost, according to AAA Michigan*: \$1,657. (Estimate. Rates may be higher or lower, depending on coverage, driving record.)

Anita's Vehicle rating: 5

Likes: Hits the perfect note for biker mamas and their men. ABS is standard, so are adjustable pedals. Gorgeous piano black trim in cabin. Choice of 4x2 or all-wheel drive. Lots of Harley-Davidson badging inside and out, including a serialized nickel plate on the dash showing vehicle production date and number.

Dislikes: Red and blue stripes on sides look a little cartoonish. No Harley-Davidson badging on steering wheel - the first thing you touch when you climb in! Heavy tailgate. Difficult to climb in and out of. Steering wheel tilts, but doesn't telescope. No dual-zone climate control.

Paul's Vehicle rating: 3

Likes: Tough-guy look with chin spoiler, smoked-out taillights and monotone black inside and out. Twenty-two-inch alloy wheels. Powerful 300hp 5.4L V-8. Rear seat is decked out with 12-volt outlet, vents, cupholders. Easy to spread out and get comfy in front captain's chairs.

Dislikes: Expensive, especially when you start adding options. Mediocre fuel economy. Old-fashioned 4-speed automatic transmission doesn't do much for mileage. Not enough

legroom in rear. Bulky to park, and \$245 reverse-sensing system doesn't help much.

Vehicle ratings

1. Unacceptable, 2. Subpar, 3. Acceptable, 4. Above Average, 5. World Class

LOAD-DATE: December 21, 2005

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 43

Kaman creates Harley accessory line; FLASH Music Trades February 1, 2006

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Music Trades

February 1, 2006

SECTION: Pg. 74(1) Vol. 154 No. 1 ISSN: 0027-4488

ACC-NO: 141754977

LENGTH: 138 words

HEADLINE: Kaman creates Harley accessory line;
FLASH

BODY:

KAMAN MUSIC HAS TEAMED with Jim Dunlop Manufacturing to introduce the first official line of Harley Davidson Musical Instrument Accessories. Manufactured by Dunlop, the line includes high-quality leather straps, Tortex picks, genuine celluloid picks, and acetal picks.

The ten strap models are available in two sizes of POP displays and are pre-loaded for the dealer's convenience. Each strap features a unique design created by **Harley** Davidson, focusing on its iconic "**Bar-and-Shield**" and "**Harley Eagle**" logos. Picks also sporting these two logos and are available in Jim Dunlop Player's Packs, counter cabinets, and two sizes of pre-loaded POP displays.

Harley Davidson is one of the world's most recognized trademarks. A spokesman from Kaman noted, "This is a perfect fit for our accessory line."

www.kamanmusic.com.

860-509-8888.

LOAD-DATE: February 8, 2006

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 44

*Get it in gear; Accessorizing in Harley stuff almost a bigger business than the bikes
Knoxville News-Sentinel (Tennessee) May 24, 2006 Wednesday*

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Knoxville News-Sentinel (Tennessee)

May 24, 2006 Wednesday
Five-star Edition

SECTION: BUSINESS; Pg. C1

LENGTH: 995 words

HEADLINE: Get it in gear;
Accessorizing in Harley stuff almost a bigger business than the bikes

BYLINE: BY CYNTHIA YELDELL, yeldellc@knews.com

BODY:

At age 11, Derek Nannenga admired the Harley-Davidson motorcycle his cousin owned. Because he couldn't buy a bike of his own, Nannenga began to collect Harley merchandise.

Over the years, Nannenga, now 24, bought dozens of shirts, belts, wallets and signs with the Harley logo. It allowed him to be a part of the Harley community before he was able to purchase a Harley motorcycle last year.

"I like the badass image," Nannenga said.

Perpetuating that image through the sale of general merchandise is a big part of Harley-Davidson's strategy to create the Harley lifestyle and make an emotional connection with its customers.

The company has hundreds of licensed Harley-Davidson products ranging from leather pants and Harley brand coffee to a Harley-themed Barbie doll. In 2005, Harley's general merchandise revenue was \$247.9 million.

Dealers like Scott Maddux, who owns Smoky Mountain Harley-Davidson in Maryville, see an opportunity.

Maddux and his wife, Monet, have an accessories-only Harley store in Gatlinburg and are opening a second accessories-only Harley store today in the Walden's Landing shopping center in Pigeon Forge. The Maryville store sells motorcycles and general merchandise.

"We have been preparing since we opened the door (in Maryville) to grow," Maddux said. "A lot of tourists are in that area, and we felt like it was the right thing to do."

In the 1970s and early 1980s, Harley-Davidson was losing millions in sales each year, and the brand had quality issues and a negative image.

Not so today.

With 20 consecutive years of record profits -- reaching \$960 million in 2005 -- the motorcycle manufacturer has completely turned the brand around and gained cult status by improving the quality and availability of its bikes, focusing marketing efforts on existing customers, and extending the brand into other product categories.

In addition to Harley brand apparel, known as MotorClothes, items in Maddux's stores include a ceiling fan with the Harley logo that sells for \$499 and jewelry such as rings, watches and necklaces priced from \$19.99 to \$399.

"We sell a lot of jewelry," said Kendall Case, director of retail operations for Smoky Mountain Harley-Davidson. "Things people can place on themselves that identifies they are part of the Harley brand."

Case, who left his job with JCPenney corporate to manage Maddux's retail operations, said T-shirts are the biggest sellers, and many Harley enthusiasts collect the shirts from Harley locations around the world.

In fact, Smoky Mountain Harley-Davidson has launched a Web site to sell about 50 or 60 items with the signature Smoky Mountain Harley-Davidson name. Items will be added gradually to the site.

Case said it's not every day Harley fans can buy a bike, but they can buy merchandise anytime.

"A lot of people collect because of the image and the lifestyle, but they don't even ride," Case said. "It's the cool factor. They are dreamers. They buy the T-shirt today, and eventually they will buy the bike."

Business writer Cynthia Yeldell may be reached at 865-342-6320.

SMOKY MOUNTAIN HARLEY-DAVIDSON

* Owners: Scott and Monet Maddux

* Locations: 1820 West Lamar Alexander Parkway, Maryville; 530 Parkway, Gatlinburg; 2530 Parkway, Suite 3, Pigeon Forge

* What's new: Pigeon Forge location opens today; Web site that sells signature Smoky Mountain Harley-Davidson merchandise launched Friday

* Web site: www.shopsmh-d.com

Source: Smoky Mountain Harley-Davidson

STOCK WATCH

* Harley-Davidson: HDI on NYSE

* 52-week range: \$44.40-\$55.93

* Tuesday close: down \$.04 to \$49.98

ON KNOXNEWS.COM

* Watch video showing products at Smoky Mountain Harley-Davidson

* See a slide show of a recent Smoky Mountain Harley-Davidson-sponsored concert

DID YOU KNOW?

* 1901: William S. Harley, 21, completed a blueprint drawing of an engine designed to fit into a bicycle.

* 1903: William S. Harley and Arthur Davidson made available to the public the first production Harley-Davidson motorcycle. Their factory was a 10-by-15-foot wooden shed

with "Harley-Davidson Motor Company" scrawled on the door.

- * 1904: The first Harley-Davidson dealer, C.H. Lang of Chicago, opened for business and sold one of the first three production **Harley**-Davidson motorcycles ever made.
- * 1907: **Harley**-Davidson Motor Co. is incorporated. Staff size has more than doubled to 18 employees, and factory size has doubled, too. Dealer recruitment begins, targeting New England.
- * 1908: The first motorcycle sold for police duty is delivered to the Detroit Police Department.
- * 1910: The famed "**Bar & Shield**" logo is used for the first time. It is trademarked at the U.S. Patent office one year later.
- * 1912: **Harley**-Davidson exports motorcycles to Japan, marking the first sales outside of the U.S. Dealer network grows to over 200 nationwide.
- * 1920: **Harley**-Davidson is the largest motorcycle manufacturer in the world, with 2,000 dealers in 67 countries.
- * 1947: **Harley**-Davidson begins selling what will become the classic black leather motorcycle jacket.
- * 1969: Harley-Davidson merges with the American Machine and Foundry Co., a longtime producer of leisure products.
- * 1981: Thirteen Harley-Davidson senior executives sign a letter of intent to purchase the motorcycle company from AMF.
- * 1983: Harley Owners Group, or H.O.G., is formed and becomes the largest factory-sponsored motorcycle club in the world. By 1990, H.O.G. membership reaches 90,000. By 2000, it exceeds 500,000 members.
- * 1986: Harley-Davidson Motor Co. is listed on the American Stock Exchange, the first time the company is publicly traded since 1969, the year of the AMF merger.
- * 1987: Harley-Davidson is listed on the New York Stock Exchange.
- * 1998: Harley-Davidson buys a remaining 49 percent interest in Buell Motorcycle Co.
- * 2003: More than 250,000 people descend on the headquarters town for Harley-Davidson, Milwaukee, to celebrate the company's 100th anniversary.
- * 2006: Harley-Davidson appoints Beijing Feng Huo Lun as the first authorized Harley-Davidson dealer in mainland China.

GRAPHIC: Harley riders -- and their gear -- abound at Smoky Mountain Harley-Davidson in Gatlinburg. Charles Koninski, left, Jim Pruitt and Lee Sroka shop during a pit stop on their ride from Little Rock, Ark., to Myrtle Beach for the city's Bike Week last week. In the early 1980s, Harley-Davidson was losing more than \$20 million in sales annually, but the company has turned the brand around. "I've always joked that every time you come into a Harley store it will cost at least \$100," Koninski said. PHOTOS BY SAUL YOUNG/NEWS

SENTINEL

Harley-Davidson's T-shirts are the company's biggest sellers. Because some shirts sport a store's name and location, **Harley** enthusiasts collect them from different locations around the world.

A selection of **Harley**-Davidson belt buckles waits at Smokey Mountain **Harley**-Davidson in Gatlinburg. When the company found itself struggling in sales, it focused its marketing and products at existing customers rather than new ones.

Where will the famous **bar and shield** logo show up next? Perhaps on packets of coffee at the Smoky Mountain **Harley**-Davidson accessories-only store in Gatlinburg.

PHOTOS BY SAUL YOUNG/NEWS SENTINEL

Another hot **Harley**-Davidson item is jewelry. Charles Koninski from Little Rock, Ark., wears a **Harley**-Davidson ring his wife purchased for him while they vacationed in Istanbul, Turkey.

LOAD-DATE: August 3, 2006

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 45

Riders keep it cool Green Bay Press-Gazette (Wisconsin) June 23, 2006 Friday

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Green Bay Press-Gazette (Wisconsin)

June 23, 2006 Friday

SECTION: SPECIAL SECTION; Pg. 3T

LENGTH: 357 words

HEADLINE: Riders keep it cool

BYLINE: JONATHAN O'BRIEN

BODY:

Harley-Davidson owners have a well-known passion for their motorcycles. But Ken McCoy, owner of McCoy Harley-Davidson of Green Bay, quenches Harley riders' similar desire for Harley apparel and accessories.

Items that are popular with riders now, according to McCoy, include gear for warm-weather riding and the latest Harley designs.

In riding apparel, **Harley** T-shirts are currently big sellers. Almost any type of apparel, including T-Shirts with the well-known **Harley bar and shield**, boots, hats, belts and blouses can be found at McCoy's store.

Even in warmer weather, jackets and vests are popular since they provide wind resistance and a measure of protection in case of a fall. **Harley's** FXRG or functional riding gear line has vents for air flow, which is a benefit for warm-weather riders. Chaps provide wind and fall protection like jackets and come in both lined and unlined varieties.

Other accessories that help to keep Harley-Davidson riders cool are also popular. Sheepskin seat covers protect riders from excessively hot motorcycle seats. Since many riders participate in road trips this time of year, travel items such as travel bags, gloves and bottles are in demand.

McCoy's has recently experienced an increase in sales due to the Harley Owners Group Rally this weekend. "It's the largest Harley group in the country," McCoy said. "We have people from all over coming in."

Aside from apparel and accessories, McCoy's has sold a lot of cleaning supplies to help protect a bike's finish.

"People want to clean their bikes up for the rally," McCoy said.

Harley riders, however, don't only look for functionality. The Harley-Davidson name brand is synonymous with a certain style. Though typical rider motifs of eagles, flames or skulls always are available, McCoy said, Harley-Davidson has repackaged some of its older designs with a contemporary look, which has proven to be quite popular.

The older art, drawn from the company's 105-year-old history, is placed on apparel and accessories and results in an updated retro look. "That's a lot of history to draw on," McCoy said.

-- Kristen Radtke/Press-Gazette

LOAD-DATE: June 24, 2006

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 46

Sometimes You Feel Like A HOG, Sometimes You Don't: The 2007 Ford Harley-Davidson F-150 Super Crew Jalopnik August 5, 2006 Saturday 1:59 PM EST

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August 5, 2006 Saturday 1:59 PM EST

LENGTH: 1235 words

HEADLINE: Sometimes You Feel Like A HOG, Sometimes You Don't: The 2007 Ford Harley-Davidson F-150 Super Crew

BODY:

Aug. 5, 2006 (Jalopnik delivered by Newstex) -- Jalopnik loves cars. Secret cars, concept cars, flying cars, vintage cars, tricked-out cars, red cars, black cars, blonde cars -- sometimes, cars just because of the curve of a hood.

Once in a while there's a time in each and every Harley-Davidson owners life where they actually need a piece of machinery capable of hauling more than just them, their squaw and an extra pair of leather chaps. For those days, there's [FoMoCo](#)'s newest edition F-150 Super Crew, even if all you'll really use it for is to carry your Softail from one rally to the next. But at least you'll be doing it in style in this, the ninth model to come out of the Dearborn-Milwaukee alliance since the two companies first shook motorcycle glove covered hands in 1999. No word yet on pricing, but it'll be available starting in September. Full details in the press release after the photo gallery and the jump.

showGallery('2007 Ford F-150 Harley Davidson Edition SuperCab', 'jalopnik');

NEW 2007 FORD HARLEY-DAVIDSON F-150 SUPER CREW REVS UP STREET ROD APPEAL

- * New Super Crew model targeted at one of the fastest growing segments - 4-door pickups - of the truck market
- * Menacing Monotone Black exterior boasts 22-inch polished forged-aluminum wheels with unique split five-spoke design
- * New, optional Dark Amethyst exterior color, interior features high-gloss Piano Black detail, rich black aniline leather seating surfaces and lots of chrome
- * Available with 4x2 or all-wheel-drive capability - a first for any F-150

Ford's king of the road joins another motoring giant to give performance enthusiasts a new definition of custom cool - the 2007 Ford Harley-Davidson F-150 Super Crew. This limited-edition vehicle draws inspiration from more than a century of tradition at Ford and Harley-Davidson to give customers an F-150 with more attitude than any other truck on the road.

"This truck builds on the legacy of toughness that's been the hallmark of the Ford brand," says Ford President Cisco Codina. "Now, we're giving customers more of everything they

love with the boldest Ford Harley-Davidson® F-150 ever - with all-wheel-drive capability, 22-inch polished forged-aluminum wheels and an interior that will take your breath away."

The 2007 Ford Harley-Davidson® F-150 Super Crew is the ninth model to emerge from the alliance that was first forged in 1999. The successful collaboration between these two icons of the open road has produced six F-150 models, as well as Super Duty F-250 and F-350 offerings.

Hot-Rod Inspired Custom Looks

For 2007, the Ford Harley-Davidson® F-150 Super Crew visually communicates power, dressed in all black, oozing chrome and sporting distinctive Harley-Davidson visual cues. The Black Monotone exterior is accented with a hot-rod inspired custom scalloped stripe running along the beltline. The custom stripe adds to the overall performance feel of the vehicle, creating a sense of motion and speed. "Harley-Davidson" script is featured along the bed side in three dimensional chrome letters. The new model also features a unique color option, Dark Amethyst, with a complimentary stripe color.

The custom appearance begins with the bold front-end design, featuring a unique chrome billet grille and blacked-out headlamps. Based on a Super Crew configuration with a 5-1/2-foot Styleside box, the new 2007 Ford **Harley**-Davidson® F-150 cuts a menacing profile. Beefy 22-inch polished forged-aluminum rims - unique for F-150 - sport a split five-spoke design, exposed lug nuts and the distinctive **Bar & Shield** logo on the center cap. The massive wheels give this ride undeniable attitude.

Between the wheel wells, chrome-accented ground effects help create an integrated appearance and enhance the truck's powerful stance. The ground effects and the unique lower front valence, or chin spoiler, help create a lowered look. Heavyweight genuine zinc die-cast badges on the fenders celebrate the Ford **Harley**-Davidson alliance. Dark tinted smoked-out tail lamps and headlamps, a blacked-out bumper and the "Harley-Davidson F-150" badge distinguish the rear. Chrome tie-down hooks and a slash-cut chrome exhaust tip add even more street-rod appeal.

Rugged and Refined

Harley-Davidson heritage resonates throughout this new vehicle. Inside, the 2007 Ford Harley-Davidson® F-150 makes a strong statement of custom-inspired refinement, with an underlying tone of authenticity and genuineness that has been the hallmark for all Ford Harley-Davidson® trucks.

"We've designed a cockpit that's a tribute to the open road," says Ford F-Series Chief Designer Gordon Platto. "We've introduced high-gloss Piano Black cues along the instrument panel, center stack and console to bring in a feeling of visual motion. Combine that with the rich leather and bright chrome that's been such an essential part of all our **Harley**® trucks, and you're surrounded with styling that salutes motorcycle culture."

Rugged and supple black aniline leather seating surfaces create a distinctive, inviting interior. The captain's chairs are unique, sporting a die-cast **HARLEY-DAVIDSON Bar & Shield** logo embedded in the leather. Elegant high-gloss Piano Black surfaces on the center stack and door panels are flanked by a **Bar & Shield** logo-patterned graphic treatment. The striking instrument panel - and the overall vehicle interior - features a stunning display of chrome, including unique chrome-ringed instruments, chrome handles, vent rings, floor shifter and door pulls. Adding to the overall custom feel of the interior is a serialized nickel plate showing the vehicle's production date and number.

Built for Performance

Enthusiast events such as South Dakota's Sturgis Motorcycle Rally and Daytona Bike Week in Florida, along with everyday customer feedback, helped shape the performance story for the new 2007 Ford Harley-Davidson® F-150. Customers said they wanted bigger wheels and all-wheel-drive capability. Besides boasting 22-inch wheels, this truck includes a performance sport handling suspension that's tuned to deliver a more precise driving feel.

Customers now also have the choice between 4x2 and all-wheel drive, with the capability to handle more challenging driving conditions and road surfaces - ranging from dry pavement to winter weather. The new AWD system continuously monitors the wheel speeds and throttle position to determine the appropriate amount of power to send to the front of the truck to help prevent slip. Customers also can choose to override AWD by simply selecting the locked mode.

Lurking under the hood of the 2007 Ford Harley-Davidson® F-150 is a 5.4-liter, three-valve Triton® V-8 featuring a specially tuned exhaust system that delivers a more powerful, throatier rumble. It turns out 300 horsepower at 5,000 rpm and 365 foot-pound of torque at 3,750 rpm.

Vital statistics

Ford will build the 2007 Ford Harley-Davidson® F-150 Super Crew limited-edition trucks for sale throughout North America beginning September 2006. The vehicle will be produced in Michigan at Ford's Dearborn Truck Plant.

In addition to the 2007 Ford Harley-Davidson® F-150 Super Crew and other vehicles in the Ford Harley-Davidson® truck lineup, the companies' alliance has produced other products such as co-branded clothing and vehicle accessories.

Related:

Ezra Rode a Harley: The NY Times on the Ford F150 Harley Davidson [internal]

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LOAD-DATE: September 4, 2006

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 47

Horn of plenty; Objects of Desire American Rider November 1, 2006

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American Rider

November 1, 2006

SECTION: Pg. 83(1) Vol. 13 No. 6 ISSN: 1072-4893

ACC-NO: 154048694

LENGTH: 73 words

HEADLINE: Horn of plenty;
Objects of Desire

BODY:

If loud pipes don't do the trick, try the premium air-horn kit from **Harley-Davidson**. The horn is powered by a compressor attached directly to the horn, and features a chromed **bar-and-shield** logo. It's available for 2004-and-later XLs, most 2000-and-later Softails, and 1999-and-later touring models. Separate purchase of a vehicle-specific installation kit is required. For more info, see your **Harley-Davidson** dealer.

[ILLUSTRATION OMITTED]

LOAD-DATE: November 9, 2006

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 48

*Prime Airport Shopping Eases the Stress of Holiday Travel; Delaware North Companies
Travel Hospitality Services Offers Convenience of Traditional Shopping and Unique Regional
Gifts for Travelers Taking Advantage of Holiday Travel Time Market Wire November 30,
2006 Thursday 11:30 AM GMT*

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Market Wire

November 30, 2006 Thursday 11:30 AM GMT

LENGTH: 1036 words

HEADLINE: Prime Airport Shopping Eases the Stress of Holiday Travel;
Delaware North Companies -Travel Hospitality Services Offers Convenience of Traditional
Shopping and Unique Regional Gifts for Travelers Taking Advantage of Holiday Travel Time

DATELINE: BUFFALO, NY; Nov 30, 2006

BODY:

According to the Air Transport Association, more than 25 million passengers navigated their way through airports this past Thanksgiving week. With the holiday season approaching, travel numbers will likely remain up. To create a more enjoyable experience for air-bound travelers, Delaware North Companies → Travel Hospitality Services offers an airport experience that rivals the traditional shopping excursion. At more than 25 airport destinations, travelers have the power to peruse Travel Hospitality Services' variety of locally inspired gifts, including some of the hottest 2006 holiday items.

The added bonus? Some of these airport retailers are also enticing traveling shoppers with convenient shipping options -- a helpful addition for those multi-taskers. At select airport locations, Delaware North offers free shipping options to keep passengers' luggage light. In addition, shoppers in a rush can call specific stores and coordinate purchases from the air.

"Many travelers may not realize our airport experience is similar to that of mall, and Delaware North offers the added bonus of our commitment to enhancing the guest experience," explained Nick Biello, president of Delaware North Companies → Travel Hospitality Services. "Travel Hospitality Services has reinforced airports with stores that showcase regional favorites alongside unique regional gifts. For example, fans traveling through Detroit can save themselves the hassle of battling mall traffic by finding something ideal to bring home for their Michigan sports fans. Everything they need can be found in the convenience of the airport, and the costs are competitive too."

Each airport served by Delaware North Companies → Travel Hospitality Services provides a diverse selection of holiday gift items sure to make the wish lists of even the most discriminating shopper, including the following:

Gadgets to Go: Detroit Metropolitan Airport; Minneapolis-St. Paul International Airport

Here, electronic gadgetry and gaming accessories such as various iPod accessories and Texas Hold 'Em poker sets -- complete with decks, chips and felt-covered playing boards -- keep travelers on the cusp of entertainment.

Motown Museum Store: Detroit Metropolitan Airport

Motown artists' CDs as well as Motownopoly, a spin-off of the Monopoly game, feature some of Detroit's most famous Motown figures such as Smokey Robinson and Jackie Wilson.

Henry Ford Museum: Detroit Metropolitan Airport

This historically inspired store (<http://www.shopthehenryford.org/>) offers unique, locally branded gifts and accessories such as the model Ford pickups and Polar Express train sets.

Brooks Brothers: Detroit Metropolitan Airport

Find beautiful sweaters, scarves, jackets, suits, pants, outerwear and more at this recognized clothing retailer, <http://www.brooksbrothers.com/>. Perfect for that special someone on the holiday shopping list.

Erwin Pearl: Detroit Metropolitan Airport

Travelers in the market for that unique piece of jewelry this season need look no further than Erwin Pearl, <http://www.erwinpearl.com/>. The store offers a wide variety of earrings,

necklaces, watches and bracelets -- guaranteed to add some extra dazzle to this year's holiday outfit.

She Chic: Detroit Metropolitan Airport

A women's apparel and accessory store, She Chic features upscale clothing and accessories including luxurious sleepwear.

Stylish Paw: Detroit Metropolitan Airport

Pet fashion and home items, such as Nicole Miller pet carriers, doggie rain slickers, pearl collars, travel bowls, and "Everything Tastes Better with Hair in It" coffee mugs are just a few of the paw-friendly offerings that pet lovers can't resist. To preview or purchase items, shop the [Delaware North Companies](http://www.shopdelawarenorth.com/stylish-paws.html) online store at <http://www.shopdelawarenorth.com/stylish-paws.html>.

Harley-Davidson: Minneapolis-St. Paul International Airport

Harley enthusiasts can pick up the latest in motorcycle gear, such as the Electra-Glo Light Pod Kit, a set of compact LED Light Pods that radiate a neon-like glow to accent almost any part of the motorcycle, and other collectibles such as a "**bar and shield**" wall clock and a 2006 **Harley-Davidson** beer stein. (http://www.harley-davidson.com/wcm/Content/Pages/home.jsp?locale=en_US)

The Longhorn Store (Austin-Bergstrom International Airport)

University of Texas fans can stock up on Longhorn football, baseball and basketball goodies including t-shirts, jerseys, sweat shirts, caps, pictures frames, mugs and shot glasses.

News and Gifts

Travelers can stock up on regional food and gift items at various news and gift shops at all [Delaware North Companies](#) Travel Hospitality Services airport destinations, including: Houston Hobby Airport, Newark International Airport, Syracuse Hancock International Airport and Buffalo Niagara International Airport.

About [Delaware North Companies](#) Travel Hospitality Services

[Delaware North Companies](#) Travel Hospitality Services, a subsidiary of Delaware North Companies, is one of the nation's leading airport food service and retail companies, operating 300 restaurants and retail outlets in more than 25 airports worldwide, serving more than 350 million customers each year. The GuestPath(R) customer service training program ensures that all [Delaware North Companies](#) Travel Hospitality Services associates follow the company's vision of "Providing Care and Comfort to People Away from Home."

About [Delaware North Companies](#)

[Delaware North Companies](#) is one of the world's leading hospitality and food service providers. Its family of companies includes Delaware North Companies Parks & Resorts, Delaware North Companies Gaming & Entertainment, [Delaware North Companies](#) Travel Hospitality Services, [Delaware North Companies](#) Sports service, Delaware North Companies International, TD Banknorth Garden and American Park 'n' Swap. [Delaware North Companies](#) is one of the largest privately held companies in the United States with annual

revenues approaching \$2billion and 40,000 associates serving half a billion customers in theUnited States, Canada, the United Kingdom, Australia and New Zealand.For more information, visit www.DelawareNorth.com.

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SOURCE: Delaware North Companies ▼Travel Hospitality Services

LOAD-DATE: December 1, 2006

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 49

*UR seeks logo that will unify Rochester Democrat and Chronicle (New York) March 7, 2007
Wednesday*

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Rochester Democrat and Chronicle (New York)

March 7, 2007 Wednesday

SECTION: LOCAL&STATE; Pg. 1B

LENGTH: 518 words

HEADLINE: UR seeks logo that will unify

BYLINE: Matthew Daneman MDANEMAN@DemocratandChronicle.com

BODY:

Staff writer

Google has its name in cartoonish blue, yellow, red and green letters. **Harley**-Davidson has its "**bar and shield**."

And the University of Rochester hopes by next fall to start rolling out its new logo on stationery and T-shirts across campus.

The area's single largest employer is in the midst of creating a new stylized design of the UR name, the goal being one universal look for all of the university's various schools and units.

UR currently is awash with logos: the current UR logo — with its simple lettering — jostling with the logos for the Eastman School of Music, Memorial Art Gallery, Strong Health and others. There is very little crossover in look or design.

A consultant from Washington University in St. Louis did a study of UR's public relations and marketing efforts in 2005. The study recommended a UR-wide "identity and branding process" to create a uniform look on everything from business cards to the mail going out to prospective students.

"We clearly are confused," said Bill Murphy, UR vice president for communications.

"There's nothing wrong with the current logo. (But) it's not being used, so it's not working."

A number of higher education institutions around the country have adopted new logos or insignias in recent years, from Indiana University to New Jersey's Rutgers University. The process can stir up some consternation: Ohio's Case Western Reserve University is scrapping plans for its new logo to be dominated by the word "Case," in large part because of alumni objections.

Starting with roughly 225 designs, UR has winnowed and reworked its way down to five

options — all variations on a general theme: the words "University of" atop the word "Rochester," while a shield with the UR motto "Meliora" sits to the left.

A Web site went up this month showing the options and allowing anyone — from students and employees to members of the community — to offer their opinions.

Two town-hall-style meetings about the logo earlier this school year each attracted dozens of students, who see a good logo walking hand in hand with the quality of their degrees, said Alexander Pearlman, president of the UR Students' Association.

"The students are taking it seriously," said the New York City 22-year-old. "I don't think anyone wants to get stuck with something stupid. Case Western is exactly what we don't want. It's very modern. It doesn't hold the same weight that the Ivy League and their classic shields do."

Depending on the feedback, UR's new logo could be decided by the end of the school year, Murphy said.

Then comes weeks of tweaking and minor cosmetic changes, followed by months of creating the style manual that will go to all the numerous printers and designers who do work for UR.

With a new logo will come slightly new official school colors — the same dandelion yellow, but a darker blue.

"You get a lot more pop if it's darker," Murphy explained.

MDANEMAN@DemocratandChronicle.com

What do you think?

To see selected logo designs for the University of Rochester and to offer your opinion, go to www.rochester.edu/publications/identity.

LOAD-DATE: March 8, 2007

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: The logo consists of a dark, irregular shape with the words "JESUS", "HOLY DIVINE SON", and "CHRIST" stacked vertically in white, uppercase letters.

Exhibit 50

UNDER THE UMBRELLA Hartford Courant (Connecticut) June 17, 2007 Sunday

Copyright 2007 The Hartford Courant Company
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Hartford Courant (Connecticut)

June 17, 2007 Sunday
STATEWIDE EDITION

SECTION: SPECIAL; Pg. L6

LENGTH: 565 words

HEADLINE: UNDER THE UMBRELLA

BYLINE: PAUL DOYLE; Courant Staff Writer

BODY:

McDonald's golden arches make us long for a burger and fries.

The green circle around the twin-tailed mermaid sparks a craving for a Starbucks' espresso. The Nike swoosh and Adidas' three-stripe mountain send us to the treadmill.

How does the red umbrella makes us feel?

Travelers' iconic image is a brilliant visualization of what an insurance company offers its customer -- coverage for that unforeseen rainy day. But for anyone who grew up in Greater Hartford, the image represents more than simply a corporate resident.

The umbrella, first used in advertising by Travelers in 1870, has been something of a symbol for a city defined by the insurance industry. The umbrella has been almost as closely associated with the Insurance City as it was with Travelers.

And with the arrival of the Travelers Championship, the umbrella will be the symbol of Hartford's professional golf event.

To branding and marketing experts, it's a perfect match.

``Just because of the history of insurance in this region," Yale marketing professor Ravi Dhar said. ``[The logo] clearly has even more recognition and more positive emotion to people in the area. So in a sense, it's a good fit."

The red umbrella returned to Travelers in February, after the logo was lost to Citigroup in a corporate breakup in 2002. The logo was revered by Citigroup's former chairman Sandy Weill, who wore the symbol on his lapel after his company took over Travelers in the early 1990s.

Citigroup continued to use the umbrella for its Travelers Life & Annuity subsidiary after the 2002 spinoff, but the logo faded when MetLife bought that branch two years ago.

Travelers, headquartered in St. Paul, Minn., regained its symbol after a merger with St. Paul Cos. in 2004, just as it was regaining visibility in Hartford with the PGA event.

``It really is associated with Travelers," said Margery Steinberg, associate professor of marketing at the University of Hartford. ``It never really caught on [at Citigroup] because it's so recognizable with Travelers."

Steinberg recalls taking a graduate class at UConn with Herbert Kramer, a longtime advertising executive who was an executive at Travelers when the logo was adopted in the late 1950s. While the umbrella was used in advertisement for years, Kramer was behind the decision to use it as the company's symbol.

And what a perfect logo it was.

``Logos are a shortcut to communicate what the brand promises," Dhar said. ``Having a logo that is visual, it's easy to see from a distance and it helps people get a quick sense of the company. When a logo is sort of iconic, people sort of transfer the good feeling they have for the logo. It becomes interchangeable, in a sense."

Said Steinberg, ``When [consumers] see the logo, they know exactly what it stands for and what your business is all about. When you see Heinz 57, you know exactly what it is. That's what every company strives for -- the visual that so strongly represents your corporate identity."

And the umbrella achieves that for Travelers, marketing experts say. But where does it rate in the continuum of corporate logos?

It can't compete with the golden arches or the swoosh, symbols that transcend popular culture. But among financial and insurance companies, the umbrella is near the top of the list.

``Clearly, it's one of the most recognizable," Dhar said. ``People know the logo."

Contact Paul Doyle at

pdoyle@courant.com

GRAPHIC: GRAPHIC: (B&W)

GRAPHIC: Recognition Factor Nike: The iconic swoosh was designed by student Caroline Davidson in 1971. NBA: Red white and blue, with the silhouette of Jerry West dribbling a ball. Starbucks: The green circle around a twin-tailed mermaid is the latest in a line of evolving logos used by the coffee giant. Adidas: The three-stripe mountain atop the company name has been used since 1967. Apple Inc.: The apple with the bite mark was multicolored but is now one color. **Harley-Davidson:** The **bar-and-shield** logo was first used in 1910. Coca-Cola: The scripted lettering was written by bookkeeper Frank Robinson in 1886. McDonald's: The golden arches were created in 1962. Pepsi: It has used many logo variations since 1898, but the red, white and blue circle is among the most recognizable. SOURCES: Logoblog.org, company websites

LOAD-DATE: June 17, 2007

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: The logo consists of a dark cross shape. The word "JESUS" is written in white, uppercase letters across the top horizontal bar. The words "HOLY DIVINSON" are written in white, uppercase letters across the vertical bar. The word "CHRIST" is written in white, uppercase letters across the bottom horizontal bar.

Exhibit 51

A peek at hog heaven: Museum to cover 105 years of Harley-Davidson history The Milwaukee Journal Sentinel (Wisconsin) August 29, 2007 Wednesday

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The Milwaukee Journal Sentinel (Wisconsin)

Distributed by McClatchy-Tribune Business News

August 29, 2007 Wednesday

SECTION: STATE AND REGIONAL NEWS

ACC-NO: 20070829-MW-A-peek-at-hog-heaven-0829

LENGTH: 980 words

HEADLINE: A peek at hog heaven: Museum to cover 105 years of Harley-Davidson history

BYLINE: Rick Barrett, Milwaukee Journal Sentinel

BODY:

Aug. 29--For years, Harley-Davidson's archives were kept fairly secret and shrouded in mystery -- even within the company.

That will change dramatically next summer when the motorcycle maker opens its 130,000-square-foot museum complex at 6th and Canal streets in the Menomonee Valley.

Expected to draw 350,000 visitors a year, the museum will be one of Milwaukee's biggest tourist attractions, much like Cleveland's Rock and Roll Hall of Fame and Atlanta's Coca-Cola Museum.

"There's only going to be one Harley-Davidson museum in the world, and it will be right here," said Doug Neilson, president and CEO of VISIT Milwaukee, the city's tourism agency.

For its 100th anniversary celebration, in 2003, the maker of Fat Boy and Softail motorcycles attracted thousands of visitors to Milwaukee from overseas. Expect a repeat performance next summer when the company observes its 105th anniversary and the museum opens, according to Neilson.

"We know that international tour operators are extremely interested . . . They've been asking about it for years," he said.

Harley's vast archives include motorcycles, clothing, photos, posters, promotional materials and magazines. There's a trading card featuring Elvis Presley on a Harley, 1931 Harley watch fobs and a 1980s black-powder pistol with the Harley name emblazoned on the side of the barrel.

The motorcycle collection includes one bike from each of Harley's 104 years. It also includes

some Harley bicycles, made from 1917 to 1923, as well as snowmobiles and golf carts the company made years ago.

The clothing collection includes kidney belts, which riders wore to protect their lower backs and kidneys. The belts were common until the 1950s when motorcycle designs started to include rear suspension.

It's all about the bikes

But the heart of the museum will be Harley motorcycles, each of them boasting the trademark "potato-potato-potato" sound that, for Harley enthusiasts, makes any other bike just a motorcycle.

A customized Harley named King Kong will be displayed. It's more than 13 feet long, weighs more than 1,000 pounds, and has two Knucklehead engines. The bike's original owner, Felix Predko of Pennsylvania, spent more than 4,000 hours doing the customization.

"It's a great example of a lovingly personalized motorcycle," said museum director Stacey Schiesl, who led a visit to the construction site Tuesday.

There will be a life-size replica of a 1920s board race track, complete with Harley race bikes "banking" on a corner. Back then, motorcycles raced on tracks made from wooden planks.

"Today, we would probably call it an 'extreme sport.' Those guys were pretty nutty," Schiesl said.

There will be a big, balloon-tired 1903 motorcycle hand-stamped with the serial number "01." It was the original Harley-Davidson.

Harley has brightly colored Art Deco motorcycles from the 1930s and machine-gun-toting military models. Other eye-catchers include a 1956 KH owned by Elvis, and a bike with a paint job that resembles denim blue jeans, complete with painted-on zippers and pockets.

Harley purchased the Elvis bike in the 1990s from a private owner in Memphis described as the King's "friend and riding companion." He obtained it from Elvis in 1958 as repayment on a loan.

Harley says it has the paperwork to prove that Elvis bought the bike just days before he became famous with the hit single "Heartbreak Hotel."

Telling stories

More than motorcycles, the museum will be a place where stories about people are told. It's supposed to reflect American culture, which is a bigger task than simply providing a glimpse into Harley history.

"Ultimately, the museum tells the authentic stories of people who have made their dreams come true," Schiesl said.

There will be interactive exhibits that allow visitors to get the "feel" of a Harley. Visitors also can expect to see displays that explain the "nuts and bolts" of Harley engines, such as the Knucklehead, V-Twin and Revolution power plants.

Museum visitors will get insights into how Harley designs a bike.

"This isn't just a museum that looks at the past," Schiesl said.

The steel structure of the three buildings is largely in place. Exposed steel, rivets and glass are meant to reflect Milwaukee's and Harley's industrial heritage. More than 1,200 tons of galvanized beams were used to complete the buildings.

The museum's west wall will be made completely of glass, exposing the steel beams. There will be a "glass curtain" that allows museum visitors to look outside and see rows of the public's motorcycles parked against the building.

"It's a feeling like you would get at a motorcycle rally," such as those staged each year in Sturgis, S.D., Schiesl said.

A brick wall with "**Harley**-Davidson" written on it contains 20,887 bricks, including 4,700 bricks used for the lettering. Each brick was numbered, cut and placed in the wall by hand.

"The guy who did this is a **Harley** rider. He literally put his heart and soul into it," Schiesl said.

The tower bearing **Harley's bar and shield** emblem stands 80 feet tall and will be one of the first things visitors notice, along with plenty of black and orange, **Harley's** colors.

The museum's admission fee hasn't been set yet, but the 20-acre site will include a riverwalk and green space where the public can hang out for free. Aside from the museum exhibits, there will be a 150-seat restaurant, along with meeting and special event space for things like weddings.

Everything, of course, will have a Harley theme.

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LOAD-DATE: August 29, 2007

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 52

*ON THE BOARDWALK: PLENTY OF FRESH STORES St. Petersburg Times (Florida) November
24, 2007 Saturday*

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St. Petersburg Times (Florida)

November 24, 2007 Saturday

SECTION: CLEARWATER TIMES; Pg. 5

DISTRIBUTION: CLEARWATER TIMES; NORTH PINELLAS TIMES

LENGTH: 700 words

HEADLINE: ON THE BOARDWALK: PLENTY OF FRESH STORES

BYLINE: PAUL SWIDER, Times Staff Writer

DATELINE: MADERIA BEACH

HIGHLIGHT:

At the expanded John's Pass Village, the first store is open.

BODY:

Though the full operation is still a few months away, new stores are starting to open in the expanded John's Pass Village.

With the \$17-million construction completed on the oft-delayed 24,000-square-foot expansion, vendors are starting to move into new boardwalk spaces. Kilwin's, an ice-cream and sweet shop, is open and others should open soon, said Patty Hubbard, who operates the center for the Hubbard family.

The new, three-level boardwalk area will include some long-time tenants, like Treasure House and Gray Jewelers, but also new entrants like the Shipwreck Store and Jim's on the Pass, an offshoot of Jim's Harley-Davidson.

"We always thought that would be a good location, but it was hard to get in," said Steve Greenstein, the general manager of the motorcycle dealership on 54th Avenue N that also has another outlet in St. Pete Beach. "Soon, you'll be able to see the **Harley-Davidson bar and shield** as you're coming over the bridge."

The store won't sell motorcycles but like the other beach store will sell souvenir items like T-shirts and keychains and even **Harley-Davidson** beachwear.

"Leathers and boots and helmets don't really sell in touristy areas," Greenstein said. "It is a beach store."

More in keeping with the John's Pass fishing village theme will be the Shipwreck Store, run by Scott and Kiki Stemm.

The store will draw some of its merchandise from Odyssey Marine Exploration, the Tampa-based treasure-hunting business where Scott used to work and where his brother, Greg, is a director.

"It won't be a shipwreck. It will be a retail store," Scott said of the space he'll soon occupy on the top of the new boardwalk. "You usually see these things in connection with a museum."

The store will sell coins and other artifacts taken from sunken ships. There will also be related items, like pirate- or mermaid-related souvenir items and jewelry.

Greenstein said he was hoping to open in December, but construction delayed his buildout.

Stemm is still aiming for the holiday season, and Hubbard said other vendors are trying to do likewise. The project was to have new stores open in October but has had several delays.

Construction of the new boardwalk was preceded by that of the five-story garage-retail complex to its north. That space is nearly full but is waiting on its anchor tenant, the 9,400-square-foot Bubba Gump Shrimp Co. restaurant that may further boost village traffic that already tops 2-million people a year.

Bubba Gump's probably won't open until March, Hubbard said. She said there is plenty of demand for Bubba's and the family's established Friendly Fisherman restaurant, but the Hubbards closed their business for a month to revamp their own.

The Fisherman rebuilt its kitchen and moved some of its interior seating outside to open up the dining room. Now holding more than 230, the restaurant is also reorienting its menu.

"That's in response to Bubba Gump's, which sells a lot of shrimp," Patty Hubbard said. "We'll still sell shrimp, but we're going to put more emphasis on local seafood."

The village will also have a fresh-fish market adjoining the Hubbard's charter boat business. The boat business is operating out of a trailer awaiting the rest of the retail buildout, Patty Hubbard said, so the fish market will be one of the last businesses to open.

The village has already had its first commercial casualty with the departure of the National Comedy Hall of Fame.

Replacing that now is the House of Terror, a gift shop/haunted house in the garage complex.

Owner Helene Urbin was involved in a similar business in Largo, the Castel Bantuit.

Paul Swider can be reached at pswider@sptimes.com or (727) 892-2271.

FAST FACTS

John's Pass Village boardwalk businesses

Friendly Fisherman Restaurant

Kilwin's of John's Pass

Treasure House Boutique

Hubbard's Marina, Sea Adventures, Tampa Bay Ferry, Tampa Bay Ghost Tours

Gray Jewelers

Caribongo's

Two Sides of Nature Too

The Walking Company

The Shipwreck Store

American Royal Arts

Jim's on the Pass

Hurricane Pass Outfitters

Sun Cruz Casino

Parking garage side

Julio's Crepery & Cafe

Two Sides of Nature

Addicted to the Bean

House of Terror/Costumes and Fantasies

Pirates of the Pass

Picture this!

Sully's Beach Game Land

Bubba Gump Shrimp Co.

GRAPHIC: PHOTO, MARTHA RIAL - Times: With the \$17-million, 24,000-square-foot expansion at John's Pass Village completed, vendors are beginning to move into the new, three-level boardwalk area. Many are aiming for the holiday season.

LOAD-DATE: November 24, 2007

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 53

*Ford teams with Harley-Davidson for ultra-macho Super Duty Contra Costa Times
(California) January 11, 2008 Friday*

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Contra Costa Times (California)

January 11, 2008 Friday

SECTION: AUTOMOTIVE

LENGTH: 685 words

HEADLINE: Ford teams with Harley-Davidson for ultra-macho Super Duty

BYLINE: BY TIM SPELL motor matters

BODY:

As if a high-powered F-Series Super Duty pickup doesn't generate enough macho on its own, Ford pumps it up with its 105th Anniversary Harley-Davidson Package.

Since both Ford Motor Co. and Harley-Davidson Motor Co. started production in 1903, this merging of macho is a natural step. The 2008 Ford Harley-Davidson Super Duty is No. 11 on the list of trucks built since the co-branding began in 1999. For the first time, the Super Duty shares the special-edition design with its Ford Harley-Davidson F-150 sibling.

Custom styling is inspired by Harley-Davidson's 105th Anniversary motorcycle, which is dressed in Vintage Copper paint. This full-throttle pizzazz comes with a Harley-Davidson Alliance Package, tacking \$5,415 to F-250's 4x4 Crew Cab Lariat's \$37,315 base price. Adding an optional 6.4-liter diesel grunt to the mix costs \$6,895 and its five-speed automatic transmission costs an extra \$1,490.

Appropriate for a pickup infused with Harley spirit, the F-250 test vehicle is mainly clad in black, but cranks up visual appeal with liberal use of Vintage Copper accents, and special chrome and metal touches. Harley inspiration comes in two different exterior graphic treatments -- one wears a thin band of Vintage Copper up high and the other gets a larger Vintage Copper swath on its lower body.

Most distinctive is the Super Duty's billet-style grille, featuring rows of horizontal rods and a giant Ford oval, framed in body color. The grille is flanked by custom, vertically stacked headlamps.

Complementing the grille are body-colored fender vents with the same chrome rod theme. This grille/fender-vents design represents the heat stakes on the cylinder head of a V-Twin engine, which first appeared on Harley motorcycles in 1922.

Punctuating the Harley spirit on the fender-vents design is an F-250 logo and a winged **Harley** chrome medallion inscribed with "105 years" and "1903-2008." This emblem also is tacked on the tailgate.

Rivaling the grille for custom-look appeal are large-diameter dual-chrome exhaust outlets and 20-inch polished forged-aluminum wheels. These wheels' five massive spokes are contrasted with bands of black, and radiate around a hub with an engraved **Harley bar-and-shield** logo.

The largest **Harley bar-and-shield** logo is embossed in the black mat protecting the 6.75-foot-long cargo box. The tester's graphics feature a Vintage Copper band wrapping the tailgate and bed sides, and ending behind the dips at the front of the side windows. "**HARLEY-DAVIDSON**" is stretched within the band at the bed sides.

Dusted Copper custom touches and **Harley** IDs are found in even more eye-popping style inside the roomy four-door cab. Access to the interior of the tall pickup -- especially at night -- is made easier with illuminated molded running boards.

Highlighting the interior treatment are Dusted Copper pleated inserts on the cushions, backrests and side bolsters of front and rear black leather captain's chairs (a 60/40-split rear bench is optional). The backrest of each seat is embossed with a **Harley bar-and-shield** logo. Along with outstanding looks, these seats are comfortable and supportive.

Dusted Copper also trims the upper and lower steering wheel grip, door pull handles and mid sections of front and rear center storage consoles. Adorning the front console lid is a "105 years" winged logo with a numbered vehicle ID plate.

Accompanying this glamour are practical extras, such as **Harley**-packaged standard PowerScope trailer-tow exterior mirrors. Also giving the driver a rear-view edge is a rear video camera. This \$470 option features a small screen integrated into the rearview mirror. This backup system assists when maneuvering into tight spots and lining up the hitch with trailers, which those opting for the 6.4-liter Power Stroke V8 turbo-diesel are likely to pull.

The Power Stroke's 650 pounds-foot of torque, propelling the 4x4 crew cab, makes it possible to a trailer up to 12,500 pounds. While clear from its sound the engine is a diesel, unlike a Harley, it's notably quiet running.

Tim Spell is the automotive editor for the Houston Chronicle Cars & Trucks section.

LOAD-DATE: January 11, 2008

U.S. Trademark Opposition No. 91177156
H-D Michigan, Inc. v. Bryan Broehm
Serial No. 78896325

Mark: 

Exhibit 54

*Small U.S. firms make big global sales; Sinking dollar, cultural ties, free trade provide boost
USA TODAY April 8, 2008 Tuesday*

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USA TODAY

April 8, 2008 Tuesday
FINAL EDITION

SECTION: MONEY; Pg. 1B

LENGTH: 2186 words

HEADLINE: Small U.S. firms make big global sales;
Sinking dollar, cultural ties, free trade provide boost

BYLINE: Edward Iwata

BODY:

In a powerful trend that is reshaping the economic landscape, a rising wave of U.S. small businesses and start-ups are going cross-border and selling hundreds of billions of dollars in goods and services to Asia, Canada, Latin America, Europe and Africa.

While big corporations dominate global business news, small companies are charging into overseas markets at a faster pace. From 1992 through 2007, exports by U.S. small businesses have soared nearly fourfold to \$400 billion, according to a preliminary estimate by economist Harvey Bronstein of the U.S. Small Business Administration.

That number could climb more if the weak U.S. dollar continues to boost exports, and if the Federal Reserve and lenders keep lowering rates to help fire up the cooling economy.

"Exports are the under-recognized opportunity for many American small businesses," says SBA Administrator Steve Preston, who hosted a trade conference Monday in Hialeah, Fla., with Commerce Secretary Carlos Gutierrez. "A lot of small businesses have very good products that are very competitive overseas."

As the global economy grows, half of U.S. small businesses will be involved in trade by 2018, predicts a recent report by the Institute for the Future think tank in Silicon Valley and software company Intuit.

A confluence of forces -- from the weak dollar to more open markets -- is feeding the trend, according to consultants, business professors and government officials.

Small businesses are getting a lift from the flagging U.S. dollar, which makes exports cheaper for customers in other nations.

At Breakaway Technologies (www.BreakawayTechnologies.com), a small firm in Park City, Ill., that leases computer equipment, more than half its increasing sales go directly to customers abroad or to U.S. buyers who then ship goods overseas, says founder and CEO

Betsy Shields.

Even with the U.S. economic slowdown, her revenue for this year's first quarter has risen 3% from the same time in 2007 -- "which is better than I expected in this economy," Shields says.

Other forces: Free trade is opening more markets for small businesses, which the SBA defines as firms with fewer than 500 employees. Millions of immigrant entrepreneurs, from mom-and-pop chains to technology firms, are hungry to grow their businesses by selling in their homelands. The Internet and stronger transportation and banking networks make it easier for small companies and consumers to hook up.

"The timing has never been better for small businesses to get out of their backyards and become global players," says Laurel Delaney, founder of GlobeTrade.com, a consulting firm for small businesses.

Small business owners who are taking advantage of cultural ties, the Internet's global reach and marketing savvy to dive into international trade include:

*A Vietnamese-American entrepreneur. Jacquelyn Tran, the 31-year-old CEO of online cosmetics retailer Beauty Encounter (www.BeautyEncounter.com), was a toddler when her parents left Vietnam to settle in Orange County, Calif., three decades ago.

Her parents sold perfume and other goods at a flea market for several years, then opened a retail store in the fashion and garment district of downtown Los Angeles.

After Tran graduated from the University of California at Irvine with her business degree, she raised her parents' business to a new level in 1999 by launching an online business to sell their goods.

Tran made only \$150,000 in sales the first year. But she says that business took off the second year through online advertising, a new website and other Yahoo online services for small businesses.

Last year, Beauty Encounter hit \$20 million in sales, with 15% coming from the United Kingdom, Canada, France, Germany, Latin America and Japan. The weak U.S. dollar has boosted sales abroad by 10%, with foreign customers placing larger orders for fragrances, cosmetics and skin-care products to take advantage of favorable currency rates, Tran says.

Beauty Encounter is growing so quickly that Tran plans to move her company to a larger warehouse-and-office site later this year. "I'm still kind of in shock," Tran says. "The beauty industry has always been a passion of mine, but to see it taking off on the Internet and internationally is really cool."

*A young online designer. Joe Gebbia, a 26-year-old entrepreneur and designer in San Francisco, credits sore backsides for helping him to create CritBuns (www.CritBuns.com), an online maker of colorful foam seat cushions.

As a student at the Rhode Island School of Design, Gebbia noticed that classmates were uncomfortable sitting on hard chairs and floors during day-long critiques of their work by professors. He designed the fashionable cushions and plunged full time into his new business after graduation.

Scores of skeptical retailers rejected his cushions, until Gebbia finally sold 200 units to the Museum of Modern Art in New York. Last year, Gebbia launched his website, and the cushions were featured at a Tokyo design show and in I.D., a design magazine.

Demand for the cushions took off. Now, 25% of his sales are to customers in Canada, Europe, Australia, Japan and other countries and regions. He also plans to market the cushions as "Sports Buns" to professional and school athletic events in the USA and abroad.

"I hadn't anticipated international sales at all," Gebbia says, "but people found the website, and I started getting orders from all over the world."

*A motorcycle-riding businesswoman. As a teen growing up in Missouri, Rebecca Herwick loved dirt bikes and big motorcycles. Today, the 49-year-old Herwick is owner and CEO of Global Products (www.GlobalProductsInc.com), a St. Peters, Mo., firm that is the exclusive dealer and licensee for **Harley**-Davidson decals, caps, T-shirts and other gift items.

Herwick saw the international potential for **Harley**-Davidson products during a trip to Europe in the mid-1990s with her former husband, who founded Global Products. The demand for goods with **Harley**-Davidson's famous **bar-and-shield** logo has grown steadily each year.

Herwick sells her products through dealers and distributors in Canada, Europe, Japan, Australia, South Korea and Dubai. This month, she's helping a Chinese auto dealer open the fourth **Harley**-Davidson dealership in China, in the large city of Qingdao.

International sales last year accounted for 10% of her company's \$18 million in annual revenue, and she expects the figure to grow to 25% in the near future if she expands to potential markets in Latin America and other regions.

"When you ride a Harley, you have a sense of independence and empowerment and luxury," says Herwick. "It doesn't matter where in the world you may be -- that feeling is still there."

Immigrants' connections

Why are more U.S. small businesses leaping into the global marketplace?

Many cite the boom in entrepreneurial immigrants with strong ties between the USA and their cultural homelands in Asia, Latin America, Europe and the Middle East.

Twenty-five percent of new U.S. technology and engineering companies that were launched from 1995 to 2005 have at least one founder who is foreign-born. Those firms hauled in \$52 billion in sales in 2005, according to a study last year by Duke University and the University of California at Berkeley.

"You can go to almost any city in India, China, Saudi Arabia, Dubai -- many economies in the world now -- and see people buzzing with energy and entrepreneurship," says Vivek Wadhwa, a Duke University engineering professor and technology entrepreneur who has launched two start-ups. "There's a cross-fertilization of talent and a new sense of confidence."

An increasing number of venture capital firms -- always hunting for hot entrepreneurs and new technology -- have poured \$83 billion in the past decade into start-ups in the USA, India, China and other countries, reports the National Venture Capital Association and

Thomson Financial.

More than half of U.S. and foreign venture capitalists surveyed in 2006 by Deloitte & Touche and the NVCA said that they plan to expand their global investments, "a sea change in the venture industry," the report found.

Another factor: Just like corporate giants, small firms today can readily sell their goods and services worldwide because of new technology, quicker and cheaper manufacturing, and stronger shipping and banking networks. The Institute for the Future calls it a "plug-and-play infrastructure."

"The infrastructure is building up to support global trade, and the costs have fallen dramatically," says Steve King, a senior adviser at the Institute for the Future. "Suddenly, you can export more easily than ever before."

Trade issues

Government agencies and trade groups see U.S. small businesses as potent forces for trade and economic growth. Aiming to boost small-business exports, the SBA, the Commerce Department, the Export-Import Bank and the U.S. Chamber of Commerce's TradeRoots program offer financing, conferences and other resources.

The SBA's Preston says free-trade agreements create a fairer playing field for small businesses, which lack the firepower of large firms to break into foreign markets.

"Tariffs come down dramatically, rules become simpler, and (intellectual property) protections become greater," Preston says. "That opens the door for small businesses."

Pro-trade forces are lobbying Congress to pass free-trade agreements with Colombia, South Korea and Panama. Last year, those countries generated \$16 billion in exports for U.S. small businesses, and those exports will grow if trade barriers fall, says SBA spokeswoman Christine Mangi.

Of course, U.S. small business owners and analysts say, going global isn't as easy as setting up shop in the local neighborhood.

Language and cultural roadblocks can lead to a maze of problems. Hefty foreign taxes and customs duties can erase profits. Weak legal systems, corruption and shady business partners can sabotage sales and deals. Intellectual property theft remains a huge problem.

"There are giant challenges that can't be dismissed," King says. "A lot of companies fail or have problems, although enough are going to succeed."

Tran at BeautyEncounter.com says she struggles to keep down international shipping costs for overseas customers. At Global Products, Herwick says regulatory and audit issues in many countries are the toughest export-related tasks for her to juggle.

Even the weak dollar is a dual-edge sword. With the greenback falling, Herwick is making more sales abroad. But her inventory in Europe sells for less than it did under old exchange rates, when European dealers paid her one-to-one for her goods. With \$1 fetching well under 0.7 euros in recent months, her profits dip.

"I did not anticipate the horrible performance of our dollar the last few years, and that's

hurt me," she says.

But the potential pitfalls aren't scaring Herwick and other small business owners.

As corporations embraced technology through the 1990s, Shields at Breakaway Technologies saw her firm grow steadily and reach \$4 million in sales. Her sales slowed, though, when Dell and Hewlett-Packard became competitors.

To grow again, Shields is prowling for more international customers in Canada and Europe, where she already does business. She's also researching potential markets in Latin America, Asia and Africa.

"We realize we need better penetration, and the U.S. market won't always provide it," Shields says. "If you stay static, you're not going to stay in business very long."

Fact finding helps

Websites with information and market research for small businesses going global:

*sba.gov/aboutsba/sbaprograms/internationaltrade/useac/index.html -- The Small Business Administration has export help centers across the USA.

*buyusa.gov/home/export.html -- A comprehensive Commerce Department website.

*traderoots.org/home.asp -- The U.S. Chamber of Commerce's TradeRoots program focuses on small businesses and local economic development.

*doingbusiness.org/economyrankings -- A World Bank report that ranks doing business in various countries.

*intuit.com/futureofsmallbusiness -- A series of reports on the future of small businesses by The Institute for the Future and Intuit.

Source: USA TODAY research

Setting up sales

Here are some tips for small businesses and entrepreneurs interested in selling abroad:

*Do serious homework, and research potential markets.

*Find a global shipper or freight forwarder who will prepare documents, set up and collect payment and make sure that goods are delivered safely.

*Consult with an international banker who will finance an export sale, give advice on potential risks and structure competitive payment terms.

*Hire an accountant who will maximize a small firm's cash flow and limit worldwide tax exposure.

*Use an attorney well versed in trade who will advise on intellectual property issues, mergers and acquisitions and reorganization.