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

Proceeding	92058315
Party	Defendant M22, LLC
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Date	11/05/2015
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

State of Michigan

Petitioner,

Proceeding No: 92058315

v.

M22, LLC,

Registrant.

**REPLY TO PETITIONER'S COMBINED BRIEF IN REPLY AND RESPONSE TO
RESPONDENT'S CROSS-MOTION**

I. INTRODUCTION

Petitioner's Motion presents a single and discrete issue: whether Registrant's use of the M22 Marks constitutes a per se unlawful use in commerce. That question is framed by a high standard of review: the Petitioner must establish by clear and convincing evidence that Registrant's use of the M22 Marks constitutes a per se unlawful use in commerce.

Petitioner's Response attempts to confuse this issue by introducing irrelevant facts, but, at its core, Petitioner's Response makes clear that it will never meet that standard. Since no genuine issues of material fact remain for trial, Registrant's cross-motion for summary judgment must be granted.

II. ARGUMENT

- a. Petitioner must prove by clear and convincing evidence that
Registrant's Use of the M22 Marks is per se unlawful.**

It is axiomatic that the Petitioner must prove by clear and convincing evidence that Registrant's Use of the M22 Marks is per se unlawful—Petitioner's contention to the

contrary is an incorrect and unsupported statement of the law. Specifically, Callman on Unfair Competition, Trademarks, and Monopolies states:

In ex parte prosecution of registration applications, Trademark Rule 69 permits the Patent and Trademark Office to make inquiry as to compliance with regulatory requirements in order to determine the lawfulness of the use. In inter partes cases where the statutory requirement which the registrant or applicant allegedly failed to meet is outside of the expertise of the Board, the party in the position of plaintiff must establish such grounds by “clear and convincing evidence.”

3 Callmann on Unfair Comp., Tr. & Mono. § 20:11 (4th Ed.). Such unlawfulness requires the Petitioner to provide strict proof of the basis on which the claim rests. See *Pet Inc.*, 219 U.S.P.Q. (BNA) ¶ 911 (P.T.O. July 25, 1983) (“Pet has not proved their unlawfulness. Unlawfulness requires strict proof of the basis on which the claim rests.”); see also *Satinine Societa in Nome Collettivo Di S.A. E M. Usellini*, 209 U.S.P.Q. (BNA) ¶ 958 (P.T.O. Feb. 23, 1981) (“But however that may be, it is incumbent upon any petitioner or opposer, as the party in the position of plaintiff, to establish the grounds upon which its cause of action is predicated by clear and convincing evidence, and nowhere is this more true than in a case where a plaintiff urges us to cancel, or to refuse to issue, a registration based upon the defendant’s alleged failure to comply with the requirements of a statute which is outside of our area of expertise.”). Petitioner must also establish that Registrant’s “non-compliance was material, that is, was of such gravity and significance that the usage must be considered unlawful—so tainted that, as a matter of law, it could create no trademark rights—warranting cancellation of the registration of the mark involved.” *Gen. Mills Inc.*, 24 U.S.P.Q. 2d 1270 (P.T.O. Aug. 24, 1992). There can be no doubt that Petitioner must meet

the highest standard of proof recognized by the TTAB to prevail on its Partial Motion for Summary.

b. Petitioner has failed to prove by clear and convincing evidence that M22's use of the M22 Marks is per se unlawful.

Petitioner baldly asserts that Registrant's use of the M22 Marks is per se unlawful because Petitioner has adopted the federal Manual, inserted the M-22 sign into the State of Michigan's adoption of that Manual, sent a letter to the Department of Transportation asking for approval of the State's adoption of the Manual, and then received approval by the Department of Transportation of the State's adoption of the Manual. The federal Manual states:

Any traffic control device design or application provision contained in this Manual shall be considered to be in the public domain. Traffic control devices contained in this Manual shall not be protected by patent, trademark, or copyright, except for the Interstate Shield and any items owned by FHWA.

See Exhibit 8 to Petitioner's Motion for Summary, pg. I-1. Petitioner has presented no evidence that the M-22 sign is contained within the federal Manual, so Petitioner cannot reasonably base its unlawful use in commerce claim on a violation of federal law.¹ Instead, Petitioner claims that Registrant has violated the Manual as adopted by Petitioner, the State of Michigan.

Petitioner has also cited no cases in which the TTAB has cancelled a registered trademark on the basis of a state administrative manual or a state regulation. In fact, the only known academic analysis of the TTAB's unlawful use doctrine has commented that the

¹ It is noteworthy that Petitioner claims that "Respondent cannot be permitted to act contrary to federal regulations and to harm the public," yet Petitioner has failed to provide any evidence establishing that the M-22 sign is contained within the federal Manual as required by the "standards" of the Manual's own text. See Petitioner's Response Brief, pg. 21.

TTAB “would not be concerned by noncompliance with state regulatory laws.” Cooper, “‘Unclean Hands’ and ‘Unlawful Use in Commerce’: Trademarks Adrift on the Regulatory Tide,” 71 Trademark Rep. 38, 49 (1981). Petitioner willfully ignores that the M-22 sign’s only connection to the federal Manual is that Petitioner has willfully adopted that Manual and inserted the M-22 sign into its adoption of it.

Petitioner has also failed to present any evidence that Registrant has violated state law. In *Donaldson v. Department of Transp.*, the Georgia Court of Appeals examined whether the Manual provided a basis for a negligence per se claim. In doing so, it examined the purported enabling language, OCGA § 32-6-50(a), which directed that “[i]nsofar as practical, with due regard to the needs of the public roads of Georgia, such uniform regulations shall conform to the recommended regulations as approved by the American Association of State Highway and Transportation Officials.” In that case, the plaintiff’s expert testified that the Manual was promulgated and published by the Federal Highway Administration, but, because the plaintiff failed to provide any evidence that the Manual was approved by the American Association of State Highway & Transportation Officials so as to bring it within the enabling language of the Georgia statute, the Georgia Court of Appeals found that the plaintiff had failed to prove the applicability of the Manual at trial to serve as a legal basis for defendant’s duty on plaintiff’s claim of negligence per se. See *Donaldson v. Department of Transp.*, 511 S.E. 2d 210 (Ga. App. 1999).

Similarly, MCL 257.608 states,

The state highway commissioner and commissioner of state police shall adopt a manual and specifications for a uniform system of traffic-control devices consistent with the provisions of this chapter for use upon highways within this state. Such uniform system shall correlate with and so far as possible conform to the system then current as approved by the American

Association of State Highway Officials and such manual may be revised whenever necessary to carry out the provisions of this act.

MCL 257.608. As in *Donaldson*, Petitioner has provided no evidence that the Association of State Highway Officials has approved its adopted Manual or that its adoption of the Manual conforms to the standards of the Association of State Highway Officials. Petitioner cannot point to a single state statutory provision that provides it with the right or ability to determine what does and does not constitute trademarkable subject matter. Consequently, Petitioner has failed to prove a violation of state law by clear and convincing evidence.

Most importantly, if the Board accepts the absurd logic of Petitioner's argument, Petitioner will have the unchecked authority to cancel any trademark currently registered with the United States Patent and Trademark Office on the basis that the mark in question is an unlawful use in commerce. All Petitioner will need to do to cancel a mark is to adopt the mark in question as a road sign, insert that road sign into its state-level adoption of the Manual, and obtain the approval of its adoption of the Manual from the Department of Transportation by sending a simple letter. Once this wholly administrative process, devoid of the notice and comment period associated with any other rulemaking under the Administrative Procedures Act, 5 U.S.C. § 551 et seq., due process, or respect for the separation of powers established by *Marbury v. Madison*, is completed, Petitioner will have the absolute authority to route around the Congress of the United States and its legislative process to prohibit the registration, or even the formation of common law, trademark rights under the law. The Attorney General's attempt to assert a claim, on behalf of the Michigan Department of Transportation, to absolute power over the formation of trademark rights must be denied and summary judgment is proper in favor of Registrant.

- c. **It is clear that the Manual instructs states on the adoption of traffic control devices.**

Petitioner goes to great lengths to discuss the difference between “standards” and “guidelines” contained within its adoption of the Manual. None of this is relevant because it is clear that the Manual’s audience is the several states, not the general public. The Department of Transportation’s website states:

Who uses the MUTCD? And How?

In the public sector, the most obvious MUTCD users are the State and local transportation planners and traffic engineers who design our roads and locate the traffic control devices that help drivers navigate them safely.

See **Exhibit A**, Printout of Department of Transportation website. The Manual advises both state and local transportation planners that they cannot obtain intellectual property rights in the traffic control devices contained in the Manual. The reason for this statement is very clear: the Manual provides numerous graphical examples of traffic control devices to be adopted by states as their own traffic control devices. If a state were to obtain copyright or patent rights in or to these graphical examples, it could preclude all other states from adopting them, which would render the national standards contained in the Manual, the very purpose of the Manual, useless. Thus, the Department of Transportation rightfully instructs the **states** that they cannot obtain intellectual property rights in any traffic control device design or application provision contained within the Manual.

d. Pragmatically, Petitioner’s claim of harm is disingenuous and its lack of harm further evidences that Registrant’s actions are lawful.

No one in the United States truly believes that Registrant or its goods are associated with the State of Michigan. Though Petitioner’s claim of harm is irrelevant to the determination of whether Registrant’s use of the M22 Marks is per se unlawful, it is worth addressing Petitioner’s claim that it has been harmed, and the extent to which it has been harmed, because the Board, which is unfamiliar with Registrant’s brand outside of the

limited scope of these proceedings, could be deceived by Petitioner into believing that there is a specifically identifiable class of individuals or businesses who truly believe that Registrant has harmed, or will harm, the State of Michigan. To that end, Registrant submits the attached 176 declarations in support of its statement that consumers do not believe that the Registrant's M22 Marks are associated with the State of Michigan.

III. CONCLUSION

For the foregoing reasons, Petitioner's Motion for Summary Judgment must be denied and summary judgment must be granted in favor of Registrant.

/s/ John Di Giacomo
John Di Giacomo
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Email: john@revisionlegal.com,
eric@revisionlegal.com
Attorneys for Registrant

CERTIFICATE OF SERVICE

I, Nikki Sunlin, hereby certify that a true and correct copy of the foregoing Reply to Petitioner's Combined Brief in Reply and Response to Respondent's Cross-Motion has been served on counsel for Petitioner, via emailing said copy as the parties have agreed, on November 5, 2015.

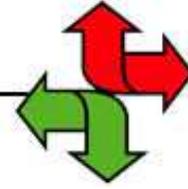
/s/ Nikki Sunlin

Nikki Sunlin

REVISION LEGAL, PLLC

EXHIBIT A

Manual on Uniform Traffic Control Devices (MUTCD)



[Knowledge](#)

Who Uses the MUTCD? And How?

Probably many more folks in more diverse professions than you might imagine. And they use the information for very different reasons! Here's how.

In the public sector, the most obvious MUTCD users are the State and local transportation planners and traffic engineers who design our roads and locate the traffic control devices that help drivers navigate them safely. There are the public works department employees who must understand how to install and maintain the traffic control devices. The engineers and planners work closely with Federal FHWA Division Office personnel who interpret and clarify MUTCD standards for their State and local partners. The FHWA also conducts extensive materials research, often in cooperation with the private sector designers and developers, to improve the effectiveness and visibility of traffic control devices.

Owners of private roads open to public travel, such as those in shopping centers, theme parks, airports, sports arenas, and the like, also rely on the MUTCD to assure that road users invited to travel on their roads see messages consistent with those on public roads.

In the private sector, the construction and engineering contractors who in fact design and build the roads that we all travel each day rely on the MUTCD. There are businesses whose employees design, test, manufacture, and market traffic control devices that road managers apply and install.

Organizations with completely different charters and constituents depend on the MUTCD. For example, law enforcement personnel rely on the MUTCD as they monitor driver behavior and investigate traffic incidents. The insurance and legal communities frequently refer to the MUTCD when investigating claims or proceeding with legal activities that arise from traffic-related incidents.

The MUTCD is a valuable reference tool for the media. Design and engineering students rely on it for their academic work. Also, a variety of professional and safety organizations, whose members represent the various stakeholders, consult the MUTCD for information used in their materials, for training courses and workshops, or for rulemaking recommendations, and when providing technical assistance.

[Click here](#) to view links to some of the professional organizations that use the MUTCD in their activities.

States' Adoption of the National MUTCD

It is interesting to note that the MUTCD is the national standard in all facets of using traffic control devices, but State transportation agencies differ in how they comply with MUTCD standards. For example, some States adopt the national MUTCD as their standard. Other States adopt the national MUTCD along with a State supplement that might prescribe which of several allowable options are selected for the State's specific purposes. Still other States use the national MUTCD as the basis for developing their own State Traffic Control Device manuals, which must be in substantial conformance with the national MUTCD.

When a new edition or revision of the national MUTCD is issued, States have two years to adopt it, with or without a State supplement, or to adopt a State MUTCD that is in substantial conformance with the new edition of the National MUTCD. For the 2009 edition, the date by which adoption by the States is required was January 15, 2012.

Most of the States that have State MUTCDs or Supplements make them available electronically on their web sites. To search for State Information to find links to other State traffic control device policy and design documents and drawings, please visit the [MUTCDs & Traffic Control Devices Information by State](#) web page.



DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Denise Leeds
[NAME]

123 E. Front St.
[ADDRESS]

231-943-2122
[PHONE NUMBER]

Date: 9/25/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Rachellynn Moore

[NAME]

650 Graystone

[ADDRESS]

(231) 499-4351

[PHONE NUMBER]

Date: 9/25/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Jonathan Woods
[NAME]

1002 E. State St.
[ADDRESS]

231-313-4208
[PHONE NUMBER]

Date: 9/25/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Ryan Tidgarden
[NAME]

288 N. Yacht Club Dr
[ADDRESS]

231 883 4752
[PHONE NUMBER]

Date: 9/15/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Elizabeth Wiitanen
[NAME]

1320 Veterans Dr.
[ADDRESS]

231-632-0110
[PHONE NUMBER]

Date: 01.22.15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Manna Bennett
[NAME]

3840 Heatherwood Dr. W
[ADDRESS]

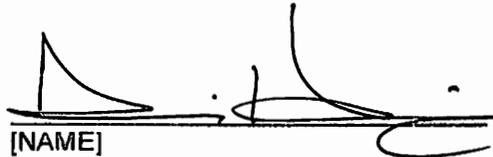
616 4430787
[PHONE NUMBER]

Date: 9-15-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.


[NAME]

134 E. Front St. #1 TRAVERSE CITY, MI
[ADDRESS] 49684

231. 409. 3770
[PHONE NUMBER]

Date: 9/14/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Maddy Weatherholt
[NAME]

729 Webster St. TC MI
[ADDRESS]

231-534-5616
[PHONE NUMBER]

Date: 9/14/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Brandy Wheeler
[NAME]

PO Box 2224 Traverse City MI 49685
[ADDRESS]

231-313-6633
[PHONE NUMBER]

Date: 9/29/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

JAY GORTER
[NAME]

1227 POLLARD TC MI 49896
[ADDRESS]

231-941-9000
[PHONE NUMBER]

Date: 9/29

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
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9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Julie Tripp
[NAME]

1099 Wagon Dr, Traverse City, MI
[ADDRESS]

231 946 2879
[PHONE NUMBER]

Date: 9-29-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

FRED TRUSCHKE

[NAME]

~~4160~~ 4160 EDWIN BLVD GRAND RAPIDS, MI 49637

[ADDRESS]

231 342-3654

[PHONE NUMBER]

Date: 9-28-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Megan P. DeLo
[NAME]
125 E Front St. Ste 202
[ADDRESS]
765 749 7049
[PHONE NUMBER]

Date: Sept. 28 2015

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Kim Norris
[NAME]

10496 S. Monaco Way
[ADDRESS]
Traverse City, MI 49684

231-499-7479
[PHONE NUMBER]

Date: 9-27-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

MARK Soper
[NAME]
856 Black Hill Ln
[ADDRESS] TC
231-590-4375 49696
[PHONE NUMBER]
Date: 9-25-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Steve Baesch
[NAME]

322 S. UNION ST TRAVERSE CITY,
MI 49684
[ADDRESS]

231-947-1812
[PHONE NUMBER]

Date: 9/22/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Kelli Baeuch
[NAME]

322 South Union
[ADDRESS]

231-947-1312
[PHONE NUMBER]

Date: 9-22-2015

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Madison Gerding

[NAME]

8279 N. Reynolds Rd TC MI

[ADDRESS]

231-499-9392

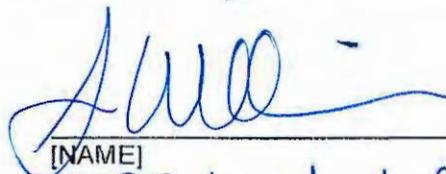
[PHONE NUMBER]

Date: 9/22/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.



[NAME]

11593 Lord rd. Charlevoix Mi.

[ADDRESS]

231-459-5775

[PHONE NUMBER]

Date: 9/22/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Danielle Ritola

[NAME]

2929 Glen Dr. Apt 5
[ADDRESS] Traverse City MI 49686

231-645-2201

[PHONE NUMBER]

Date: 9/24/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Jess Ashmore
[NAME]

PO Box 791 Kingsley, MI 49649
[ADDRESS]

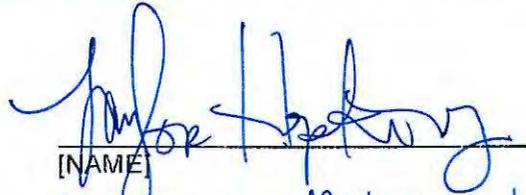
231.633.8020
[PHONE NUMBER]

Date: 9/24/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.


[NAME]

6899 Cram Rd. Williamsburg, Mi. 49690
[ADDRESS]

231-445-3443
[PHONE NUMBER]

Date: 9/22/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Cindy M Dealmen
[NAME]
PO Box 2029 TC MI 49685
[ADDRESS]
231-233-8441
[PHONE NUMBER]
Date: 9/24/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Ruth E Dickey
[NAME]

3711 La Casita Ave Traverse City, MI 49684
[ADDRESS]

713.469.0417
[PHONE NUMBER]

Date: 9.24.15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Phil Gronda
[NAME]

3985 Sandia Pl, TC 49684
[ADDRESS]

231 499 - 3908
[PHONE NUMBER]

Date: 9/25/2015

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Todd FLEES
[NAME]
9131 E. LAKEVIEW Hills RD
[ADDRESS]
231-360-3623
[PHONE NUMBER]
Date: 9/25/2015

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

STAC CRAW
[NAME]

10016 E LAKEVIEW HILLS RD
[ADDRESS] TR. MI 49684

231 313 3881
[PHONE NUMBER]

Date: 9-25-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Rob Whetter
[NAME]

10400 E. Shady Ln
[ADDRESS]

231-944-5374
[PHONE NUMBER]

Date: 9/25/15

Suttons Bay
MI
49682

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Kaili A. Cronels

[NAME]

118 E State St. PO. Box 46 Fife Lake

[ADDRESS]

49633

2314146801

[PHONE NUMBER]

Date: 9/25/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Joe Stevens
[NAME]

1269 S.M. Hwy RD
[ADDRESS]

Traverse city mi. 49696
231-946-7361
[PHONE NUMBER]

Date: 9/25/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Steven Fite
[NAME]

2836 Artist Ave Interlochen MI
[ADDRESS]

231-313-5970
[PHONE NUMBER]

Date: 9-25-2015

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

MARIA KINNEUS
[NAME]

544 WEBSTER ST. TRAVERSE CITY, MI
[ADDRESS] 49686

231-620-2535
[PHONE NUMBER]

Date: 9-14-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Enka Olvey

[NAME]

10433 S. Tower Rd,

[ADDRESS] Maple City, MI 49664

513-312-5690

[PHONE NUMBER]

Date: 9-16-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Charma Brian

[NAME]

10767 Wood View

[ADDRESS]

231-929-9668

[PHONE NUMBER]

Date: Sept. 21, 2015

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Walter Davis
[NAME]

869 Carver St., TC MI 49686
[ADDRESS]

231-590-3509
[PHONE NUMBER]

Date: 9/14/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Jennifer Dixon
[NAME]

10117 Fishers Run TC Mi 49685
[ADDRESS]

231-922-5169
[PHONE NUMBER]

Date: 9/11/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. ~~I currently have an M22 sticker on a piece of my personal property.~~
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

William Hurley
[NAME]
939 Huron Hills TC
[ADDRESS]
298-496-1991
[PHONE NUMBER]

Date: 9/11/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

KEELDA MYERS

[NAME]

701 CEDAR AVE

[ADDRESS]

231 392 3555

[PHONE NUMBER]

Date: 9/12/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Chad Jordan
[NAME]

P.O. Box 312
[ADDRESS]

231.620.2939
[PHONE NUMBER]

Date: 9/11/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Lisa Myers
[NAME]

701 Cedar Ave
[ADDRESS]

231.883.7637
[PHONE NUMBER]

Date: 9/12/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Mat Nicholson
[NAME]

2662 Cass Rd, Traverse City
[ADDRESS]

995-8586
[PHONE NUMBER]

Date: 9/18/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Daniel Spalla
[NAME]

578 Vienna, Traverse City, MI
[ADDRESS]

231-499-8052
[PHONE NUMBER]

Date: 9/18/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Emilie Spalla
[NAME]

598 Vienna Way MI 49696
[ADDRESS]

(231) 218-8619
[PHONE NUMBER]

Date: 9/18/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

DANNY BERARD
[NAME]

1140 KNOWLEEK CT
[ADDRESS]

231 534 3082
[PHONE NUMBER]

Date: 18 SEP 15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Levi Kysen
[NAME]

2950 West Ave.
[ADDRESS]

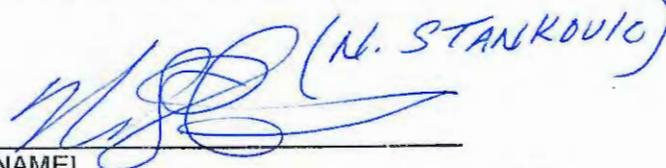
231 313 0710
[PHONE NUMBER]

Date: 9-18-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.


[NAME] _____
1781. S. PIONEER RD
[ADDRESS] _____
BEULAH MI. 49617
[PHONE NUMBER] 231-640-0928
Date: 9-18-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Donald Pishner

[NAME]

7855 Pinedale Dr, Williamsburg

[ADDRESS]

231-633-4266

[PHONE NUMBER]

Date: 9-18-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Joseph C. Ely

[NAME]

3919 Sandia Place

[ADDRESS]

231-631-3022

[PHONE NUMBER]

Date: 9-18-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Jamey Brown
[NAME]

1075A South M37 Buckley mi
[ADDRESS] 49620

231-499-8217
[PHONE NUMBER]

Date: 9-18-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Laura Zoellner

[NAME]

1278 Duke Hollow Traverse City MI 49784

[ADDRESS]

231 - 590 - 4736

[PHONE NUMBER]

Date: 9/18/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Courtney Gorter
[NAME]

1227 Pollard Lane, TC, MI 49626
[ADDRESS]

(231) 632-0817
[PHONE NUMBER]

Date: 9/18/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

JOSUA BEERY
[NAME]

510 W. OAK RIDGE DR.
[ADDRESS] TRAVERSE CITY 49685

231-342-3335
[PHONE NUMBER]

Date: 09/18/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Becky Morin

[NAME]

10226 Acme RD

[ADDRESS]

(231) 392-9520

[PHONE NUMBER]

Date: 9-18-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Megan Ruediger
[NAME]

391 Lind Drive TC, MI
[ADDRESS]

231-642-0062
[PHONE NUMBER]

Date: 9.18.15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Josie Shink

[NAME]

2042 E Hoxie Cedar MI 49621

[ADDRESS]

231-947-9138

[PHONE NUMBER]

Date: 18 SEPT 15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Emily Stawe
[NAME]

3520 Orchard Uv.
[ADDRESS]

231-360-4525
[PHONE NUMBER]

Date: 09/18/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

SCOTT ZOLINSKI
[NAME]

700 N. West Silver Lake Rd
[ADDRESS]

989 750-8935
[PHONE NUMBER]

Date: 9-19-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Mary Johnson
[NAME]
4662 Rokos Ct. TC, MI
[ADDRESS] 49685
(616) 902-5163
[PHONE NUMBER]
Date: 9/18/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. ~~I currently have an M22 sticker on a piece of my personal property.~~ JK JH
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

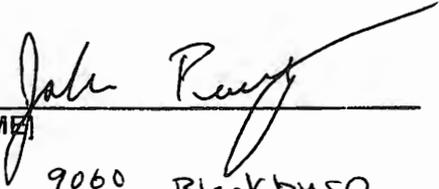
Jennifer Hodges
[NAME]
351e Huron St TC, MI 49684
[ADDRESS]
(517) 614-2207
[PHONE NUMBER]

Date: 9/18/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.



[NAME]
9060 Blackburn

[ADDRESS]
231-342-2339

[PHONE NUMBER]
Date: 9-18-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Corie Burmeister
[NAME]

2191 Shenandoah, TC, 49685
[ADDRESS]

513.505.4337
[PHONE NUMBER]

Date: 9/18/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Steven Damman
[NAME]

836 Webster St.
[ADDRESS]

(231) 642-0902
[PHONE NUMBER]

Date: ~~9/18/15~~ 9/18/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
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5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

MARCIA ANDERSON
[NAME]

2322 CASS RD TRAVERSE CITY, MI
[ADDRESS]

(231) 421-1886
[PHONE NUMBER]

Date: 9-18-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

JONATHAN ADAMS
[NAME]

208 S. SPRUCE ST. TC MI 49684
[ADDRESS]

231-218-9156
[PHONE NUMBER]

Date: 9-18-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Evann D. Miller
[NAME]

328 W. 9th St.
[ADDRESS]

231-941-4256
[PHONE NUMBER]

Date: 9-18-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Anthony Tatasciore
[NAME]

713 S. Oak St.
[ADDRESS]

231-649-0587
[PHONE NUMBER]

Date: 9/18/2015

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

RYAN HUDSON
[NAME]

4677 ROCKS CT. TRAVERSE CITY, MI
[ADDRESS] 49685

231-357-3691
[PHONE NUMBER]

Date: 9/18/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Marilyn Dudek
[NAME]

724 Rose St TC MI 49686
[ADDRESS]

231-631-0915
[PHONE NUMBER]

Date: 9/18/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Mike Dudek

[NAME]

724 Rose St.

[ADDRESS]

(231) 883-4098

[PHONE NUMBER]

Date: 9/17/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Keturah L. Esch

[NAME]

P.O. Box 531 Honor, MI 49640

[ADDRESS]

231-492-5881

[PHONE NUMBER]

Date: 9-19-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Taylor Jones
[NAME]
8590 Rake Rd
[ADDRESS]
231-590-0915
[PHONE NUMBER]
Date: 9/18/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Jessica James
[NAME]

1382 Elk Run Traverse City
[ADDRESS] MI 49696

612-308-3800
[PHONE NUMBER]

Date: 9/18/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
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6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Melanie Hamilton
[NAME]

1359 Nightingale, Kingsley
[ADDRESS]

631-2627
[PHONE NUMBER]

Date: 9/18/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Patricia Schmerge
[NAME]

337 N. East Silver LK Rd. TC, MI 49685
[ADDRESS]

(231) 590-3174
[PHONE NUMBER]

Date: 9.18.15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Traci Sotila
[NAME]

147 E 9th, #3, Traverse City, MI
[ADDRESS]

906-869-6170
[PHONE NUMBER]

Date: 9/18/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Jordan Ester
[NAME]
883 Valky View Dr.
[ADDRESS] Traverse City, MI 49685
616-902-0973
[PHONE NUMBER]

Date: 9/18/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Erica Berg
[NAME]
1345 Front St. Apt. 3
[ADDRESS]
231-360-0123
[PHONE NUMBER]
Date: 9/18/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Angela Heidema

[NAME]

1237 Manitou Dr. Apt 1105

[ADDRESS] Traverse City MI, 49686

(406) 855-8949

[PHONE NUMBER]

Date: 09/18/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

RYANN LARKIN

[NAME]

1520 DRIFTWOOD DRIVE
[ADDRESS] TRAVERSE CITY, MI 49686

813-523-8430 (cell)
[PHONE NUMBER]

Date: 9.18.15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Katie Davis

[NAME]

PO Box 265, Buckley, MI 49620

[ADDRESS]

231.218.5895

[PHONE NUMBER]

Date: 9/18/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Peter White
[NAME]

6686 Franklin Woods
[ADDRESS]
Traverse City, Mi 49686
231-218-5891

[PHONE NUMBER]

Date: 9/17/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

W. Kian H. Modzel

[NAME]

1017 Washington, Traverse City, MI

[ADDRESS]

231-941-0118

[PHONE NUMBER]

Date: 8-18-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Michelle E. Brumfeld

[NAME]

1222 Anderson Rd.

[ADDRESS] Traverse City, MI 49684

231-620-1974

[PHONE NUMBER]

Date: 9.18.15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.


[NAME]

893 Hannah Ave
[ADDRESS]

269 470 0358
[PHONE NUMBER]

Date: 9/18/2015

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Chris Brown
[NAME]

525 Riverine # 104 TC, MI, 49604
[ADDRESS]

(989) - 295 - 6615
[PHONE NUMBER]

Date: 2/18/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Sarah Jorkasky
[NAME]

114 E. 17th St. Traverse City, MI
[ADDRESS] 49684

231-313-1966
[PHONE NUMBER]

Date: 9-18-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Rachel Kullman

[NAME]

3670 Plum Valley Dr

[ADDRESS]

(231) 632-5028

[PHONE NUMBER]

Date: 9-17-2015

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Steven Van
[NAME]

1159 Jet Drive
[ADDRESS]

(989)-255-1981
[PHONE NUMBER]

Date: 9-17-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Pat Hylke
[NAME]

459 Jet Dr
[ADDRESS]

231-360-0218
[PHONE NUMBER]

Date: 9-18-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Mary Rytkowski
[NAME]

2314 E CARRIAGE HILL DR
[ADDRESS]

231 941 7239
[PHONE NUMBER]

Date: 9/17/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Paula Winbrey
[NAME]

459 Let Dr
[ADDRESS]

231-340-0622
[PHONE NUMBER]

Date: 9-17-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

John Fakey

[NAME]

9150 E Grand View Rd

[ADDRESS]

231-218-0170

[PHONE NUMBER]

Date:

9/16/2015

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.



[NAME]

1230 N Carriage Hill DR

[ADDRESS] TC MI 49686

231.620.0123

[PHONE NUMBER]

Date: 9/16/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Mary Herzog
[NAME]
420 Fifth St
[ADDRESS]
231.929.7066
[PHONE NUMBER]
Date: 9/14/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

TANYA D. UMULIS
[NAME]

121 E. FRONT ST. / SUITE 104
[ADDRESS]

231-883-10389
[PHONE NUMBER]

Date: 9/14/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Lane FARRAN

[NAME]

454 Waterloo St. / TC MI 49686

[ADDRESS]

231-883-2706

[PHONE NUMBER]

Date: 9/14/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Caitlin Harrigan

[NAME]

4892 Hamlin RD. Grand Mt

[ADDRESS]

49637

(231) 645-0261

[PHONE NUMBER]

Date: 9/14/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

John Korze
[NAME]

209 Fair Street Unit 3
[ADDRESS]

(231) 645-1492
[PHONE NUMBER]

Date: 9-12-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

SEAN KICKBUSIA
[NAME]

4227 WEATHERBY LN TC
[ADDRESS]

49685

231 620 4703
[PHONE NUMBER]

Date: 9/14/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

CHRIS KLAN
[NAME]

787 MUNSON AVE TC MI 49686
[ADDRESS]

248 464 2316
[PHONE NUMBER]

Date: 9.14.15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Erin Nichols
[NAME]
454 Hamilton St
[ADDRESS] Traverse City MI 49686
231-357-1531
[PHONE NUMBER]

Date: 9/14/2014

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Kent Wood
[NAME]

4323 Baywood Drive, Traverse City, MI
[ADDRESS] 49686

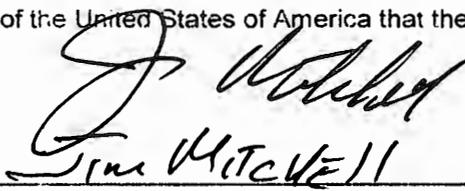
231-883-4374
[PHONE NUMBER]

Date: 9-24-2015

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.



[NAME]

121 E. Front St. T.C.
[ADDRESS]

231 946-7878
[PHONE NUMBER]

Date: 9-14-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Lucas Mason
[NAME]

10116 E. Claremont Dr.
[ADDRESS]

(231) 590-1821
[PHONE NUMBER]

Date: 9-18-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Brett Densé

[NAME]

224 W. 16th St. TC, MI 49684

[ADDRESS]

(616) 862-9734

[PHONE NUMBER]

Date: 9/18/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Emily Crawley
[NAME]

1706 Forest Ridge Dr
[ADDRESS]

231.233.6235
[PHONE NUMBER]

Date: 9/18/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Josh McMillan
[NAME]

3659 Northbriar TC
[ADDRESS] 49696

(231) 409-1338
[PHONE NUMBER]

Date: 9/18/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.



[NAME]

3242 TRISSETT DR. T.C. 49676

[ADDRESS]

231-620-1053

[PHONE NUMBER]

Date: 9-18-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.



[NAME]
84741 M-113E

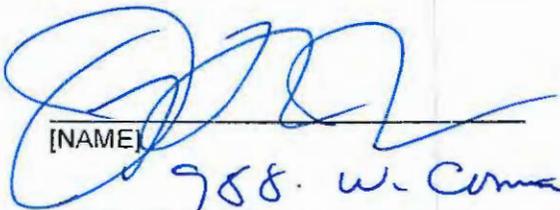
[ADDRESS]
231-633/3600

[PHONE NUMBER]
Date: 9-19-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.


[NAME]

958. W. Corner Pk
[ADDRESS]

231-223-4156
[PHONE NUMBER]

Date: 9-18-18

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Sarah Gibson
[NAME]

848 Washington St TC MI 49686
[ADDRESS]

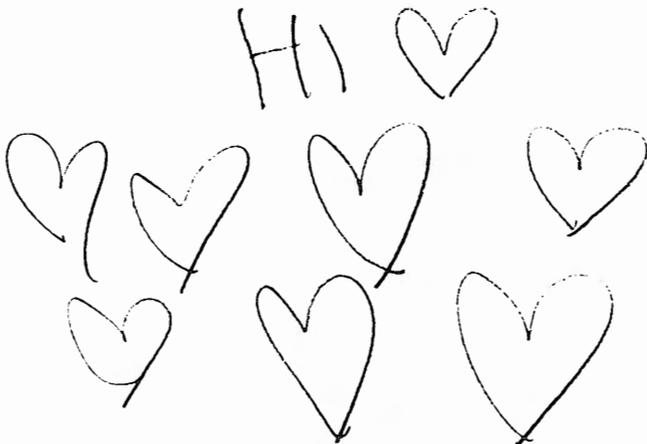
231 570 2230
[PHONE NUMBER]

Date: 9/25/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.



Haley Klein
[NAME]
2463 Harbor Beach drive
[ADDRESS]
231 - 983 - 6011
[PHONE NUMBER]
Date: 9/29/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Lexi Schoonover

[NAME]

7641 Saylor Rd.

[ADDRESS]

(231) 735-6457

[PHONE NUMBER]

Date: 9/15/2015

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Emma Smith
[NAME]

10300 E. Leelanau Ct. Traverse City, MI
[ADDRESS] 49684

810-588-9629
[PHONE NUMBER]

Date: 10/6/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Charles Vander Klipp
[NAME]
712 Reads Run
[ADDRESS]
231-709-2056
[PHONE NUMBER]

Date: 10-6-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Shaylan Short
[NAME]

10710 Deadstream Rd. Honor Mi.
[ADDRESS]

231-944-0220
[PHONE NUMBER]

Date: 10/05/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Carissa Fisher
[NAME]

NMC
[ADDRESS]

231-350-8013
[PHONE NUMBER]

Date: 10/5/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Kristen Hawkins
[NAME]

19231 Phead Rd. Capemish MI 49625
[ADDRESS]

231-360-5081
[PHONE NUMBER]

Date: _____

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Corror Hansen

[NAME]

4872 Country View Drive

[ADDRESS]

231-735-6941

[PHONE NUMBER]

Date: 10/5/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Sydney Bradfield
[NAME]

10483 Craig Rd
[ADDRESS]

(231) 715-6057
[PHONE NUMBER]

Date: 10/5/15

Sydney Bradfield

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Christian Sterzer
[NAME]

5743 south Line Lake Rd
[ADDRESS]

231 - 492 - 7144
[PHONE NUMBER]

Date: 10-5-2015

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Rhyn Monson
[NAME]

615 Oak Hill Dr.
[ADDRESS]

(989) 813-0753
[PHONE NUMBER]

Date: 10-5-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Hannah Zielinski
[NAME]
312 railroad ave traverse
[ADDRESS] city MI 49600
231-313-1157
[PHONE NUMBER]
Date: OCT 5th 2015

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Rachel Kaufman
[NAME]

Traverse City
[ADDRESS]

231-818-5346
[PHONE NUMBER]

Date: 10-5-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Nathan Klaus
[NAME]

Buckley, MI
[ADDRESS]

(734) 231-1470
[PHONE NUMBER]

Date: 7/10/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Laura Helfrich
[NAME]
5275 Samuels rd.
[ADDRESS]
(231)-384-7501
[PHONE NUMBER]

Date: 10/5/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

REBECCA SHORT
[NAME]

11902 FEWINS RD. HONOR MI. 49640
[ADDRESS]

231-944-9664
[PHONE NUMBER]

Date: 10/5/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Hannah Helferich
[NAME]

5275 Samels rd
[ADDRESS]

(231) 384-0829
[PHONE NUMBER]

Date: 10/5/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Tristan Hart
[NAME]

308 1/2 Hall Rd SW, S. Beardman MI, 49680
[ADDRESS]

231-944-0743
[PHONE NUMBER]

Date: 10/8/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Emily Shields
[NAME]

1208 S. Union St.
[ADDRESS]

989-928-8625
[PHONE NUMBER]

Date: 10-05-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Sarah Schade
[NAME]

7100 N Long Lake Rd #14
[ADDRESS] Traverse City, MI 49685

(231) 1020-2494
[PHONE NUMBER]

Date: 10.5.15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Suzanne Sundell
[NAME]

7105 Essex Rd Ellsworth mi
[ADDRESS] 49729

(231) 675-6537
[PHONE NUMBER]

Date: 10-05-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

BEN BRADSHAW

[NAME]

1362 GOLD COURT, TRAVERSE CITY, MI

[ADDRESS]

231-409-8274

[PHONE NUMBER]

Date: 10/5/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Cesle Hemstra
[NAME]

1245 Gold Ct.
[ADDRESS]

231-649-6376
[PHONE NUMBER]

Date: 9/25/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Troy Nowak
[NAME]

2904 GLEN DR
[ADDRESS]

231-360-8328
[PHONE NUMBER]

Date: 9/25/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

McKenna Collins
[NAME]

837 Strohm R.d TC MI 49686
[ADDRESS]

231.881.5495
[PHONE NUMBER]

Date: 9/24/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Allison Griswold
[NAME]

304 Christina Lane
[ADDRESS]

231-883-2559
[PHONE NUMBER]

Date: 9/24/2015

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Dallis Champion
[NAME]
1747 Neantawanta rd.
[ADDRESS]
(904) 316-2991
[PHONE NUMBER]

Date: 9/24/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Nancy Weatherholt
[NAME]

729 Webster St.
[ADDRESS]

(231) 534-4720
[PHONE NUMBER]

Date: 9/16/2016

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Christopher Brown
[NAME]

729 Webster St
[ADDRESS]

231-944-6533
[PHONE NUMBER]

Date: 9-15-2015

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Evan Scheiarn
[NAME]

5657 S. Good Hl. Tr.
[ADDRESS]

231 409 1686
[PHONE NUMBER]

Date: 9/14/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Abby Weatherholt
[NAME]

729 Webster st
[ADDRESS]

231-944-5122
[PHONE NUMBER]

Date: 9-15-2015

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Sarah Champion
[NAME]
1745 Neahawanta Rd.
[ADDRESS]
904 629-5967
[PHONE NUMBER]
Date: 09/24/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Angela Amalfitano
[NAME]

9405 zoning ridge Dr
[ADDRESS]

231 932 2275
[PHONE NUMBER]

Date: 9/24/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Ashley Rossi
[NAME]
523 W 9th St, TC
[ADDRESS]
231 883 9581
[PHONE NUMBER]
Date: 9/25/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Juliana Chang
[NAME]

521 Angosa Tr.
[ADDRESS]

2319440196
[PHONE NUMBER]

Date: 9/24/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Carly Burns
[NAME]

227 E 11th St. TC, MI
[ADDRESS]

(231) 409-9181
[PHONE NUMBER]

Date: 9/15/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Katy Kotniko
[NAME]

2135 Gary Rd Traverse
[ADDRESS]

231-342-8986
[PHONE NUMBER]

Date: 9/19/15

City,
Mi
49685

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Yahina Jalon
[NAME]

1135 Anderson rd
[ADDRESS]

231-709-0755
[PHONE NUMBER]

Date: 9-17-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Tim Perry
[NAME]

232 Duncan Ave
[ADDRESS] Cheboygan mi. 49721

[PHONE NUMBER]

Date: 9-12-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Kelley Olson
[NAME]

417 Webster Street
[ADDRESS]

(231) 944-6472
[PHONE NUMBER]

Date: 9-24-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Barley Verstus
[NAME]

3397 Columbine Ct. Traverse City, MI 49686
[ADDRESS]

231-409-1484
[PHONE NUMBER]

Date: 9-24-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Carley Laird
[NAME]

3912 Evelyn street
[ADDRESS]

(231)409-3552
[PHONE NUMBER]

Date: 9-17-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Kristin McLintock
[NAME]

269 Thowano Oaks Dr.
[ADDRESS]

231-944-6328
[PHONE NUMBER]

Date: 9/24/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Matt Newmann

[NAME]

612 Woodworth St. TC. MI

[ADDRESS]

231-633-5887

[PHONE NUMBER]

Date: 9/11/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Cole Szunko
[NAME]
7011 Leorie Dr
[ADDRESS]
231-313-7558
[PHONE NUMBER]
Date: 9/15/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Josh Barresi
[NAME]

9699 Center Rd
[ADDRESS]

231-463-2760
[PHONE NUMBER]

Date: 9-17-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Nancy Perry
[NAME]
612 Wadsworth ST.
[ADDRESS]
231 6496724
[PHONE NUMBER]
Date: 9/11/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Brenden Arnold
[NAME]

3007 LaFranier
[ADDRESS]

231-409-4794
[PHONE NUMBER]

Date: 9/15/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Yana Beecker
[NAME]

1725 Cherry Lane Drive
[ADDRESS]

[PHONE NUMBER]

Date: 9-15-2015

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Martin Foley
[NAME]

423 5th Street
[ADDRESS]

231-883-7344
[PHONE NUMBER]

Date: 9/24/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Logan Hayden
[NAME]

15170 Smokey Hollow Rd
[ADDRESS]

810-391-9062
[PHONE NUMBER]

Date: 9/24/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Anthony Perry
[NAME]

595 Wilson Rd
[ADDRESS]

[PHONE NUMBER]

Date: 9/24/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Max Franz
[NAME]

16734 Wrightwood Terrace
[ADDRESS]

(231) 633-1444
[PHONE NUMBER]

Date: 9/24/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Jenni S. Spaulding
[NAME]
687 George St
[ADDRESS]
231-534-5483
[PHONE NUMBER]
Date: 9/24/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Natalie Wagner
[NAME]

417 5th St., T.C. MI
[ADDRESS]

(231) 360-7520
[PHONE NUMBER]

Date: 9/24/2015

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Austin Burt
[NAME]

61 Gitchegumee Drive, Buckley, MI
[ADDRESS]

231-409-5900
[PHONE NUMBER]

Date: 9/24/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
7. In fact, if I believed that the M22 brand was associated with the State of Michigan or that the M22 trademark pointed to the State of Michigan, I would not have purchased clothing from M22 because it would reduce the desirability of M22 clothing, which I believe to be a fashionable, genuine brand known for producing quality clothing that aligns with my personal style, beliefs, and principles.
8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Sarah Berry
[NAME]

3800 village circle Drive
[ADDRESS]

(231) 492-5582
[PHONE NUMBER]

Date: 9-24-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
6. At no time have I ever believed that M22, LLC or the M22 brand was associated with the State of Michigan, nor does the M22 trademark point to the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Kyle Barger
[NAME]
10655 woodview terrace
[ADDRESS]
031-709-0234
[PHONE NUMBER]

Date: 9-25-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Shaylee McAlliff
[NAME]

939 Stronm rd
[ADDRESS]

231-409-4905
[PHONE NUMBER]

Date: 9-25-15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
5. The M22 brand is known for its innovative clothing designs and it is a very popular clothing company in the State of Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Jack Bostwick
[NAME]

35th Veterans Drive
[ADDRESS]

231-342-2870
[PHONE NUMBER]

Date: 9/25/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Dore Calangello
[NAME]

1399 Chimney Ridge Dr.
[ADDRESS]

[PHONE NUMBER]

Date: 9/25/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Nick Davies

[NAME]

3120

Wanakiwin Trail

[ADDRESS]

231-409-7875

[PHONE NUMBER]

Date: 7/25/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
4. I purchased goods bearing the M22 trademark from M22, LLC because that trademark distinctively points to the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Tavis Campbell
[NAME]

2388 Tammy Rd.
[ADDRESS]

231-542-7921
[PHONE NUMBER]

Date: 9/25/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
3. I became aware of M22, LLC through its advertisement of the M22 brand.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Celeste Anderson
[NAME]

404 Sixth Street TC MI, 49634
[ADDRESS]

[PHONE NUMBER]

Date: 9/25/15

DECLARATION IN SUPPORT OF M22 BRAND

Pursuant to 28 U.S.C. § 1746, I state the following:

1. The matters declared herein are based on my personal knowledge.
2. I have purchased goods from M22, LLC and visited the M22, LLC retail store at 125 E. Front St., Traverse City, Michigan.
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8. I currently have an M22 sticker on a piece of my personal property.
9. I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct.

Josh Bonfio

[NAME]

3979 Arlington Dr

[ADDRESS]

231-313-9844

[PHONE NUMBER]

Date: 9-25-15