

ESTTA Tracking number: **ESTTA929698**

Filing date: **10/19/2018**

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

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Response Products Ltd.
Granted to Date of previous extension	10/21/2018
Address	314-324 Hennessy Road16th Floor, W Square Wanchai, 0 HONG KONG
Attorney information	Jeremy D. Spier Eversheds Sutherland (US) LLP 999 Peachtree Street NE Atlanta, GA 30309-3996 UNITED STATES jeremyspier@eversheds-sutherland.com, juliemurphy@eversheds-sutherland.com, patentdock-et@eversheds-sutherland.com, taylor@manningfulton.com, anfort@eversheds-sutherland.com, jamesjohnson@eversheds-sutherland.com 404-853-8926

Applicant Information

Application No	87735419	Publication date	04/24/2018
Opposition Filing Date	10/19/2018	Opposition Period Ends	10/21/2018
Applicant	Fleet Feet, Incorporated Suite 200 310 East Main Street Carrboro, NC 27510 UNITED STATES		

Goods/Services Affected by Opposition

Class 041. First Use: 0 First Use In Commerce: 0


All goods and services in the class are opposed, namely: Organizing, arranging, and conducting amateur running and walking races; organizing personal fitness training services in the field of running and walking


Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
Dilution by blurring	Trademark Act Sections 2 and 43(c)
Dilution by tarnishment	Trademark Act Sections 2 and 43(c)

False suggestion of a connection with persons, living or dead, institutions, beliefs, or national symbols, or brings them into contempt, or disrepute	Trademark Act Section 2(a)
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Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	4632512	Application Date	05/20/2014
Registration Date	11/04/2014	Foreign Priority Date	NONE
Word Mark	WALKFIT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 010. First use: First Use: 2004/12/29 First Use In Commerce: 2004/12/29 Orthotic inserts for footwear		

U.S. Registration No.	3632680	Application Date	03/20/2008
Registration Date	06/02/2009	Foreign Priority Date	NONE
Word Mark	WALKFIT PLATINUM		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 010. First use: First Use: 2008/08/28 First Use In Commerce: 2008/08/28 Orthotic inserts for footwear		

Attachments	86286600#TMSN.png(bytes) 77427794#TMSN.png(bytes) Notice of Opposition - WALKFIT 31686-1128.pdf(2855699 bytes)
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Signature	/JDS/
Name	Jeremy D. Spier
Date	10/19/2018

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

Response Products, Ltd.)	
)	
Opposer)	
)	
v.)	Serial No. 87/735,419
)	Opposition No. TBD
Fleet Feet, Inc.)	
)	
Applicant)	
)	

NOTICE OF OPPOSITION

Opposer, Response Products Limited (“Opposer”), a corporation organized and existing under the laws of Hong Kong with a principal place of business at 314-324 Hennessy Road Unit B, 16th Floor, W Square, Wanchai, Hong Kong believes that it will be damaged by the issuance of a registration for the alleged **WALKFIT** mark shown in Application Serial No. 87/735419 in Class 41, filed by Fleet Feet, Incorporated (“Applicant”) on December 27, 2017, and therefore opposes Application Serial No. 87/735,419. Opposer hereby opposes same pursuant to Section 13(a) of the Lanham Trademark Act of 1946 (“Lanham Act”), 15 U.S.C. § 1063(a).

As grounds for opposition, Opposer alleges as follows:

OPPOSER

1. Since 2004, Opposer, by and through affiliated companies and distributors, has sold orthotic inserts for footwear. Opposer has sold more than 12 million units in forty six countries. These sales were supported by more than \$100 million in advertising. In addition, Opposer’s advertisements specifically encourage its consumers to use the product in conjunction with various athletic initiatives, including running. Because of these

activities, Opposer's **WALKFIT®** brand is one of the most famous and recognized orthotic insoles in the world.

2. Opposer is the owner of valid and subsisting United States Trademark Registration No. 4,632,512 on the Principal Register in the United States Patent and Trademark Office for the mark **WALKFIT** for "orthotic inserts for footwear" in Class 10, which issued on November 4, 2014. Attached as Exhibit 1 is a true and correct printout from the United States Patent and Trademark Office electronic database showing the status and title of the Reg. No. 4,632,512 as of September 27, 2018.

3. Opposer also is the owner of another valid and subsisting United States Trademark Registration No. 3,632,680 on the Principal Register for the mark **WALKFIT PLATINUM** covering "orthotic inserts for footwear" in Class 10, which issued on June 2, 2009, and has since become incontestable within the meaning of Section 15 of the Lanham Act, 15. U.S.C. § 1065. Attached as Exhibit 2 is a true and correct printout from the United States Patent and Trademark Office electronic database showing the status and title of the Reg. No. 3,632,680 as of September 27, 2018. The **WALKFIT** Registration No. 4,632,512 along with the registration for **WALKFIT PLATINUM** Registration No. 3,632, 680, will be collectively referred to in this document as the "**WALKFIT Marks.**"

4. Opposer has used the original **WALKFIT** word mark in interstate commerce in the United States continuously since December 29, 2004 in connection with sales and promotion of its goods. Attached as Exhibit 3 are copies of representative samples of advertising showing Opposer's use of the **WALKFIT** Marks in connection with the orthotic inserts for footwear.

5. Since 2004, Opposer has invested significant time, money, and resources in marketing, advertising, and promoting the goods offered under the **WALKFIT** Marks through television and online advertising, promotional materials, and other programs. In addition to these promotional efforts in the shoe orthotic industry, consumers may frequently see the **WALKFIT** Marks on signage in retail stores, including at Target.

6. Because of its widespread, continuous, and exclusive use of the **WALKFIT** Marks to identify its products and Opposer as their source, Opposer owns valid and subsisting federal statutory and common law rights to the **WALKFIT** Marks.

7. Opposer's **WALKFIT** Marks are distinctive to both the consuming public and in Opposer's trade.

8. As a result of their distinctiveness and widespread use and promotion throughout the United States, Opposer's **WALKFIT** Marks are famous trademarks within the meaning of Section 43(c) of the Lanham Act, 15 U.S.C. 1125(c), and became famous well prior to the filing date of the opposed application or any other priority date on which the applicant may rely.

APPLICANT

9. Upon information and belief, Fleet Feet, Inc., with an address at Suite 200, 310 East Main Street, Carrboro, North Carolina, on December 27, 2017 filed trademark Application Serial No. 87,735419 to register the proposed mark **WALKFIT** for “Organizing, arranging, and conducting, amateur running and walking races; organizing personal fitness training services in the field of running and walking” in International Class 41.

10. According to the filing of its intent to use application, Applicant has not begun using the proposed mark as of the filing date of the application on December 27, 2017, at

least 13 years after Opposer began using Opposer's **WALKFIT** Marks. However, there is evidence of use on the Internet.

11. Opposer's **WALKFIT** Marks have priority over the proposed mark because Opposer's use and registration dates predate the Applicant's filing date or any other date on which the Applicant may rely for purposes of priority.

12. Applicant's proposed mark **WALKFIT** is confusingly similar to Opposer's **WALKFIT** Marks because the **WALKFIT** portions of the respective marks are identical in appearance, sound, and connotation.

13. Opposer's long-standing use of **WALKFIT** is associated solely with the Opposer and its products. Thus, the use of the same term **WALKFIT** by another entity for overlapping or related fitness training and walking activities is likely to result in consumer confusion as to the source of the **WALKFIT** services or a mistaken assumption that the Opposer endorses the educational activities of Applicant. Applicant is a major retailer of running shoes and accessories as shown by its website and its ownership of more than 30 federal registrations for goods and services related to running and sporting goods. Applicant sells insoles on its website and in its stores that are directly competitive with Opposer's products. See Applicant's website at <https://www.fleetfeet.com/browse/insoles>, a screen print of which is attached hereto as Exhibit 4. With more than 150 retail stores, Applicant's proposed use of the **WALKFIT** mark represents a real threat to the goodwill of the **WALKFIT** brand built by Opposer over years of continuous use, advertising expenditures, and sales.

14. The foot racing services covered by the Applicant's Application Serial No. 87/735,419 are related to the foot products Opposer offers under its **WALKFIT** Marks.

Consumers seeing the **WALKFIT** mark used in association with a fitness training and walking events are likely to assume that the source of these services and Opposer's insoles are the same or at least related. This is especially true because the Applicant also sells competitive insoles as noted above. Applicant is actively using the **WALKFIT** mark to advertise its walking fitness program on its individual store websites. On the same page Applicant's customers see the **WALKFIT** mark, they can click on the "SHOP" or "RETAIL" link that includes a pull-down menu listing "insoles" where the consumer may purchase insoles. Screen prints showing use of the **WALKFIT** mark with the SHOP link are attached hereto as Exhibit 5. This close association of the mark **WALKFIT** and the retail sales of insole products is highly likely to cause consumer confusion.

15. **Likelihood of Confusion 15 U.S.C. § 1052(d)**

16. Opposer repeats and realleges each allegation set forth above.

17. The proposed mark is barred from registration because it consists of or comprises a mark which so resembles Opposer's previously used and registered **WALKFIT** Marks as to be likely, when used in connection with the alleged services of Applicant, to cause confusion, mistake, or deception within the meaning of 15 U.S.C. § 1052(d).

18. Opposer has priority based upon its valid and subsisting prior registrations for the **WALKFIT** Marks. In addition, Opposer has priority based upon its prior use of the **WALKFIT** Marks in commerce in connection with its products. Opposer used **WALKFIT** in commerce in connection with these foot products for 13 years before the filing date of U.S. Trademark Application No. 87/735419. Further, Opposer has used the

WALKFIT Marks in commerce before any date of first use that Applicant may establish in connection with Applicant's mark.

19. Applicant's mark is confusingly similar in appearance, connotation, and overall commercial impression to Opposer's mark. **WALKFIT** is a prominent aspect of both parties' marks.

20. Applicant's mark is likely to be seen by the same consumers as those who purchase Opposer's goods. Applicant's mark is used for services closely related to the description of goods for Opposer's **WALKFIT** Marks.

21. Accordingly, Applicant's **WALKFIT** mark so resembles Opposer's prior used and registered **WALKFIT** Marks as to be likely, when used in connection with Applicant's claimed services, to cause confusion, or to cause mistake, or to deceive under Section 2(d) of the Lanham Act, as amended, 15 U.S.C. § 1052(d).

22. Given the fame of Opposer's **WALKFIT** brand, Opposer believes that Applicant was aware of Opposer's mark and its fame and is intentionally attempting to trade on the goodwill associated with Opposer's **WALKFIT** mark.

False Suggestion of a Connection, 15 U.S.C. §1052(a)

23. Opposer repeats and realleges each allegation set forth above.

24. Applicant's **WALKFIT** mark is identical to Opposer's **WALKFIT** Marks.

25. Applicant's **WALKFIT** mark would be recognized as being owned by Opposer, because the **WALKFIT** component is identical to the initial portion of Opposer's long-standing **WALKFIT** Marks, and points uniquely to Opposer's **WALKFIT** products.

26. Applicant's services provided under its **WALKFIT** mark are not in any way associated with or connected to Opposer's services, but Applicant desires to provide services closely related to the goods provided by Opposer under its **WALKFIT** Marks.

27. Opposer's **WALKFIT** Mark has achieved a level of recognition in the trade and the general public such that Applicant's use of the **WALKFIT** mark would cause consumers to presume there is a connection between Applicant and Opposer, when none exists.

28. Accordingly, pursuant to 15 U.S.C. §1052(a), Applicant's proposed **WALKFIT** mark is not entitled to registration.

Dilution, 15 U.S.C. § 1125(c)(1)

29. Opposer repeats and realleges each allegation set forth above.

30. Opposer's **WALKFIT** Marks are distinctive and a "famous mark" within the meaning of Section 43(c) of the Lanham Act, 15 U.S.C. § 1125(c).

31. Opposer's **WALKFIT** Marks became distinctive and famous prior to the filing date of, and prior to the date of first use alleged in Applicant's application or any other date on which Applicant may seek to rely for purposes of priority.

32. Opposer has engaged in extensive, nationwide advertising, promotion, and use of **WALKFIT**. The mark is in use in all 50 states within the United States, and the District of Columbia, as well as several other countries and territories.

33. Registration by Applicant of the proposed mark **WALKFIT** for Applicant's proposed services would be likely to impair the distinctiveness, and cause dilution by blurring, of Opposer's famous **WALKFIT** Mark in violation of 15 U.S.C. § 1125(c).

Accordingly, pursuant to 15 U.S.C. § 1063, the proposed mark **WALKFIT** is not entitled to registration.

34. Because Opposer has no control over Applicant's activities, Opposer has no guarantee that Applicant's activities will meet the Opposer's quality standards. Registration by Applicant of the **WALKFIT** mark covering the proposed services therefore threatens to tarnish the reputation, and cause dilution by tarnishment, of Opposer's famous Marks, in violation of 15 U.S.C. § 1125(c). Accordingly, pursuant to U.S.C. § 1063, the proposed **WALKFIT** mark is not entitled to registration.

WHEREFORE, Opposer respectfully prays that the Trademark Trial and Appeal Board sustain this opposition and refuse registration to the Applicant.

Dated: October 19, 2018

By: /JHJ/

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Jeremy D. Spier
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CERTIFICATE OF SERVICE

I certify that a true and accurate copy of the foregoing NOTICE OF OPPOSITION was served by e-mail on October 19, 2018, upon Applicant at the following e-mail address of record:

Ritchie Taylor - taylor@manningfulton.com

/JHJ/_____

James H. Johnson, Jr.

Ann G. Fort

Jeremy D. Spier

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EXHIBIT 1
Opposer's Federal Registration for WALKFIT

WALKFIT

Word Mark	WALKFIT
Goods and Services	IC 010. US 026 039 044. G & S: Orthotic inserts for footwear. FIRST USE: 20041229. FIRST USE IN COMMERCE: 20041229
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	86286600
Filing Date	May 20, 2014
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	August 19, 2014
Registration Number	4632512
Registration Date	November 4, 2014
Owner	(REGISTRANT) Response Products Ltd. CORPORATION HONG KONG Unit B, 16th Floor, W Square 314-324 Hennessy Road Wanchai HONG KONG
Attorney of Record	Jeremy D. Spier
Prior Registrations	3632680;3966728
Type of Mark	TRADEMARK
Register	PRINCIPAL-2(F)
Live/Dead Indicator	LIVE

[TESS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OG](#) [TOP](#) [HELP](#) [PREV LIST](#) [CURR LIST](#) [NEXT LIST](#) [FIRST DOC](#) [PREV DOC](#) [NEXT DOC](#) [LAST DOC](#)

EXHIBIT 2
Opposer's Federal Registration for WALKFIT PLATINUM

WALKFIT PLATINUM

Word Mark	WALKFIT PLATINUM
Goods and Services	IC 010. US 026 039 044. G & S. Orthotic inserts for footwear. FIRST USE: 20080828. FIRST USE IN COMMERCE: 20080828
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77427794
Filing Date	March 20, 2008
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	July 22, 2008
Registration Number	3632680
Registration Date	June 2, 2009
Owner	(REGISTRANT) Sylmark Holdings Limited CORPORATION IRELAND 17 Earlsfort Terrace Dublin 2 IRELAND (LAST LISTED OWNER) RESPONSE PRODUCTS LIMITED CORPORATION HONG KONG 314-324 HENNESSY ROAD UNIT B, 16TH FLOOR, W SQUARE WANCHAI HONG KONG
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Jeremy D. Spier
Prior Registrations	3009563;3248271;3250024
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR).
Live/Dead Indicator	LIVE

[TSS HOME](#) [NEW USER](#) [STRUCTURED](#) [FREE FORM](#) [BROWSE DICT](#) [SEARCH OQ](#) [TOP](#) [HELP](#)

EXHIBIT 3 Opposer's Advertising Examples

Opposer's website:

The screenshot shows the WalkFit Platinum website with the following content:

- Header:** WalkFit Platinum logo, Call To Order 800-263-8147, and navigation links (Home, Product Information, Customer Service, Order Now).
- Main Banner:** "Relieve Your Foot Pain with WalkFit® Platinum" featuring an image of a person's feet in shoes and a pair of white orthotic inserts. Text includes "Fits comfortably in your shoes."
- Price Promotion:** "ORDER YOURS NOW! Compare to \$300-\$600 Custom Orthotics Today Special \$19.95".
- Bonus Offer:** "ORDER TODAY & GET A SURPRISE BONUS! Memory Foam Comfort Slippers Absolutely FREE! (while supplies last). They feel so great you'll never want to take them off! And they're FREE - just pay \$49! (\$40 VALUE!)"
- Form:** A registration form with fields for First Name, Last Name, Address, Apt/Suite, City, State (dropdown), Zip, E-mail, and Phone. Below the form are logos for Discover, American Express, Visa, and SSL Secured Online Ordering.
- Product Features:**
 - New:** "We've added a unique gel pad to our Bio-Lock heel cup for advanced cushioning and shock absorption. So, you get cushioning where you need it and firmness where you need it!"
 - New:** "Reflexology massage insert! Realigns your spine and pelvic area to reduce knee, hip and lower back pain. Independent clinical study showed WalkFit® technology relieved foot pain in 90% of users."
 - Aligns Your Body:** "to alleviate foot, knee, hip & back pain!" (accompanied by a diagram of a human skeleton).
- Guarantee:** "NEW WalkFit® Platinum Orthotics are guaranteed to get you back on your feet - pain free!"
- Testimonial:** "Over 5 million men and women use WalkFit® orthotics to walk, play and work without pain. Now, we've taken something good and made it better! NEW WalkFit® Platinum takes comfort and stability to the next level with extra cushioning and odor protection. See how the world's #1 custom-fitted orthotic can improve your life. Try NEW WalkFit® Platinum today. RISK FREE!"
- Footer:** "Realign your feet, realign your life." and a "Watch the TV Commercial" link.
- Free Bonus Kit:** "FREE BONUS KIT NEW & IMPROVED" including:
 - 3 WALKFIT® INSERTS
 - SANDAL ADAPTER
 - PEPPERMINT LOTION
 - HOW-TO GUIDE
 - ACCUPRESSURE INSERTS

Realign your feet, realign your life.

The benefits of WalkFit® orthotics:

- 1 Aligns back and shoulders
- 2 Relieves lower back pain
- 3 Balances hips for easier movement
- 4 Reduces stress on knee joints
- 5 Cradles feet for improved stability



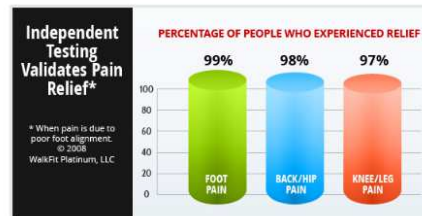
Cups foot with durable support to relieve discomfort! Distributes your weight evenly across your foot to help prevent collapsing, pressure points, stress and rubbing. This reduces painful burning, bunions, corns and calluses.

Eases impact by evenly distributing the force of each step! Flexes and cushions to help absorb destructive shock waves from traveling up through your entire body every time your foot hits the ground!

NEW! Cushions your heel for ultimate comfort! A cushioning gel pad in the heel provides extra shock absorption and comfort.

No other orthotic offers you this custom comfort feature! 3 sets of customizable arch inserts allow you to decide which feels perfect for you.

Clinically Tested



Watch the TV Commercial



Order Now & get 5 FREE BONUSES!

Plus these five FREE bonuses if you order now!

- FREE sandal adapter!
- FREE soothing peppermint lotion!
- FREE acupressure massage inserts!
- FREE lifetime replacement warranty!
- Unconditional 30-day money-back guarantee (less s&p)

ORDER TODAY & YOU'LL RECEIVE ALL THIS:



ORDER NOW!

Over 5 Million People Get Relief With WalkFit® Orthotics

New research reveals hidden cause of joint pain

Researchers have now discovered that years of wear and tear from body misalignment causes damage to the delicate bones and tissues in your joints. But by addressing the cause from the inside, you can reduce inflammation and pain, and even support the growth of healthy cartilage in worn-away joints to give you more flexibility and mobility.

Joint Support corrects hidden causes of pain so your body can repair itself from the inside and out.



- 1 Enhances flexibility & mobility
- 2 Soothes muscles with natural pain relievers

WALKFIT® 100% Money-Back Guarantee!



Try WalkFit® for a full 30 days. If you're not completely satisfied, simply return the product for a full refund of the purchase price (less shipping & processing).

Here's what some of the over 5 million users say about WalkFit® Orthotics:



"I felt relief almost immediately. My feet and back feel better. I wear them in my shoes all the time."
— James D. Philadelphia, PA



"I put them in my shoes. They worked right away. I love 'em. They made the pain go away."
— Janice M. Midland, TX



Doctor recommended
Dr. Allen Seltner, Doctor of Podiatric Medicine and expert in foot biomechanics
"Your feet are the foundation of your entire body. WalkFit® orthotics help to realign the heel and ankle. You're putting your entire body in better balance with stability and comfort."

Norton | SHIPPING GUARANTEE | ID Theft Protection | Purchase Guarantee | Lowest Price Guarantee | FREE with your purchase

Customer reviews

Stephen S. — "I walk with my wife a lot, but I have trouble keeping up with her and I try and play catch-up the whole time. It doesn't always work. Now it does. The

Paul R. — "Years of firefighting did take a toll on my feet, and nothing helped till I found the WalkFits®. They feel great. There's no pain. I kick myself for spending over

DRTV LEGEND

Walkfit[®] PLATINUM

TRUE ORTHOTICS WITH A CUSTOM FIT

Imagine PAIN FREE shopping, dancing, or playing golf...

Why Walkfit[®]?

Over 12 million sold in 46 countries and over \$100 million in media spent.

- Over \$255 Million in Sales
- Over 12 Million units Sold
- Adjusts position of the foot to relieve foot pain and provide stability and balance
- Alleviates pressure by evenly distributing the impact of each step
- Realigns the spine and pelvic areas to reduce knee, hip and lower back pain
- In a clinical study 90% got pain relief in their feet, hips and back when using Walkfit[™] Orthotics

Millions have found relief by wearing doctor-recommended Walkfit[®] Platinum customizable orthotics — the best selling orthotic solution for pain relief. Designed to put the body into proper alignment and restore balance from the ground up. Finally, your customers can enjoy the benefits of much more expensive orthotics at a price they can afford. Walkfit[®] custom orthotics make profit margins more comfortable too.

ALLEVIATES PAIN
It's a shock you can't see, but you'll feel it when you step.

ALIGNMENT
The balance and relief of knee, hip and lower back pain.

Custom sizes for a perfect fit

Visit www.walkfit.com

Bio-lock heel cup with patented gel pad for added cushioning

Washable, durable, and easy to transfer between shoes

Easy to use; no messy adhesives needed

Adjustable fit with three customizable inserts

Customized Spanish-Language Marketing Campaign Available

Visit www.walkfitplatinum.com for more details.

EXHIBIT 4

Applicant's insole products – from Applicant's "SHOP" link seen on WALKFIT pages

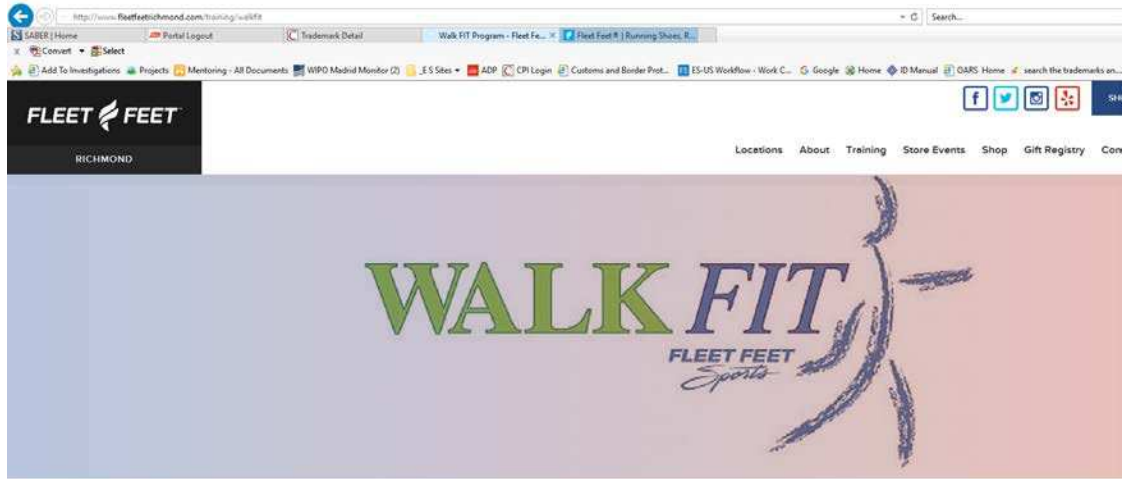
The screenshot shows the Fleet Feet website's insole product page. The browser address bar indicates the URL is https://www.fleetfeet.com/browse/insoles. The navigation menu includes 'Fit Process', 'Training', 'Journal', 'Gear', the 'FLEET FEET' logo, 'Women', 'Men', 'Clearance', and a search icon. On the left, there are filters for 'GENDER' (Men's, Women's), 'BRAND' (10 Seconds, Powerstep, Sole, Spenco, Superfeet), 'COLOR' (a color palette), and 'SPECIALS' (Clearance). The main content area, titled 'Insoles', displays eight products in a 2x4 grid:

- Women's | Superfeet BERRY**: \$55. Women's | Insoles | Superfeet
- Superfeet GREEN**: \$50. Insoles | Superfeet
- Sole Active Thick Insole**: \$50. Insoles | Sole
- Superfeet BLUE**: \$50. Insoles | Superfeet
- Superfeet COPPER**: \$55. Insoles | Superfeet
- Women's | Superfeet RUN Comfort Max**: \$50. Women's | Insoles | Superfeet
- Men's | Superfeet ORANGE**: \$55. Men's | Insoles | Superfeet
- Powerstep Pinnacle**: \$38. Insoles | Powerstep

EXHIBIT 5

Applicant's varying uses of WALKFIT showing "SHOP" linking to insoles purchase

Fleet Feet Richmond



[REGISTER HERE](#)

What is WalkFIT? A program that's perfect for those who have a desire to run, but need a starting point. Walkfit is an introductory program to get you active and fit by walking. WalkFIT is strictly walking and perfect for the beginner exerciser. It helps participants take the first steps to a healthy lifestyle.

Who should join WalkFIT? WalkFIT is a beginner program that helps you take the first steps towards a

Training

- 2018 Training Program Calendar
- Information Sessions
- No Boundaries Beginner 5k Training
- Fall Fast Training
- [I Want to Learn More!](#)

Fleet Feet - Tulsa



HOME » TRAINING » WALK FIT CAMP



Registration for the Spring Session of Walk FIT Camp is **OPEN!** To register, click [HERE](#). Session begins on Monday, March 26, 2018.

[TRAIN TO WALK A 5K](#)

Training

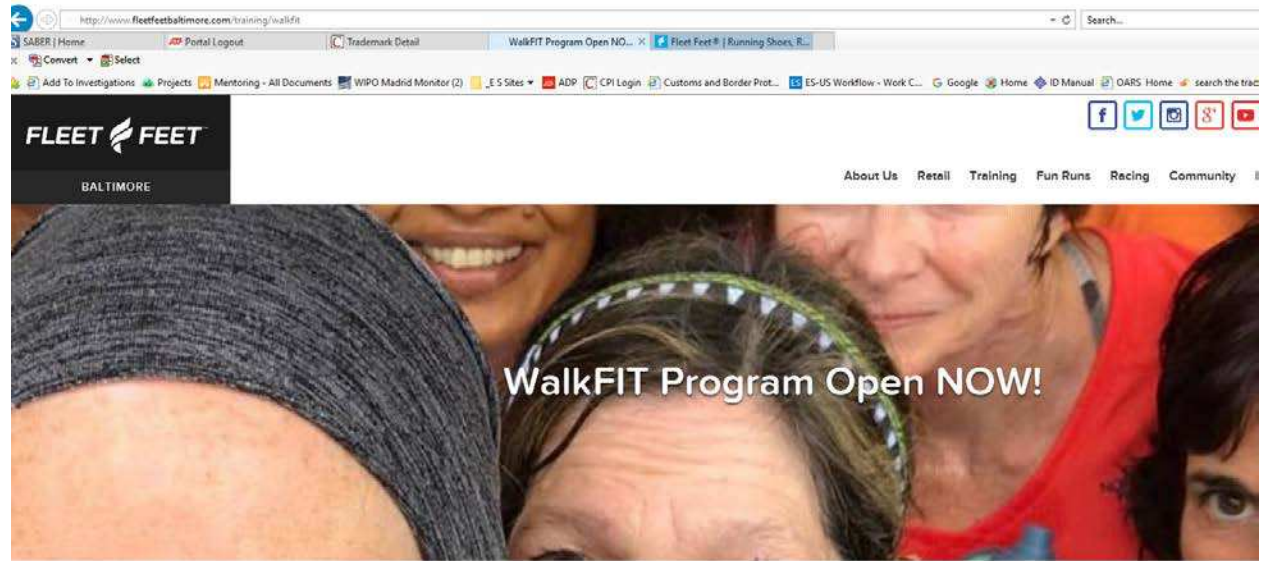
- No Boundaries 5K Training
- Pathways 10K Training
- Path2Half: 15K to Half Marathon Training
- Half and Full Marathon Training
- 25K/50K Training Program
- McNellie's Pub Run Training
- Walking Training
- 15/30 Training

Fleet Feet Syracuse

The screenshot shows the Fleet Feet Syracuse website. The browser address bar is <http://www.fleetfeetsyracuse.com/training/walkfit>. The page features the Fleet Feet Syracuse logo on the left and navigation links for Training (FPFC), Shop, New Products, Events, Community, and Customer Info on the right. The main heading is "Walk FIT Program". Below the heading, there is a breadcrumb trail: HOME > TRAINING > WALK FIT PROGRAM. The main content area includes a "Walk FIT Program" heading, a paragraph stating "Let us help you get started! We know that not everyone is interested in running, that is why we are happy to offer you Walk FIT at Fleet Feet Sports.", a paragraph mentioning "More than 190 million Americans are overweight or obese. Studies show that 60% of American adults don't get the recommended amount of physical activity, and over 25% of adults are not active at all.", and a paragraph describing the program: "Walk FIT is an inclusive program that encourages increased activity throughout the day. We help you focus on changing habits with daily support over a 10 week program. Wearing a pedometer will increase the number of steps you take. Strong social connections and gradual increase in fitness will support you as you develop new healthy/walking habits." On the right side, there are two prominent buttons: a blue "FIT ID" button with "3D scanning technology" below it, and an orange "NEWSLETTER SIGN UP" button with "Subscribe now!" below it.

Fleet Feet St. Louis

The screenshot shows the Fleet Feet St. Louis website. The browser address bar is <http://www.fleetfeetstlouis.com/train/programs/walkfit>. The page features the Fleet Feet St. Louis logo on the left and navigation links for Shop With Us, Run/Train With Us, and Race With Us on the right. The main heading is "WalkFIT" with the subtitle "Walking Program for Beginners" and a "REGISTER NOW" button. Below the heading, there is a breadcrumb trail: HOME > RUN/TRAIN WITH US > PROGRAMS > WALKFIT. The main content area includes a paragraph stating "Next program begins Sunday, January 10th, 6:00pm at Fleet Feet Des Peres." and a paragraph describing the program: "Regular exercise boosts energy, reduces stress, improves sleep, helps with weight management, and lessens the likelihood of developing chronic disease. WalkFIT is a 10-week walking program for those who want to take their first steps toward a more active lifestyle. No previous exercise experience is required. The program concludes with participants walking their first 5K (3.1 mile) race." Below this, there is a paragraph: "If you're interested in running or walk/running - not walking - your first 5K, please consider our No Boundaries program." On the right side, there is a dark grey box titled "Run/Train With Us" containing a list of services: Fleet Feet Running Club, Fitness Classes, Workshops, Assessments, and Personal Training.



HOME > TRAINING > WALKFIT PROGRAM OPEN NOW!

WALKFIT PROGRAM IS OPEN FOR REGISTRATION NOW - Please call the store or stop in to register! Do THIS for yourself!

Do you want to walk with a group and get in some miles. We know that not everyone is interested in running, that is why we are happy to offer you Walk FIT at Fleet Feet Sports Baltimore this summer. This is a PURE walking program and will take you from casual walking to walking a 10k/10 miler or more throughout the course of the summer. We ask that you are comfortable walking 2 miles comfortably, but

Training

Weekly Fun Runs

GALLOWAY MARATHON/HALF MARATHON
TRAINING PROGRAM

[WalkFIT Program Open NOW!](#)