

1 18. Gibson develops and licenses products showcasing the Gibson Marks. Gibson has  
2 invested substantial time and millions of dollars in promoting the Gibson Marks in connection with  
3 the marketing and sale of its products and, as a result, the Gibson Marks have come to identify  
4 Gibson as the source or licensor of the high quality musical instruments and products in which the  
5 Gibson Marks are used in conjunction therewith. As a result, through continued and exclusive use,  
6 the Gibson Marks have become, through worldwide fame and favorable public acceptance and  
7 recognition, assets of substantial value as a symbol of Gibson and its high quality products and  
8 goodwill.  
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10 **GIBSON'S MARKS IN CONTROVERSY ARE FAMOUS**

11 19. Gibson's products and in turn Gibson Marks have achieved a tremendous level of  
12 worldwide fame both domestically and abroad. Several of the most well-known national and  
13 international musicians have used Gibson's products containing Gibson's Marks, including but not  
14 limited to:  
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- 16 -Keith Richards of the Rolling Stones;
- 17 -Elvis Presley;
- 18 -Jan Akkerman;
- 19 -Billie Joe Armstrong of GreenDay;
- 20 -Martin Barre of Jethro Tull;
- 21 -Jeff Beck of the Yardbirds;
- 22 -Dave Davies of the Kinks;
- 23 -Buck Dharma of the Blue Oyster Cult;
- 24 -The Edge of U2;
- 25 -Ace Frehley of Kiss;
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- 1 -Steve Howe of Yes and Asia;
- 2 -Mick Jones of Foreigner;
- 3 -Lenny Kravitz;
- 4 -Bob Marley;
- 5 -Ted Nugent;
- 6 -Joe Perry of Aerosmith;
- 7 -Duane Allman of the Allman Brother Band;
- 8 -John Lennon of the Beatles;
- 9 -Angus Young of AC/DC;
- 10 -James Hetfield of Metallica;
- 11 -Jimmy Page of Led Zeppelin;
- 12 -Eddie Van Halen;
- 13 -Johnny Winter;
- 14 -Neil Young;
- 15 -Slash; and
- 16 -Eric Clapton

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20 These are just a *few* of the countless musicians that have used Gibson products bearing the Gibson  
21 Marks. Many of the aforementioned musicians have been elected into the Rock and Roll Hall of  
22 Fame in Cleveland, Ohio, of which Gibson is a sponsor. Pictures of famous musician performances  
23 with the Gibson Marks go back for over 50 years, making Gibson an integral part of music history.  
24 See Exhibit A (displaying numerous pictures of famous musicians with Gibson products displaying  
25 the Gibson Marks).  
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