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18 **UNITED STATES DISTRICT COURT**
 19 **DISTRICT OF NEVADA**

20 NIKE, INC.)
 21 and)
 22 CONVERSE, INC.,)
 23 Plaintiffs,)
 24 vs.)
 25 QILOO INTERNATIONAL LIMITED)
 26 Defendant.)

**PLAINTIFFS' EMERGENCY
 MOTION FOR A TEMPORARY
 RESTRAINING ORDER
 WITHOUT NOTICE AND A
 PRELIMINARY INJUNCTION**

27 **DECLARATION OF WAYNE PATRICK SEEHAFFER**

28 I, Wayne Patrick Seehafer, declare and state as follows:

Lewis and Roca LLP
 93 Howard Hughes Parkway
 Suite 600
 Las Vegas, Nevada 89109

1 1. I am the Vice President of Global Footwear for Converse, Inc. in Andover,
2 Massachusetts. I have worked for Converse and NIKE, Inc. for over 19 years. Over the course of
3 my career at Converse and NIKE, I have become intimately familiar with Converse's Chuck
4 Taylor All Star ("CTAS") shoe designs, including the competitive marketplace, marketing,
5 distribution, and sales of shoes bearing the CTAS designs.

6 2. I make this Declaration in support of Converse's Motion for a Temporary
7 Restraining Order and for a Preliminary Injunction against QiLoo. The statements herein are
8 based on my personal knowledge, observations, and experience, unless otherwise indicated.
9

10 3. In about 1917, Converse introduced a high-top basketball shoe that was later named
11 after Chuck Taylor. In 1946, Converse updated the ankle patch of the CTAS high-top design, and
12 has continuously sold shoes bearing the same CTAS high design since that time. In 1962
13 Converse introduced the CTAS low-cut design and has continuously sold shoes bearing the CTAS
14 low design since that time. The outsole pattern is the same on the CTAS high and low designs and
15 has been continuously used in connection with those shoe designs since their introduction.
16

17 4. Converse has sold shoes bearing the CTAS high and low designs throughout the
18 world and in every state of the United States. Converse sells shoes bearing the CTAS designs
19 through its own retail stores, on the Internet, and through a wide variety of retailers including, for
20 example, Nordstrom, Kohl's, JC Penney, Foot Locker, Saks Fifth Avenue, and independent shoe
21 retailers of all sizes throughout the country.

22 5. Total, over the past decade, Converse sold over 153 million pairs of shoes bearing
23 the CTAS high and low designs throughout the United States, and those sales earned Converse
24 more than \$2.4 billion in gross U.S. revenue. Over the past five and one half years alone,
25 Converse sold approximately 108 million pairs of shoes bearing the CTAS designs throughout the
26 United States, and those sales earned Converse approximately \$1.8 billion in gross U.S. revenue.
27

28


1 Since introduction of the CTAS designs, Converse estimates that worldwide it has sold
2 approximately one billion pairs of shoes bearing the CTAS high and low designs.

3 6. Converse has a long history of advertising and promoting the CTAS designs,
4 including in print, on the Internet, on billboards, in videos, and at retail. Example advertisements
5 are attached to this declaration at Tab 1. Over the past five years alone, Converse has spent more
6 than \$88 million advertising and promoting the CTAS designs.

7
8 7. The CTAS designs are also the subject of unsolicited public attention. They are the
9 subject of books, including "Chucks!: The Phenomenon of Converse Chuck Taylor All Stars," and
10 "Chuck Taylor, All Star," where the CTAS designs are described as an icon of American footwear
11 and the most famous athletic shoe in history. (Excerpts at Tab 2). The CTAS designs have been
12 featured in newspaper and magazine articles, including a March 2008 article in The New Orleans
13 Times-Picayune celebrating the 100th anniversary of Converse, where the CTAS designs are
14 described as being essentially the same for seventy-five years. (Excerpts at Tab 3). The CTAS
15 designs are the focus of Internet chatter and fan sites such as chucksconnection.com that celebrates
16 the designs and their presence throughout American culture. Shoes bearing the CTAS designs
17 appear in movies and in television shows, and are regularly seen being worn by famous celebrities
18 and musicians. In addition, famous companies from all walks of life – including John Lennon,
19 Kurt Cobain, John Varvatos, Metallica, and DC Comics, to name a few – have collaborated with
20 Converse on special releases of the CTAS design.
21

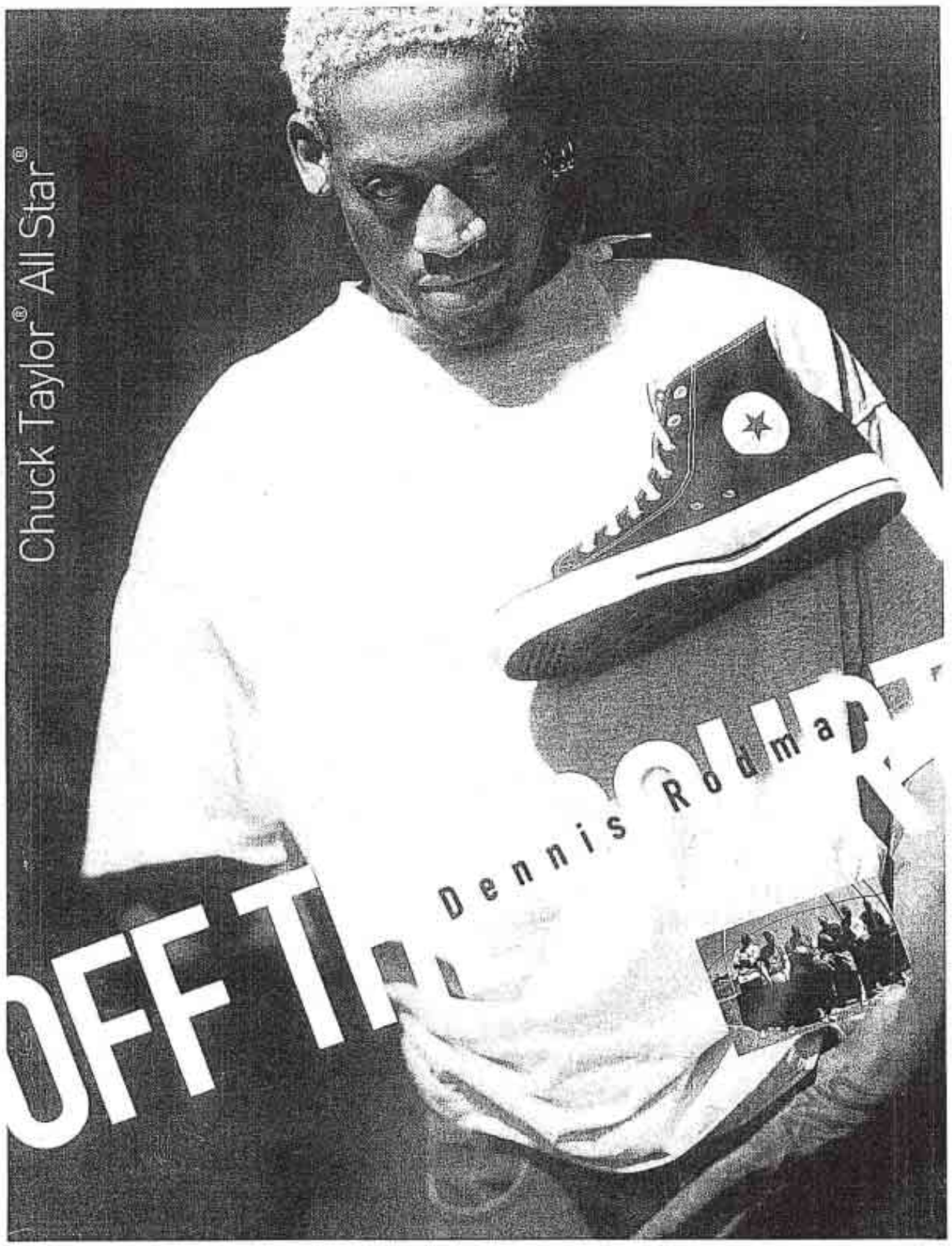
22 I, Wayne Patrick Seehafer, swear under penalty of perjury under the laws of the United
23 States of America that the foregoing is true and correct.
24

25
26 Executed On: February 6TH, 2012

27 By: 
28 Patrick Seehafer
Vice President of Global Footwear
Converse, Inc.

TAB 1

Chuck Taylor® All Star®




ALL YOU NEED FOR CHANGING ATTIRE.



ALL STARS. ALL YOU NEED.



Photo: David O'Connell ©1999 Converse, Inc.



**step into
the shoes of
the greatest
basketball
players
in the world.**

**Converse
All Stars**

More high school, college, Olympic, and professional basketball players wear Converse All Stars than any other basketball shoe. 9 out of 10 basketball pros. Almost every Olympic team since 1936 (when basketball became an Olympic event). And in the latest National AAUs and NCAA Finals? Every team wore All Stars. You can wear them, too. They're the greatest sneakers a guy ever raced out of the house with, jogged around the block with, pedaled his bike to the ballfield with, or put on to sink a long jumper from the driveway. Step into All Stars. Wherever sporting goods are sold. For your nearest dealer call anytime free (800) 243-0355. In Conn. call collect 355-4336. Converse Rubber Co., Malden, Mass. 02148.

 **CONVERSE**

When you're out to
beat the world



Basketball pro? No

**Just a guy
who likes the
feel of the world's
greatest basketball
shoes**

Yes, Converse All Stars, both high cuts and oxfords, appear on a lot of famous feet. Most pro, college, and high school basketball players, for instance. Every Olympic team since 1936 (when basketball became an Olympic event). A great many leading club squash, badminton, and handball players, too. In fact, Converse All Stars are specified by more coaches, worn by more players than any other shoe specifically made for basketball. But . . . there are many other great guys who won't drive down to the store in anything else but Converse All Stars. Around-the-yard men who like the feel of the great shoe. And leisure time athletes everywhere. So why not get a pair for your closet? Wherever sporting goods are sold. For your nearest dealer call anytime free (800) 243-0355. In Conn. call collect 325-4336. You'll also find world-famous Converse tennis shoes and the new NS-1 for yachtsmen. Converse Rubber Co., Malden, Massachusetts 02148.

★ converse When you're out to beat the world



THE ALL STAR. WHEN YOU'RE AT THAT STAGE.

Hey, hey, my, my, the Converse® All Star® will never die. Still riding the top of the charts after 60 years. Because with new colors and styles, we never let it get tired. So if you want to be seen with rock stars, movie stars, runway models and mall rats, you'll stock a few million pairs. That oughta do it.

© 1999 Converse Inc.



Chucks Redux

ATHLETIC

Converse's Chuck Taylor All Star is making a comeback. Again.

The 85-year-old Chuck Taylor All Star by Converse is experiencing yet another run of popularity.

This spring, the classic canvas sneaker in both low- and hightop versions, has become a favorite footwear look, appearing on the feet of everyone from the counter-culture youth to the most fashionable supermodels and celebrities. In fact, retailers across the country report that Chuck Taylors — or “Chucks” as they are known to their longtime fans — are quickly selling out of independent and chain stores this season.

No longer limited to athletic chains like Footlocker, the timeless shoe style is now being ordered, and reordered, by exclusive boutiques with tony addresses and youth-focused fashion stores.

According to Matt Powell, principal at Princeton Retail Analysis, the revived popularity of the Chuck is just the latest wrinkle in the cyclical nature of the shoe's history. “The Chuck Taylor has kept to about a two-year on, two-year off cycle,” he said. “After about four years, the next generation of kids start ‘discovering’ it.”

“Technology is not perceived as fashion today, so kids are buying a lot of the Reebok Classics, Pumas and PRO-Keds,” Powell continued. “However, of the classic styles, Chuck Taylor is the most retro of them all.”

That retro feel is paying off for specialty retailers who stock sneakers based on their fashion appeal. The Chuck Taylor has been selling for a decade at Los Angeles-based Sportie L.A., which caters to a young, hip crowd, but also serves an older consumer that remembers shoes from decades gone by. However, Owner Isack Fadlon said the Chuck Taylor — which he calls an “eternal favorite” — has truly emerged “as a trend in the past six months.” Fadlon would not divulge how many pairs of the shoes he has sold during recent months, but he attributed the origin of the style's latest run to the brand's threat of bankruptcy in January 2001. When word got out that manufacturing of the Chuck Taylor may cease, consumers began buying up the shoes, hoping that they could eventually be considered “collector's items,” Fadlon explained. “But now, Converse's new owners [CEO Jack Boys, and co-chairs William Simon and Marsden Cason] have taken over and the buzz still continues,” he said.

While officials at North Reading, Mass.-based Converse refused to discuss the latest sales growth of the Chuck Taylor All Star, it is obvious that the brand is planning to capitalize on the burgeoning trend. In July, Converse will introduce a limited collection of Chuck Taylors interpreted by menswear designer John Varvatos. The sneakers will retail for \$125 and feature the designer's muted black and gray color palette and fabrics such as tweed, flannel and leather.



Re-ordering of the Chuck Taylor is proving to be a common practice for retailers across the United States. While many store owners noted that in past years the shoe has been selling in a quiet, yet consistent, manner, it suddenly is flying off shelves.

Experiencing sudden demand, Skaff Shuz, an independent shoe boutique located in Manhattan's Midtown area, has been selling Chuck Taylors for just two years, but according to store owner Gabriel Skaff, they now are becoming “the item.” He said a limited-edition style from Japan, retailing for \$70, is performing especially well, with customers buying four or five pairs at a time. “I bought the regular Chuck Taylor styles, too, and they are selling well, but the Japanese import with different patterns attracted designers who bought as many as they could,” Skaff explained.

For fall, the retailer said he ordered corduroy versions of the Chuck, as well as styles in solid colors and a “Stars & Bars” version. “I can do a decent margin on them, even though they have a low price,” Skaff added. “We're stocking them deeply in all sizes.”

In New York's trendy Soho neighborhood, French clothing boutique A.P.C. currently carries a \$90 imported version of the Chuck Taylor. “We were worried about selling them in our store because of the price we charge, but they have done really well for us,” said Jessica Allen, director of mail order for A.P.C.

Allen added that Converse's traditional Chuck Taylor, which retails for between \$30 and \$35, is also a favorite in Europe. She said that the shoe is now sold out at both the A.P.C. men's and women's Paris-based stores, as well as the company's mail order catalog. Allen has already re-ordered the style for summer and predicted she will have to again re-order by June.

Mega fashion chain Urban Outfitters began carrying Chuck Taylors this past fall, focusing its inventory on bold colors like turquoise, tangerine and hot pink. A spokesperson for the Philadelphia-based store would not go on the record about the current performance of the Chuck Taylor at its stores, however; upon phoning store locations in Rhode Island, Vermont and New York, FN discovered that popular sizes like 6, 7 and 8 were currently sold out. Store salespeople said they were eagerly awaiting shipments this summer to replenish their stock.

Journeys, a Nashville-based footwear and clothing chain with more than 500 stores across the country, is experiencing healthy sales of the Chuck Taylor. “The Chuck Taylor style has been stocked in 100 percent of our stores and is doing well across the board,” said Jim Mueller, divisional merchandise manager, athletic, for Journeys. “But, it's more than just a coastal phenomenon.”

On the West Coast, the style has been so hot that a source familiar with the shoe's performance at Foot Locker confirmed floor space devoted to the shoe has been increased at some locations.

Journeys' Mueller suggested that the sluggish economy is positively influencing sales of what, at heart, is a basic, inexpensive shoe.

“It's more fun to sell a few of the high-ticket items rather than a lot of the less expensive brands, but you have to give the people what they want,” he noted. “Right now, what they want is Chuck Taylors.” — Mary Somma, with contributions by Lois Sakany



Right: On a recent afternoon in downtown New York, Chuck Taylors were spotted on a multitude of people; the hightop version has barely changed since 1917.

FN photos by TOMMY JANACCONE and RYLE ERIKSEN

Style



Above, from left: East Village girl Tara Bonet cruises around the neighborhood in her black Converse worn with a cute lightning bolt T-shirt and roughed up denim jeans • Erica Stevens is punked out in her tight black jeans, black bracelets, matching black-and-red hair and black Converse with red laces • Carolina Bittencourt does a sporty, laid-back look in her white Converse, black backpack, black jeans and slit top • Model Athena parties in her black Converse, which she wears with "dirty" jeans and a cut-up top.



WHERE'D SHE GET THAT?
Cassandra Choury, a carpenter from Melbourne, Australia, stopped by Allie on the Lower East Side in a Beaver sweatshirt, which was a gift from a friend, Stussy jeans (\$10, bought in Melbourne) and a Stussy belt (\$20) with white Converse sneakers (also a gift).

All-Star players

By TODD SELBY and DANIELLE LEVITT

Converse All-Stars have been around more than 90 years. But the ultimate high-tops — the basketball shoe of choice for Julius "Dr. J" Erving in the 1970s — faded in the '80s, only to be revived during the '90s grunge period.

They then faded again following the decline of Seattle's music scene.

Well, guess what? The sneakers have made another big comeback, starting last fall with stylists in New York and London and spreading to other hip fashion mavens in Europe and the United States.

This summer, women are wearing All-Stars with everything from fancy slacks to denim mini-skirts. Everyone has a favorite color. Designer Marc Jacobs loves his in pink, while the girls in NoLiTa wear beat-up black low-tops.

E-mail us with questions or comments at nycstyle@panapet.com.



At right, April Hughes was spotted on the Lower East Side wearing clean white Converse sneakers with her denim mini-skirt and T-shirt by the artist wk4. At far right, a lovely floral top and worn-out jeans go great with red sneakers.

TAB 2



Chucks!

**The Phenomenon of Converse
Chuck Taylor All Stars**

Hal Peterson

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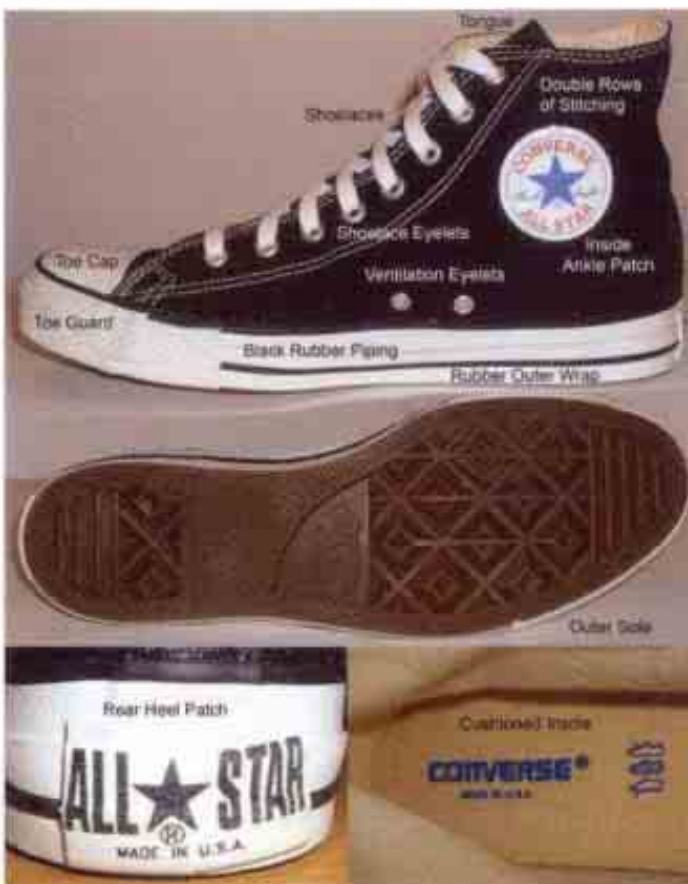
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Design by DILONÉ

Printed in China

Chucks!

WHAT ARE CHUCKS? If you have never owned a pair, you may be asking this question. "Chucks" is the popular slang term for the Converse 'Chuck' Taylor All Star basketball shoe, the world's most enduring and popular athletic footwear. People who are dedicated to wearing chucks never call them sneakers; chucks have always been a step apart from common or generic athletic shoes.



The anatomy of a pair of high-top chucks.

The basic design of a typical pair of high-top chucks is simple yet brilliant. You start with two rubber outer soles with a unique pattern of lines and diamonds underneath half-moon toe caps, attach two-layer canvas uppers and a tongue to each outer sole, add a spongy rubber and fabric insole, and then connect them all together with a white outer wrap accented with colored piping and a toe guard with more embedded diamonds and lines. Each shoe has seven, eight, or nine pairs of metal eyelets that are used to hold the flat, stretchable shoelaces, plus two on the inside for "ventilation." The shoes are completed with double rows of stitching along the edges, below the eyelets, and up the back, and ankle support is provided by a third piece of canvas. A circular patch made of thin rubber containing a bright blue star, the words "Converse All Star," and the signature of 'Chuck' Taylor is

Chucks!



'Chuck' Taylor around the time of his induction into the Basketball Hall of Fame.

In their first five decades, Converse All Stars became established as the premier model of basketball shoe, extensively promoted by a man named Charles 'Chuck' Taylor. Taylor was a skilled basketball player, clinician, and coach who made some significant design changes to the shoes after he came to work for Converse in 1921. Taylor was rewarded for his efforts in the 1930s when his name was added to the product and his signature was placed on its ankle patch. The 1940s, '50s, and '60s were the glory years for the Converse 'Chuck' Taylor All Star. Almost all high school, college, and professional teams wore Converse Olympic white, black leather, or black canvas basketball shoes.

In 1969, Taylor was inducted into the Basketball Hall of Fame, and later that year he passed away from a heart attack. Maybe

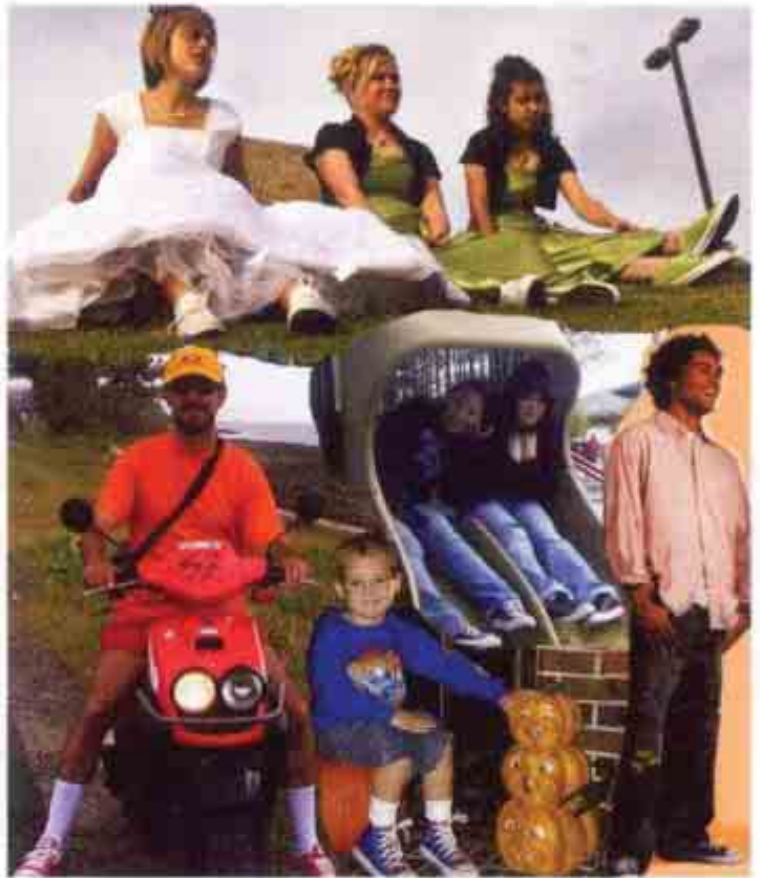
this was a premonition of the dramatic changes that were coming to the athletic shoe industry. In the 1970s, competition from new companies such as Nike, Reebok, and adidas made inroads into the dominance of the Converse Company. Without the tireless salesmanship of 'Chuck' Taylor, the company lost market share to its competitors and their new technological high-performance innovations. Basketball teams stopped wearing Converse shoes in favor of other brands. As a result, the role of the 'Chuck' Taylor All Star began to evolve. In the last three decades of the twentieth century, and into the twenty-first century, chucks have been known more as a leisure and lifestyle shoe, now available in hundreds of different colors and patterns and in high-top, low-cut, slip-on, and knee-high styles.

Chucks are a true unisex shoe; they have always been a basketball shoe for women as well as men. These days, chucks are equally popular among men and women as a fashion state-



Chucks!

PEOPLE WHO WEAR chucks come from all segments of society. Chucks are regularly worn by people of all ages, by celebrities and regular folk, and by people with all types of occupations and interests. If you look around, you see chucks on the feet of the rich, the middle class, and the poor. Chucks are daily footwear for men, women, boys, and girls. Chuck Taylor shoes have been worn by millions of people from different backgrounds and ethnicities. High school, college, and professional basketball players wore them on the court for over fifty years. Baby boomers wore them as kids and continue to wear them as adults. Chucks have been a favorite shoe of musicians in bands for decades. Chucks are worn by our newer generations to make a fashion statement. Chucks are the shoes of people advocating alternative lifestyles and the shoes of mainstream America.



*Chucks are worn by all types of people (above).
Some of the millions of chucks (right).*

At least 60 percent of all Americans own at least one pair of chucks in their lifetime. There have been more than 900 million pairs sold, making chucks the number one athletic shoe in America. They were one of the first mass-produced athletic shoes, and have been continuously



manufactured since 1917. Today, thousands of pairs of chucks are sold each week worldwide. Soon they will be like McDonald's, advertising over one billion sold. The amazing thing about chucks is that this simple shoe continues to appeal to each generation, and the fan base of dedicated chucks wearers continues to increase. People who like chucks show an unparalleled loyalty to the product, a fact that is especially remarkable when you list all of the possible footwear choices these days and the lack of mainstream advertising by Converse. It's no accident that one of Converse's advertising slogans for the 'Chuck' Taylor All Star was "Stay True".

A Brief History of the Converse 'Chuck' Taylor All Star Basketball Shoe

after his death, that ankle patch is still placed on millions of pairs of Converse All Star shoes manufactured each year.

Taylor also wielded a lot of influence on basketball by promoting high school, college, Olympic, and professional teams through the Converse Basketball Year Books, an annual publication started in 1922 that summarized the previous season. The yearbooks had articles about offensive or defensive strategies and successful teams written by prominent coaches and sportswriters, and any team that followed the criteria for submission could be included in the book. Starting in 1932, Taylor began picking the college All America basketball teams, based on balloting from leading coaches and sportswriters. The 1970 yearbook noted that "since this voting takes place at the conclusion of each season, rather than in the midst of any campaign, and because this voting exceeds, by far, any similar nationwide poll, Taylor's selections have always been regarded as the best in the field."

Taylor developed and perfected the art of getting coach endorsements for the All Star so that in his heyday of the 1950s and 1960s, virtually every basketball team in America wore Chuck Taylor shoes. From the start of Olympic competition in 1936 through the 1976 games, every United States Olympic basketball team (and many teams from other countries) wore the optical white high-top All Stars that Taylor designed for them. During World War II, Captain Charles 'Chuck' Taylor coached regional Air Force basketball teams, considered an important morale booster for the troops, and chucks were standard service issue for basic training.

Chuck Taylor's diligent work continued to pay dividends for the Converse Rubber Company. His influence continued to be felt in all aspects of the game and he was often described as Converse's "basketball ambassador." By 1970, Converse employed eleven former coaches

A Brief History of the Converse 'Chuck' Taylor All Star Basketball Shoe



influenced the entire world. The baby boomer generation, growing up in the 1950s and 1960s wearing chucks and other athletic shoes, decided that they wanted to keep on wearing them as adults in the 1970s and 1980s. The athletic shoe industry gradually became the dominant player in the footwear industry, as people clamored for all types of running, training, basketball, and tennis shoes. While these shoes had definite sports

applications, many people bought them because they were fashionable and comfortable to wear. A lot of these pairs never even went near a basketball court or field of play. People were now living more casual lifestyles and they wanted to wear comfortable clothes instead of dressing up.

In order to compete with other companies, and to meet the demand for new and innovative products, chucks now were made in many different colors. Instead of your two basic choices of black or white, you could buy a pair in different shades of blue, red, green, gray, tan, and even orange. These new color choices, and later other innovations like prints, patterns, unusual fabrics, and special models for kids, teenagers, and young adults, helped solidify the role of the 'Chuck' Taylor All Star as a fun casual shoe, and a shoe that you could wear to show your individuality.

The management of Converse had a tough time adapting to the 1980s. With the 'Chuck' Taylor All Star no longer being considered a serious basketball shoe, the company seemed to be somewhat adrift as it tried to compete with rivals Nike, adidas, and Reebok. To compete in the new world of high tech running and basketball shoes, you had to have some sort of a gimmick,

The Evolution of Chucks



1917 model All Star. Not a lot of resemblance to the 'Chuck' Taylor All Star.

A 1931 advertisement shows the all black All Star. Note that the shoes have ten pairs of lacing eyelets, but none for ventilation.



This 1936 ad shows the new Olympic All Star, an all white model with red and blue trim. Chuck Taylor's name has now been added to the product line, which includes a black canvas and black leather high-top.



Chucks!



This postwar ad from 1946 touts the All Star as America's No. 1 basketball shoe. Although the shoe is still all black, there are several important changes. For the first time you see it shown with the prototype of the modern ankle patch, laced in white shoelaces, and two ventilation eyelets are placed in the inside outer wrap of the shoe.

In 1948, the black canvas high-top was given a new brighter look, as the all black outer wrap and toe cap was replaced with white rubber and black piping. The double rows of stitching around the eyelets are now sewn with white thread. The modern black 'Chuck' Taylor high-top is born.



In 1952, the ankle patch shows a blue star for the first time. The shoes are shown with red laces, although they continued to come with white laces.

A Brief History of the Converse 'Chuck' Taylor All Star Basketball Shoe



This 1957 ad shows the introduction of the low-cut oxford 'Chuck Taylor, the newest member of the All Star family. Touted as a completely new conception in design incorporating features never offered before in a low-cut shoe, All Star low-cuts have an angle-cut high front quarter to provide wrinkle-free snug instep support; contour fitted heel counters to assure glove-smooth, positive fit; and a seamless fore-part to eliminate chafing. One important difference from today's low-cut models is that there is no "All Star" cloth patch sewn into the tongue.

This 1966 ad shows the introduction of the single star and license plate logo. First ad that shows the shoes from an actual photograph, and you can see a little of the black or blue heel patch. The ventilation eyelets are moving up onto the red piping. For the first time you see the rounded stitching for the inner canvas piece that was part of the manufacture until the late 1980s.



1973 ad shows the inside patch view of a red high-top for the first time. Chucks were now available in ten team colors.

Chucks!



1974 ad showing different models of chucks and one stars being worn. The ad touts that eight out of ten players still wear all stars.

1980s black high-top. Note the changes in piping and ventilation eyelet placement.



1990s black high-top. A lot of cost cutting measures. Shorter flat shoelaces instead of the tubular ones. Stitching is changed and the extra canvas piece inside is eliminated.

A Brief History of the Converse 'Chuck' Taylor All Star Basketball Shoe



Late 1990s black high-top. ID label is added, front stitching is modified.

Early 2003 black high-top, made in Vietnam, has Converse logo tag inside each shoe. Note differences in toe cap and piping.



2005 made in China black high-top. This is what you see in stores today.

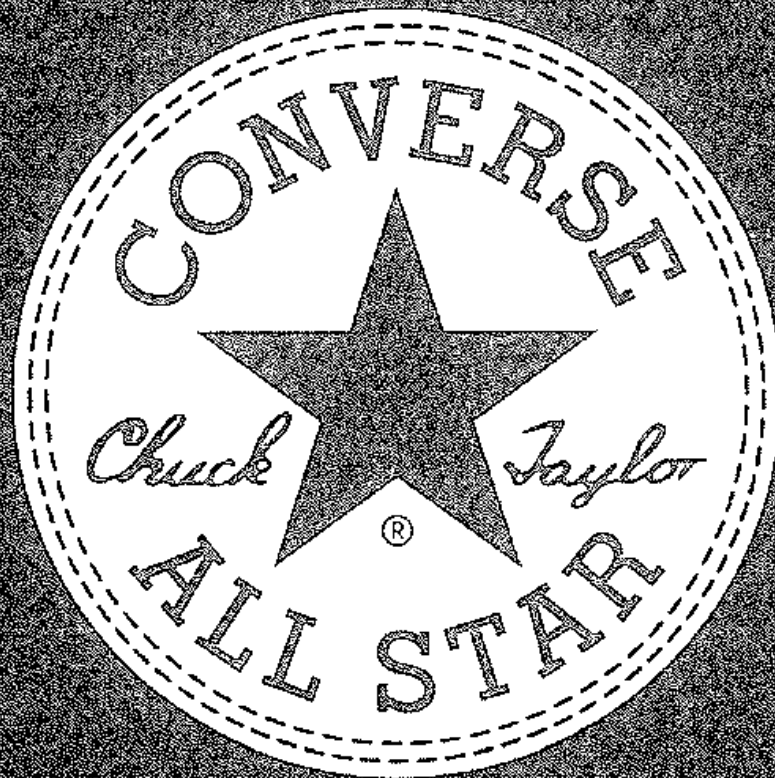


CHUCK TAYLOR, ALL STAR

The True Story of the Man behind the
Most Famous Athletic Shoe in History



Abraham Aamidor



The **True Story**
of the **Man** behind the
Most Famous
Athletic Shoe
in **History**

Abraham Aamidor



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TAB 3

LIVING Sole survivor



The most popular product of a century-old company, Converse Chuck Taylor All Stars have adorned famous feet for decades

CONVERSE PHOTOS

Converse manufactured this All Star sneaker in 1933. Seventy-five years later, the design is essentially the same.

Back in their day, they were cooler than penny loafers, and it seemed there wasn't a basketball team anywhere that didn't wear them.



ANGUS LIND

"Chuck" Taylor's autograph. One commercial called them "limousines for the feet."

Then along came the Boston Celtics dynasties of the 1950s and '60s. Their shocking kelly green uniforms and black Chuck Tay-

In the 1940s and '50s, Converse Chuck Taylor All Stars came in one style (high tops) and two colors (black and white). It was the white rubber-toed canvas version that was the shoe of choice for almost all teams, whether high school, college or pro.

They had a circular patch on the inside of each ankle with a blue star, the words "Converse All Star" encircling the star, and basketball player Charles

for All Star high tops made basketball's first fashion statement, accent on the footwear.

Bob Cousy, Bill Russell, Tom Heinsohn, "Jungle Jim" Loscutt, Bill Sharman, Frank Ramsey, K.C. Jones and the rest of the Celtics were envied by teams everywhere. And so were their "black magic" shoes.

See CONVERSE, C-6

Once considered strictly a basketball shoe, the modern Chuck Taylor All Star shoe is now more commonly found on skateboarders and musicians.



on firm footing

Odd as it might seem, Rocky Balboa and Ellen DeGeneres have the same taste in footwear.

Rocky — as portrayed by Sylvester Stallone — wore Converse Chuck Taylor All Stars to run up the Philadelphia Museum of Art's steps and into cinema history.

DeGeneres laced up her Chuckies to step onstage at the 1996 People's Choice Awards in Los Angeles and accept a trophy.

It's a rare shoe that has popped up in pop culture as much as the Converse All Star. Chuckies have been loved equally by athletes and musicians, bad boys (grunge king Kurt Cobain wore them to the 1993 MTV Video Awards) and good girls (young actress Abigail Breslin wore them in "Little Miss Sunshine").

Here's a look at how the enduring rubber-toed sneakers got their start.

— Susan Langenhennig, fashion writer

1908 — Converse Rubber Shoe Co. opens in Malden, Mass.

1915 — Converse begins production of canvas shoes.

1917 — The first Converse All Star emerges from the factory.

1918 — Basketball player Charles "Chuck" Taylor takes up his first pair of All Star sneakers.

1921 — Taylor pitches some ideas on improving the shoes to Converse.

1930s — Taylor contributes his signature to the sneakers.

1939 — Taylor's shoes make it on both teams in the NCAA basketball championship game.

1962 — The low-cut All Star debuts.

1966 — Leaping from black and white to living color, Converse introduces seven new All Star hues.

1973 — Johnny Carson sports black Chuckies on the

"Tonight Show" while his guest, Brazilian soccer player Pele, demonstrates ball-handling skills.

1977 — Members of the British band The Sex Pistols regularly are seen in their All Star sneakers, giving the shoes some street cred as a punk accessory.

1984 — The U.S. Men's Olympic basketball team wins gold while wearing Converse.

1992 — More than 600 million pairs of All Star sneakers have been sold by the shoe's 75th anniversary.

2003 — Nike purchases Converse, which had been losing

ground to burgeoning competition. 2005 — Converse launches the Dwyane Wade shoe, its first signature basketball shoe since the Chuckies debuted.

2008 — Converse celebrates its 100th anniversary.

Source: Converse Inc., staff research