

**EXHIBIT PP**

**TO DECLARATION AND LOCAL RULE 7-5 CERTIFICATION OF ERIK  
S. MAURER IN SUPPORT OF PLAINTIFFS' EMERGENCY MOTION  
FOR TEMPORARY RESTRAINING ORDER, SEIZURE ORDER, AND  
PRELIMINARY INJUNCTION**

ASSESSING WHETHER THE APPEARANCE OF THE  
NIKE AIR FORCE 1 SNEAKER FUNCTIONS AS  
A SOURCE IDENTIFIER

A Report to: Banner & Witcoff, LTD.

Prepared By:

The Mantis Group, Inc.  
2032 North Kenmore  
Chicago, IL 60614

March 2008

## TABLE OF CONTENTS

	Page
I. Purpose of the Study.....	1
II. How the Study was Conducted.....	2
III. Findings.....	7
IV. Conclusion.....	10
 Appendix	 68
 Study Screener.....	 A 1
Interviewer Instructions.....	A 3
Questionnaire.....	A 6
Sample Composition.....	A11
Interviewing Locations.....	A12
Validation Questionnaire and Report.....	A13
Qualifications .....	A15
Cases.....	A16
Compensation.....	A18
Photographs Shown to Respondents.....	A19

## I. PURPOSE OF THE STUDY

The purpose of this study is to determine whether the appearance of the Nike Air Force 1 sneaker functions as a source identifier. Specifically, the study is designed to assess whether relevant consumers associate the appearance of the Nike Air Force 1 sneaker with a single sneaker brand or source and in particular, Nike.

## II. HOW THE STUDY WAS CONDUCTED

Face-to-face interviews were conducted in each of the nine census divisions, thus providing a cross-section of individuals across the United States.

Included in the study are responses from 325 individuals interviewed between November 29, 2007, and January 22, 2008.

### A. The Survey Universe

Qualified respondents were defined as individuals:

1. Ages fifteen to thirty-four;
2. who, within the past 6 months, had purchased or someone else had purchased for them (or within the next 6 months were likely to purchase or have someone else purchase for them) any sneakers, not just for use for athletic activities, but for other things such as wearing for style<sup>1</sup>;
3. who were not, and had no other family member, employed by a marketing research firm, advertising agency, sales promotion firm, public relations firm or a company that makes or sells any footwear;
4. who had not participated in a marketing research survey other than a political poll in the past thirty days, and
5. who had eye glasses or contact lenses with them for the interview, if they normally wear eye glasses or contact lenses when shopping.

---

<sup>1</sup> Two hundred seventy-nine (279) or 85.8% of the respondents purchased or someone purchased for them in the past 6 months, 308 or 94.8% said they were likely to purchase or have someone purchase for them in the next 6 months, and 262 or 80.6% both purchased or had someone purchase for them in the past and said they were likely to purchase or have someone purchase for them in the future.

## B. Sample Frame and Composition

Individuals were approached in shopping malls and asked screening questions to determine their eligibility. If the potential respondent met the screening criteria and agreed to participate in the study, he/she was asked to accompany an interviewer to a private office to complete the interview.

Approximately one-third (36%) of the U.S. population resides in the South, and about one-fifth (18% to 23%) resides in each of the other three regions (i.e., the North, the Midwest, and the West). Geographic quotas were established to reflect these relative distributions. (See Appendix, page 12 for the distribution of completed interviews.)

## C. Sneakers Studied

The questionnaire was administered to respondents randomly assigned to either a test group or a control group.

Respondents in the test group were questioned about the Nike Air Force 1 sneaker, the test stimulus. For the control group, respondents were questioned about the Adidas Superstar II sneaker, the control stimulus. For both the test and control stimulus, all names and any identifying logos were removed.

The purpose of a control group is to estimate the level of survey “noise” that results from causes other than the element (appearance of the sneaker) at issue, i.e., responses resulting from simply guessing or misunderstanding the questions asked. The primary method of estimating the level of survey “noise” is to ask the same questions with a control.

In this study, the level of survey “noise” is estimated from the proportion of respondents who associate the appearance of the Adidas sneaker with Nike as a single source. This proportion is then subtracted from the proportion of appearance-related Nike single source responses given by those individuals

asked about the Nike sneaker, in order to derive an estimate of association free from survey “noise.” In other words, the control ensures that we count as a Nike single source response only those respondents whose association was indeed caused by the appearance of the Nike sneaker and not other unrelated factors.

#### D. The Respondent Task and Questionnaire

To discourage guessing, respondents were first told: *“For each of my questions, if you don’t know or don’t have an answer, please don’t guess. Just tell me you don’t know or don’t have an answer and we’ll go on to the next question.”*

Respondents were then shown six photographs of a sneaker showing the front and back, both sides and the top and bottom.

Respondents were then asked:

“Do you associate the sneaker shown in these photographs with any particular brand name or brand names of sneakers?” (Question 1)

Respondents who said “Yes” to Question 1 were asked:

“With what sneaker brand name or brand names do you associate the sneaker shown in the photographs?” (Question 2)

Respondents who gave a brand name or names were asked:

“What makes you associate this sneaker with (name given)?” “Anything else?” (Questions 3a-5b)

Respondents who said “Don’t Know,” to Question 2 were asked.

“Do you associate the sneaker shown in the photographs with one brand of sneakers or with more than one brand of sneakers?” (Question 6) (Questionnaire Versions 1 and 3)

“Do you associate the sneaker shown in the photographs with more than one brand of sneakers or with one brand of sneakers?” (Question 6) (Questionnaire Versions 2 and 4)

As shown above, the order of asking “one company” or “more than one company” was rotated from one respondent to another to eliminate systematic bias being introduced as a function of whether the respondent heard "one" or "more than one brand" first.

Finally, a respondent's name and telephone number were requested.

#### E. Development of the Questionnaire

Mr. Mantis developed the Consumer Study Screener, the Questionnaire and Interviewer Instructions.

#### F. Interview Validation

Survey protocols require that a portion of all interviews be validated. Respondent names and phone numbers were provided to an independent telephone interviewing agency. Of the 325 respondents interviewed, 141 or 43.4% were contacted, all confirming their participation in the study.<sup>2</sup>

#### G. Double-Blind Interviewing

The survey was administered under double-blind conditions: neither the interviewers nor the respondents were informed of the purpose or sponsor of the survey.

#### H. Coding and Tabulation of Data

Mr. Mantis coded and tabulated the responses.

---

<sup>2</sup> This proportion far exceeds the industry norm of 15% validation.



I. Appendix

Appended to this report are the consumer study screener, interviewer instructions, questionnaire, sample composition, interviewing locations, validation questionnaire and report, my qualifications, cases in which I have testified in the past four years, compensation, and photographs of the sneakers studied.

### III. FINDINGS

The study is designed to assess distinctiveness of a trademark which is measured by association of that trademark with a single source. Thus, any conclusion regarding distinctiveness will be based on those respondents who associate the Nike Air Force 1 sneaker with one source and only one source of sneakers and in particular, Nike.

Shown on TABLE 1 (page 11) are the responses to Question 1. Of the 217 test group respondents, 170 or 78.3% answered in the affirmative indicating that they associate the Nike Air Force 1 sneaker with a particular brand name or brand names of sneakers.

Question 2 was asked of only those individuals who said "Yes" in response to Question 1. As shown on TABLE 2 (pages 12-14), 149 or 68.7% of all test group respondents associate the Nike Air Force 1 sneaker with a single source. The vast majority of these respondents (123) mentioned Nike and only Nike. Additionally, six (6) respondents gave qualified responses indicating that they may associate the Air Force 1 sneaker with Nike.

Eight (8) control group respondents associate the Adidas Superstar II sneaker with Nike and only Nike as the single source.

While not counted as responses indicating trademark distinctiveness, it is of interest to note that of the test group respondents who associate the Nike Air Force 1 sneaker with more than one brand, 14 identify Nike as one of the brands.

Shown on TABLE 3 (page 15) are the responses to Question 6. Of the two (2) control group respondents who did not know the brand or brands in response to Question 2, one (1) respondent associates the Adidas Superstar II sneaker with a single though unspecified brand and one (1) respondent associates it with more than one brand.

Respondents were asked to explain their answers to Question 2, thus providing a basis to understand why they associate the Air Force 1 sneaker with Nike. Shown on TABLE 4 (pages 16-35) are the verbatim responses for the 123 respondents who associate the Air Force 1 sneaker with Nike and only Nike. Virtually all of these respondents (120) cited the appearance of the Air Force 1 sneaker as the basis for association with Nike.

Shown on TABLE 5 (pages 36-37) are the verbatim responses for the six (6) respondents who may associate the Air Force 1 sneaker with Nike.

Shown on TABLE 6 (pages 38-41) are the verbatim responses for the 20 respondents who associate the Air Force 1 sneaker with a single source other than Nike.

Shown on TABLE 7 (pages 42-45) are the verbatim responses for the 14 respondents who associate the Air Force 1 sneaker with Nike and another source.

Shown on TABLE 8 (pages 46-47) are the verbatim responses for the five (5) respondents who associate the Air Force 1 sneaker with more than one source other than Nike.

Shown on TABLE 9 (page 48) are the verbatim responses for the two (2) respondents who do not associate the Air Force 1 sneaker with Nike but said it looks like Nike.

Shown on TABLE 10 (pages 49-50) are the verbatim responses for the eight respondents (8) who associate the Adidas Superstar II sneaker with Nike and only Nike.

Shown on TABLE 11 (pages 51-62) are the verbatim responses for the 72 respondents who associate the Adidas Superstar II sneaker with a single source other than Nike.

Shown on TABLE 12 (page 63) are the verbatim responses for the two (2) respondents who associate the Adidas Superstar II sneaker with Nike and another source.

Shown on TABLE 13 (pages 64-66) are the verbatim responses for the eight (8) respondents who associate the Adidas Superstar II sneaker with more than one source other than Nike.

Shown on TABLE 14 (page 67) are the verbatim responses for the two (2) respondents who associate the Adidas Superstar II sneaker with an unspecified source.

Shown below is a summary of association responses. Total association (unadjusted for survey “noise”) accounts for 120 or 55.3% of the 217 test group respondents. These respondents associate the Nike Air Force 1 sneaker with Nike and only Nike and do so for appearance-related reasons.

The level of survey “noise” is estimated from the proportion of control group respondents (6.5%) who associate the appearance of the Adidas Superstar II sneaker with Nike and only Nike. Adjusting for survey “noise” yields a net association of 48.8%.

#### ASSOCIATION RESPONSES

	Test Group Air Force 1	Control Group Adidas Superstar II
Nike Only Mentioned in Response to Question 2 for Appearance-Related Reasons	120 55.3	7 6.5
<b>SURVEY NOISE</b>	<b>6.5%</b>	
NET ASSOCIATION – Nike Only Mentioned for Appearance-Related Reasons	48.8%	
RESPONDENTS	217	108

#### IV. CONCLUSION

Based on my education, experience and the results of this rigorous test-control, double-blind study, it is my opinion that the appearance of the Nike Air Force 1 sneaker functions as a source identifier.

An appreciable proportion of purchasers and users of sneakers, almost one-half of all individuals interviewed, associate the appearance of the Nike Air Force 1 sneaker with one brand of sneakers, specifically Nike.

I reserve the right to supplement this Report based on any facts, documents or information that come to my attention after March 2008.

A handwritten signature in cursive script, reading "George Mantis", is written above a solid horizontal line.

George Mantis

TABLE 1

Question 1 "Do you associate the sneaker shown in these photographs with any particular brand name or brand names of sneakers?"

	Test Group Air Force 1	Control Group Adidas Superstar II
Yes	170 78.3	92 85.2
No	41 18.9	16 14.8
Don't know	6 2.8	--
RESPONDENTS	217 100.0%	108 100.0%

TABLE 2

Question 2 "With what sneaker brand name or brand names do you associate the sneaker shown in the photographs?"

	Test Group Air Force 1	Control Group Adidas Superstar II
<b>ONE SOURCE MENTIONED (Net)</b>	<b>149</b> <b>68.7</b>	<b>80</b> <b>74.1</b>
NIKE ONLY RESPONSE (Sub Net)	123 56.7	8 7.4
Nike/Air Force Ones/Nike Air Force/Air Forces	117	8
Nike, Uptowns	3	--
Air Nike/Nike Air	2	--
Nike, Cortez	1	--
MAYBE NIKE RESPONSES (Sub Net)	6 2.8	--
Nike or Reebok	4	--
Maybe Nike	1	--
Lebron James	1	--
OTHER SINGLE SOURCE RESPONSES (Sub Net)	20 9.2	72 66.7
Air Jordan Nikes	--	1
Adidas	2	60
Adidas or Reebok	1	1
Asics	1	--
Asics or Keds	1	--
Foot Locker	1	--
K-Swiss	2	5
New Balance	1	--
Payless	1	--
Phat Farm	--	1
Puma	--	1

TABLE 2  
(Continued)

	Test Group Air Force 1	Control Group Adidas Superstar II
Reebok	8	2
Reebok or Converse or Adidas	--	1
Shaq's	1	--
Skeechers	1	--
<b>MORE THAN ONE SOURCE MENTIONED (Net)</b>	<b>19 8.8</b>	<b>10 9.3</b>
<b>NIKE AND ANOTHER BRAND (Sub Net)</b>	<b>14 6.5</b>	<b>2 1.9</b>
Air Force Nike and Reebok/Nike and Reebok	2	1
Air Force Ones and Bapes	2	--
Air Forces and K-Swiss	1	--
Nike and Adidas	4	1
Nike and New Balance	1	--
Nike and Tims	1	--
Nike and Vans	1	--
Nike, Reebok and Pony	1	--
Nike, Reebok and Starberry	1	--
<b>OTHER BRANDS MENTIONED (Sub Net)</b>	<b>5 2.3</b>	<b>8 7.4</b>
Adidas and K-Swiss	--	1
Adidas and Converse	--	1
Adidas and Reebok	2	1
Adidas, Converse and K-Swiss	--	1
Adidas, K-Swiss and LaCoste	--	1
K-Swiss and Phat Farm	--	1
K-Swiss or Reebok	--	2



TABLE 2  
(Continued)

	Test Group Air Force 1	Control Group Adidas Superstar II
Reebok and Lebron James	1	--
Reebok and Skeechers	1	--
Reebok, Steve Madden and Vans	1	--
<b>OTHER RESPONSE (Sub Net)</b>	<b>2 1.0</b>	<b>--</b>
Looks like Nike but they are not	2	--
<b>DON'T KNOW</b>	<b>--</b>	<b>2 1.9</b>
<b>QUESTION NOT ASKED</b>	<b>47 21.7</b>	<b>16 14.8</b>
<b>RESPONDENTS</b>	<b>217 100.0%</b>	<b>108 100.0%</b>

TABLE 3

Question 6 "Do you associate the sneaker shown in these photographs with one brand of sneakers or with more than one brand of sneakers?"

	Test Group Air Force 1	Control Group Adidas Superstar II
One brand	--	1 1.0
More than one brand	--	1 1.0
Question Not Asked	217 100.0%	106 98.1%
RESPONDENTS	217 100.0%	108 100.0%

TABLE 4

RESPONDENTS WHO ASSOCIATE THE  
AIR FORCE 1 SNEAKER WITH NIKE AND ONLY NIKE

(123 Respondents)

Appearance-Related Reasons (120 Respondents)

003

- 1 Yes.
- 2a Nike.
- 3a (Nike) The style. (P) The holes on the side.
- 3b No, nothing else.

006

- 1 Yes.
- 2a Nike.
- 3a (Nike) They look like the Air Force Ones I have at home.
- 3b No, nothing else.

010

- 1 Yes.
- 2a Nike.
- 3a (Nike) Looks like Air Forces. (P) Designed exactly the same.
- 3b No.

011

- 1 Yes.
- 2a Nike.
- 3a (Nike) Looks like a Nike Air Force One low top. (P) The shape and design.
- 3b I know the shoe. If told that was a different shoe, I would say you were lying.

018

- 1 Yes.
- 2a Nike Air Force.
- 2b Air Force Ones.
- 3a (Nike Air Force) Because the holes in front and the design.
- 3b No.
- 4a (Air Force Ones) They are made like Air Forces without the symbol.

- 4b No.
- 027
- 1 Yes.
- 2a Nike.
- 3a (Nike) Because it looks like an Air Force One sneaker.
- 3b No, that's it.
- 032
- 1 Yes.
- 2a Nike.
- 3a (Nike) I have a few pair just like them.
- 3b Nope.
- 035
- 1 Yes.
- 2a Nike.
- 3a (Nike) Because I have seen the designs from Nike in the stores.
- 3b My brother has a pair.
- 036
- 1 Yes.
- 2a Nike.
- 3a (Nike) They look like Air Forces. (P) The style of top with the holes.
- 3b The bottom of the shoe. (P) The design is the same as Air Forces.
- 037
- 1 Yes.
- 2a Nike.
- 3a (Nike) Looks like Air Force Ones. (P) Bottom of shoe and the low top.
- 3b I have a pair. They look the same.
- 038
- 1 Yes.
- 2a Yes, Nike Air Force Ones.
- 3a (Nike Air Force Ones) To me it looks like what is, same style, same design, same everything. (P) Bottom of shoe is exactly the same.
- 3b The ridges along the sides and the way they are laced.
- 039
- 1 Yes.

- 2a I think like Nike.
- 3a (Nike) Because I have bought some that kind of look like them and I have seen them before. (P) The dots that are usually right here on the front.
- 3b No.
- 040
- 1 Yes.
- 2a Nike Air Force Ones.
- 3a (Nike Air Force Ones) It looks just like them. (P) They have the same looks but it just does not have the logo on it.
- 3b No.
- 043
- 1 Yes.
- 2a Air Force Ones.
- 3a (Air Force Ones) The holes in the shoe.
- 3b No.
- 047
- 1 Yes.
- 2a Nike.
- 3a (Nike) Don't know. Just the look of it. (P) The view of the shoe looks like a Nike shoe.
- 3b No.
- 050
- 1 Yes.
- 2a That looks like Nike kicks.
- 3a (Nike) Cause the holes in the front. Looks like Nike shoes. How it lines up on the front.
- 3b On the right side of the shoe on the bottom it has those two lines and like the Nike logo or something goes in the middle.
- 051
- 1 Yes.
- 2a It is Nikes.
- 3a (Nikes) The shoe in the back is all big. It has the lines on the sides too.
- 3b And it has holes in the front like them Nikes do.
- 053
- 1 Yes.
- 2a It kind of looks like the Nike A's edition.

- 3a (Nike A's) I think probably because if you look from the sides, it has two lines which separates it into three lines and when you look at the A's edition, the logo "A" is in between those lines.
- 3b And, it has a line on the bottom of the shoe where the word Nike is usually at.
- 054
- 1 Yes.
- 2a It looks like a Nike.
- 3a (Nike) The thickness of the shoe and it has the same holes in the front as Nikes.
- 3b It has the stars on the bottom.
- 055
- 1 Yes.
- 2a These shoes look a lot like the Nike shoes but just don't have the Nike logo on it.
- 3a The holes on the top of the shoes are just about the same as them Nike shoes.
- 3b Even the thickness of them shoes is the same.
- 057
- 1 Yes.
- 2a They look like Nike Air Forces.
- 3a (Nike Air Forces) Because I know what they look like. (P) The sole from the side has lots of little lines at the very bottom.
- 3b Nope.
- 058
- 1 Yes.
- 2a Yeah, with Nike.
- 3a (Nike) I know it's a Nike because of the holes in the front.
- 3b I used to own a pair of those.
- 059
- 1 Yes.
- 2a It looks like a Nike sneaker.
- 3a (Nike) It just looks like it because it...it has the same line that goes through the middle of the heel thing.
- 3b And, the picture and Nike shoes are both low tops.
- 060
- 1 Yes.
- 2a Kind of they look like Nikes.
- 3a (Nikes) Why, cause I use to have those shoes. (P) They look exactly the same with the Nike sign.

- 061
- 3b The bottom looks like Nike sole.
- 1 Yes.
- 2a It looks the same as Nike.
- 3a (Nike) Because only Nikes have the holes in the front. It has ridges too.
- 3b And it is high on the heel but low on the front.
- 062
- 1 Yes.
- 2a The shoes look exactly the same as Nike shoes.
- 3a (Nike) The shoes look exactly alike because it has a thick sole on the bottom of the shoe.
- 3b And, the shoe has the same lines and ridges like Nike shoes do.
- 069
- 1 Yes.
- 2a I guess they kind of look like Nike shoes.
- 3a (Nike) They kind of look like Nike shoes because it has like the same outliners.
- 3b The way the shoe laces are like in a, or something like a pattern.
- 070
- 1 Yes.
- 2a Nike.
- 3a (Nike) I recognize the pattern on the sole. (P) It looked like a typical Nike sole, just without the swash.
- 3b That's it.
- 071
- 1 Yes.
- 2a Those shoes look like those Air Force shoes they sell at Footlocker.
- 3a (Air Force) Because I have Air Force shoes and all the designs are the same.  
(P) The circular pattern on the sole of the shoes.
- 3b Just the way the heel of the shoes are formed and that's about it.
- 074
- 1 Yes.
- 2a Nike.
- 3a (Nike) Just the shape and style. (P) The holes remind me of a shoe made by Nike.
- 3b No.

- 076
- 1 Yes.
  - 2a Nike.
  - 3a (Nike) I have a pair. I know what they look like, have the same design.
  - 3b Nothing else really.
- 077
- 1 Yes.
  - 2a Nike.
  - 3a (Nike) They look like Uptowns without the check.
  - 3b I have a pair of Uptowns that look just like them.
- 078
- 1 Yes.
  - 2a Nike Air Force Ones.
  - 3a (Nike Air Force Ones) The way they look. (P) They look the same because of the holes on top.
  - 3b No.
- 079
- 1 Yes.
  - 2a Nike.
  - 3a (Nike) They have the little stars on them.
  - 3b They also have the Nike air sign on the side.
- 080
- 1 Yes.
  - 2a Nikes and
  - 2b Air force Ones.
  - 3a (Nike) That's Nike's design.
  - 3b No.
  - 4a (Air Force Ones) It's the Air Force One design.
  - 4b No.
- 081
- 1 Yes.
  - 2a Nike.
  - 3a (Nike) I have a pair on right now, only mine is black.
  - 3b No.



- 082
- 1 Yes.
  - 2a Nike.
  - 3a (Nike) The style.
  - 3b The way the strings and the back of the shoe are.
- 083
- 1 Yes.
  - 2a Nike and
  - 2b Uptowns.
  - 3a (Nike) The way the shoe is. (P) The side and back.
  - 3b No.
  - 4a (Uptowns) That's what I know them as.
  - 4b No.
- 085
- 1 Yes.
  - 2a Nike.
  - 3a (Nike) The style and detail of the shoe. (P) The holes on the front are the same as Nike shoes I've seen.
  - 3b No.
- 086
- 1 Yes.
  - 2a Nike.
  - 3a (Nike) It has the same design but without the Nike sign. (P) The holes in the front are what Nike does.
  - 3b No.
- 088
- 1 Yes.
  - 2a Nike Air Forces.
  - 3a (Nike Air Forces) The bottom of how the back looks.
  - 3b How they have the holes in the front.
- 090
- 1 Yes.
  - 2a Nike.

- 3a (Nike) I know the sneaker is Air Force One.
- 3b No.
- 091
- 1 Yes.
- 2a Nike.
- 3a (Nike) They are Nike Air Force Ones.
- 3b No.
- 093
- 1 Yes.
- 2a Nike.
- 3a (Nike) The bottom, the back and the shape in the front.
- 3b No.
- 094
- 1 Yes.
- 2a Nike.
- 3a (Nike) They have the same design. (P) The holes in the front.
- 3b No.
- 095
- 1 Yes.
- 2a Nike.
- 3a (Nike) I had a pair before. They are Uptowns.
- 3b No.
- 097
- 1 Yes.
- 2a Air Force.
- 3a (Air Force) They look just like them. (P) The design.
- 3b The shape and the make of the shoe. The design.
- 098
- 1 Yes.
- 2a Nike Air Force One.
- 3a (Nike Air Force One) The sole, just the circle and distinctive look on the soles.
- 3b No.
- 099
- 1 Yes.

- 2a Air Nike.
- 3a (Air Nike) Because they look like them. (P) The bottom view and the front looks like Air Nike.
- 3b No.
- 100
- 1 Yes.
- 2a Air Force Ones by Nike.
- 3a (Air Force Ones) Because of the design of the shoe, the side profile.
- 3b The little holes on the toes of the shoes.
- 101
- 1 Yes.
- 2a Air Force Ones.
- 3a (Air Force Ones) The back of it. The top part where the air holes are.
- 3b The bottoms of the shoe.
- 104
- 1 Yes.
- 2a Nike.
- 3a (Nike) The shape of the Nike shoe.
- 3b The back of the heel and the sole looks like Nike.
- 105
- 1 Yes.
- 2a Nike Air.
- 3a (Nike Air) The way it's designed. (P) The upper design.
- 3b No.
- 106
- 1 Yes.
- 2a Nike Air Force Ones.
- 3a (Nike Air Force Ones) They look the same. (P) They look the same. It just doesn't have the Nike swoosh.
- 3b No.
- 107
- 1 Yes.
- 2a Nike.

- 3a (Nike) I have it.
- 3b The inside of the shoe. My shoe looks like that.
- 108
- 1 Yes.
- 2a Nike Air Force One.
- 3a (Nike Air Force One) The bottom and top. (P) The shoe shape and the holes in front.
- 3b The back of the shoe looks like Air Force One. The top heel part looks like Nike.
- 109
- 1 Yes.
- 2a Nike.
- 3a (Nike) The piece on the heel on the sole looks like Nike.
- 3b No.
- 110
- 1 Yes.
- 2a Nike.
- 3a (Nike) It's the brand of shoes I buy. (P) I have a pair like that.
- 3b No.
- 112
- 1 Yes.
- 2a Nike Air Force Ones.
- 3a (Nike Air Force Ones) Because I have a pair at home and they look just like these except they are missing the Nike swoosh.
- 3b No.
- 113
- 1 Yes.
- 2a Nike Air.
- 2b Air Forces.
- 3a (Nike Air) The holes on the front.
- 3b The soles, the way they look is just like Nike Air.
- 4a (Air Forces) Crisp white color.
- 4b No.
- 114
- 1 Yes.
- 2a Air Force Ones.

- 3a (Air Force Ones) It's identical to what Air Forces look like.
- 3b Everything about it looks just like an Air Force by Nike.
- 115
- 1 Yes.
- 2a Air Force One Nike.
- 3a (Air Force One Nike) I know the design of them.
- 3b Nothing.
- 117
- 1 Yes.
- 2a Air Force Ones.
- 3a (Air Force Ones) They look like Air Force Ones.
- 3b No.
- 118
- 1 Yes.
- 2a Air Force Ones.
- 3a (Air Force Ones) They are designed the same way.
- 3b No.
- 120
- 1 Yes.
- 2a Nike or Air Force Ones.
- 3a (Nike or Air Force Ones) The design on the bottom looks like it. (P) It's got holes.
- 3b No.
- 121
- 1 Yes.
- 2a Nike.
- 3a (Nike) The style.
- 3b No.
- 122
- 1 Yes.
- 2a Nike.
- 3a (Nike) The design on bottom of shoe gives it away.
- 3b The whole shoe.

- 124
- 1 Yes.
  - 2a Air Force One Nike.
  - 3a (Air Force One Nike) The only thing that is missing is the Nike symbol.
  - 3b Mainly the sole.
- 127
- 1 Yes.
  - 2a Nike Air Force One.
  - 3a (Nike Air Force One) The top of the shoe with holes in it reminds me of them.
  - 3b The circles or line under the bottom of the sole are the same way.
- 129
- 1 Yes.
  - 2a They look like Air Force Nike.
  - 3a (Air Force Nike) How it looks, have the same designs on the side and the front.
  - 3b No.
- 130
- 1 Yes.
  - 2a Air Forces
  - 3a (Air Forces) The style and the same design, back and the inside of the shoes.
  - 3b No.
- 133
- 1 Yes.
  - 2a Air Force Ones.
  - 3a (Air Force Ones) The waves on the bottom of the shoe.
  - 3b Top, they have holes.
- 134
- 1 Yes.
  - 2a Nike.
  - 3a (Nike) Looks like Nike. (P) The bottom design.
  - 3b The top. (P) The holes in front.
- 135
- 1 Yes.
  - 2a Nike.
  - 3a (Nike) Because they look just like the Air Force One sneaker.

- 3b The top with the holes in it and the bottom of the tennis design.
- 136
- 1 Yes.
- 2a Old school Nike.
- 3a (Nike) The style.
- 3b No.
- 137
- 1 Yes.
- 2a Nike.
- 3a (Nike) Because of the sole of the tennis thickness.
- 3b No.
- 140
- 1 Yes.
- 2a Air Forces.
- 3a (Air Forces) I have a hundred pairs of them. (P) The style.
- 3b The dots on the front of the shoe.
- 141
- 1 Yes.
- 2a Nike.
- 3a (Nike) Looks like Nike. (P) The bottom design.
- 3b The top. (P) The holes.
- 143
- 1 Yes.
- 2a Nike.
- 2b Cortes.
- 3a (Nike) It has the same design of the side like the Air Force.
- 3b No.
- 4a (Cortes) It's the specific brand of Nike shoe it looks like. (P) The only thing missing is the check mark.
- 4b No.
- 144
- 1 Yes.
- 2a Nike.
- 3a (Nike) The way it looks. (P) The hole in front of the shoe.

- 147
- 3b No.
- 1 Yes.
- 2a Nike.
- 3a (Nike) The design of the shoe, the way the laces are.
- 3b Bottom of the shoe has the same design.
- 148
- 1 Yes.
- 2a Nike Air Force One.
- 3a (Nike Air Force One) It has the same style as the Air Force Ones.
- 3b The way the lines are on the shoe.
- 152
- 1 Yes.
- 2a Nike to me.
- 3a (Nike) Well the sides and the back.
- 3b I can't really explain it. It just looks like Nike.
- 153
- 1 Yes.
- 2a Air Force Ones.
- 2b Nikes.
- 3a (Air Force Ones) The front and the sides.
- 3b I have black Air Forces and the only thing missing is the sign.
- 4a (Nikes) I have a pair and the sides look the same.
- 4b Just the simple look of it from the right side.
- 160
- 1 Yes.
- 2a Nike Air Force.
- 3a (Nike Air Force) The style and the laces.
- 3b Nothing.
- 162
- 1 Yes.
- 2a Nike.
- 3a (Nike) It's the same style as the Air Force Ones.



- 3b The bottom of the shoe looks like it.
- 165
- 1 Yes.
- 2a Nike Air Force One.
- 3a (Nike Air Force One) Similar in look except for the strap.
- 3b Nothing.
- 166
- 1 Yes.
- 2a Nike Air Force.
- 3a (Nike Air Force) It has the same design.
- 3b Nothing.
- 167
- 1 Yes.
- 2a It looks like a Nike.
- 3a (Nike) I had a pair like this before.
- 3b No.
- 169
- 1 Yes.
- 2a Nike.
- 3a (Nike) The sole, the top.
- 3b The shoe strings, the back tongue, the seams on the sole meeting up with the leather.
- 170
- 1 Yes.
- 2a Nike.
- 3a (Nike) Because I've seen a Nike that looks like it before. (P) I actually own a pair that looks like it. The holes in the front looks just like an Air Force One and the bottom is similar.
- 3b No.
- 171
- 1 Yes.
- 2a Nikes.
- 3a (Nikes) The features of the sneaker. I'm not sure of what else to say.
- 3b The way the inside looks and the air holes and the bottom of the shoe.

- 172
- 1 Yes.
  - 2a Nike.
  - 3a (Nike) The way it is shaped with the holes on the top.
  - 3b No.
- 173
- 1 Yes.
  - 2a Nikes.
  - 3a (Nikes) Everything.
  - 3b They look exactly the same but they don't have the Nike logo.
- 175
- 1 Yes.
  - 2a Air Force Ones Nikes.
  - 3a (Air Force Ones Nikes) Because they look just like them. The bottom, the front. Everything. All it needs is the Nike sign.
  - 3b Nope.
- 179
- 1 Yes.
  - 2a Nikes.
  - 3a (Nikes) Every Nike sneaker I saw kind of looks like this. They have the same look. This sneaker looks sporty and gangster.
  - 3b Nothing else.
- 181
- 1 Yes.
  - 2a Nike.
  - 3a (Nike) The whole sneaker has a style that reminds me of Nike Air Force One.
  - 3b No.
- 182
- 1 Yes.
  - 2a Air Forces.
  - 3a (Air Forces) Because it's like the same exact thing except for the "airs" and the Nike sign.
  - 3b No that's it. Oh, and the bottom of the shoe.
- 183
- 1 Yes.
  - 2a Nikes.

- 3a (Nikes) The style of it.
- 3b The style and the shape. It has a similar shape to it and also the under part of the shoe.
- 185
- 1 Yes.
- 2a Nikes.
- 3a (Nikes) By the design of it. Well like this sneaker doesn't have the Nike symbol on it but besides that every feature is exactly like Nike.
- 3b Nothing else really.
- 186
- 1 Yes.
- 2a Nike.
- 3a (Nike) Looks similar to a sneaker I've seen that looks sort of like this. I almost bought it.
- 3b No.
- 188
- 1 Yes.
- 2a Nike.
- 3a (Nike) They look exactly like the Air Force Ones.
- 3b No.
- 191
- 1 Yes.
- 2a Nike.
- 3a (Nike) The exact same shoe in the way it is designed.
- 3b No.
- 192
- 1 Yes.
- 2a Nike.
- 3a (Nike) The holes on top.
- 3b The design on the heel.
- 194
- 1 Yes.
- 2a Nike.
- 3a (Nike) The pattern on the side, the holes in the front.

- 195
- 3b No.
- 1 Yes.
- 2a Nike Air Force One.
- 3a (Nike Air Force One) The top of the front of the shoe looks like Nike shoes.
- 3b No.
- 196
- 1 Yes.
- 2a Nike Air Force One.
- 3a (Nike Air Force One) The pattern on the bottom of the sneaker is the same as Air Force One.
- 3b And, the back of shoe's cushion is the same as Air Force One.
- 197
- 1 Yes.
- 2a Air Force One Nike.
- 3a (Air Force One Nike) I have a whole bunch of these at home.
- 3b No.
- 200
- 1 Yes.
- 2a Nike Air Force One.
- 3a (Nike Air Force One) The entire design of the inside of the shoe is the same as on the Nike Air Force One shoes. The circle and squares are identical to the Air Force One.
- 3b No.
- 201
- 1 Yes.
- 2a Nike Air Force One.
- 3a (Nike Air Force One) The entire shoe from every angle is the exact same. The only thing it is missing is the Nike logo.
- 3b The bottom graphics on the shoe is the identical design.
- 202
- 1 Yes.
- 2a Nike.
- 3a (Nike) The bottom from the side view and the circle pattern on the sole of the shoe.

- 203
- 3b No.
- 1 Yes.
- 2a Nike Air Force One.
- 3a (Nike Air Force One) The holes on the front top of the shoes are the same as Air Force One. The heel back cushion is the same style as Air Force One as well.
- 3b No.
- 204
- 1 Yes.
- 2a Nike Air Force One.
- 3a (Nike Air Force One) Holes in front. Ridges in toe and the soles of the shoe look the same as the design on the Nike Air Force Ones.
- 3b No.
- 205
- 1 Yes.
- 2a Nike Air Force One.
- 3a (Nike Air Force One) The side and the top of the shoe look just like Nike.
- 3b No.
- 208
- 1 Yes.
- 2a Nike Air Force One.
- 3a (Nike Air Force One) The bottom sole has the same design. The holes in the shoe and the placement of them is the same as Air Force One. The back of the shoe looks the exact same.
- 3b No.
- 212
- 1 Yes.
- 2a Nike Air Force One.
- 3a (Nike Air Force One) The holes in the top and pattern on sole.
- 3b No.
- 214
- 1 Yes.
- 2a Nike.
- 3a (Nike) The holes on the toes and pattern on sole.
- 3b No.

- 215
- 1 Yes.
  - 2a Nike Air Force One.
  - 3a (Nike Air Force One) I have Air Force One shoes. These shoes are identical. The only think that is missing is the Nike logo.
  - 3b No.

- 216
- 1 Yes.
  - 2a Nike Air Force One.
  - 3a (Nike Air Force One) It looks just like it.
  - 3b None except the marking on the side of the shoe are the same as the Nike Air Force Ones.

- 217
- 1 Nike Air Force One.
  - 2a (Nike Air Force One) The pattern in the front and sides of the shoe.
  - 3b No.

Other Reasons (3 Respondents)

- 046
- 1 Yes.
  - 2a Air Force One Nike.
  - 3a (Air Force One Nike) Because that's like the make of the shoe.
  - 3b No.

- 075
- 1 Yes.
  - 2a Nikes.
  - 3a (Nikes) They have a lot of different styles.
  - 3b Nothing else.

- 087
- 1 Yes.
  - 2a Nike
  - 3a (Nike) It's the same brand in the stores.
  - 3b No.

TABLE 5

RESPONDENTS WHO MAY ASSOCIATE THE  
AIR FORCE 1 SNEAKER WITH NIKE

(6 Respondents)

Appearance-Related Reasons (6 Respondents)

041

- 1 Yes.
- 2a Maybe Nike.
- 3a (Nike) They look like low top Air force Ones. (P) Most Air Forces are white and look like this.
- 3b No.

052

- 1 Yes.
- 2a It looks like the...all white LeBron James.
- 3a (Lebron James) Cause the little lines that line up on the sides and how the shoe gets bigger and bigger from the heel to the front.
- 3b Plus the holes and lines on the bottom.

068

- 1 Yes.
- 2a I believe Nike, or
- 2b Reebok,
- 3a (Nike) Cause when I was younger I had a pair of Nike shoes just like them, just a different color.
- 3b For the Nike, no.
- 4a (Reebok) The only thing that makes me associate it with Reebok is that my sisters give them to my nephews.
- 4 No, that's it.

072

- 1 Yes.
- 2a These sneakers almost look like Reebok shoes almost.
- 2b or they could be more similar to Nike sneakers more.
- 3a (Reebok) The sneakers have a high heel and Reebok shoes have high heels too.
- 3b I guess that's it.

- 4a (Nike) They look more like Nike shoes more because the design on the outside of the shoes.
- 4b No, that's it.
- 096
- 1 Yes.
- 2a Nike or
- 2b Reebok
- 3a (Nike) They almost look like Nike. (P) The side of them.
- 3b No.
- 4a (Reebok) The shape of the shoe.
- 4b No.
- 184
- 1 Yes.
- 2a Nike or
- 2b Reebok.
- 3a (Nike) The style reminds me of Nike, especially the sides of the sneaker.
- 3b No.
- 4a (Reebok) The perforations in the front are like Reebok.
- 4b No.



TABLE 6

RESPONDENTS WHO ASSOCIATE THE  
AIR FORCE 1 SNEAKER WITH A SINGLE SOURCE  
OTHER THAN NIKE

(20 Respondents)

021	1	Yes.
	2a	K-Swiss.
	3a	(K-Swiss) They are all white.
	3b	On the side the three little like striped angle things.
030	1	Yes.
	2a	Reebok.
	3a	(Reebok) The style.
	3b	The shape. (P) The little holes.
064	1	Yes.
	2a	Reebok shoes.
	3a	(Reebok) The characteristics like the way the lines and holes line up.
	3b	Yes, the laces gets big then it gets small like Reebok.
066	1	Yes.
	2a	It looks....mainly like the shoes calls Shaqs that they sell at Payless shoes.
	3a	(Shaqs) Because the front is big and the heel part is small.
	3b	And it has the same shoe grip on the sides.
073	1	Yes.
	2a	Reebok
	3a	(Reebok) The style looks like Reebok sneakers I've see. (P) The holes in the front.
	3b	No.
102	1	Yes.
	2a	New Balance.

- 103
- 3a (New Balance) It looks comfortable.
- 3b No.
- 1 Yes.
- 2a Adidas.
- 3a (Adidas) The separation on the side has the perfect spot for the three stripes logo.
- 3b No.
- 119
- 1 Yes.
- 2a Reebok.
- 3a (Reebok) The pattern on the shoe.
- 3b No.
- 128
- 1 Yes.
- 2a K-Swiss.
- 3a (K-Swiss) The way it's flat on the bottom and all white.
- 3b No, that's all.
- 131
- 1 Yes.
- 2a Skeechers.
- 3a (Skeechers) The air holes and the laces on the sneaker.
- 3b No.
- 146
- 1 Yes.
- 2a I would say Reebok. It looks closer to Reebok than anything.
- 3a (Reebok) The shape and form of the shoe looks similar to the brand.
- 3b No.
- 154
- 1 Yes.
- 2a Reebok. They look like they are Reeboks to me.
- 3a (Reebok) The bottom of the shoe looks like one of the designs Reebok uses.
- 3b No.

- 159
- 1 Yes.
  - 2a They look like Payless brand shoes. They are very plain.
  - 3a (Payless) The shoes are very plain and don't have any marking like Payless shoes. They also look really cheap.
  - 3b No, nothing else.
- 164
- 1 Yes.
  - 2a Reebok.
  - 3a (Reebok) I've been wearing Reebok for a long time and I recognize the bottom of the shoe.
  - 3b I just recognize them as Reebok. (P) They look very similar in some ways like the bottom of the shoe.
- 174
- 1 Yes.
  - 2a You know what, when first looking at this I think of Reebok.
  - 3a (Reebok) It's just the way it looks, especially from the side angle. Could be athletic or could be casual.
  - 3b A shoe like this reminds me of someone who works in the city. Someone who needs to dress nice but also has to walk a lot.
- 176
- 1 Yes.
  - 2a Foot Locker.
  - 3a (Foot Locker) The style reminds me of Foot Locker.
  - 3b Nothing else.
- 178
- 1 Yes.
  - 2a Asics.
  - 3a (Asics) Well it looks like it. The holes reminds me of Asics sneakers.
  - 3b Nothing else.
- 190
- 1 Yes.
  - 2a It makes me think of some brands. I don't know if they're correct but I'm guessing Adidas or,
  - 2b Keds.
  - 3a (Adidas) I guess clean looking or athletic looking.

- 3b No.
- 4a (Keds) Same reasons I guess. It's really clean, neat looking. It's not a fashion sneaker.
- 4b That's all I can think of.

207

- 1 Yes.
- 2a Adidas.
- 3a (Adidas) The "show toe" is very similar and the bottom of the shoe is the same.
- 3b No.

213

- 1 Yes.
- 2a Adidas.
- 2b Reebok.
- 3a (Adidas) The low cut style of the shoe. Also it is white.
- 3b No.
- 4a (Reebok) The sole has a special pattern.
- 4b No.

TABLE 7

RESPONDENTS WHO ASSOCIATE THE  
AIR FORCE 1 SNEAKER WITH NIKE AND  
ANOTHER SOURCE

(14 Respondents)

017

- 1 Yes.
- 2a Air Forces Nike.
- 2b Reebok.
- 3a (Air Forces Nike) They are all white and there is not curb at the bottom.
- 3b No.
- 4a (Reebok) I seen Reebok that were all white like that.
- 4b No.

025

- 1 Yes.
- 2a Adidas.
- 2b Some characteristics resemble the Nike.
- 3a (Adidas) One it has the fitted holes and is the only shoe that has a shell-type toe and the sole and the stitching.
- 3b No.
- 4a (Nike) The rear top-part resembles the Nike Air Force One shoe.
- 4b No.

029

- 1 Yes.
- 2a Nike.
- 2b Tims.
- 3a (Nike) Because I recognize the bottom of the shoe. (P) The swirl design.
- 3b The top view of the dots on toe of shoe and then the front and back view of the stars around the bottom of shoe.
- 4a (Tims) I own a pair of white Tims that look very similar. (P) They have the dots on top of toe.
- 4b It is a white shoe and the side designs of the shoe is very similar to the Tims I own. Also, the symbol on the laces.

- 042
- 1 Yes.
  - 2a Air Force Ones.
  - 2b Bapes.
  - 3a (Air Force Ones) They look like it. (P) The inside of the shoe and the design.
  - 3b No.
  - 4a (Bapes) How the shoe is made. (P) The soles and shoe strings.
  - 4b No.
- 045
- 1 Yes.
  - 2a Nike.
  - 2b Adidas.
  - 3a (Nike) Probably the holes at the top of the shoe.
  - 3b No.
  - 4a (Adidas) The rubber sole around the shoe.
  - 4b No.
- 048
- 1 Yes.
  - 2a Nike.
  - 2b Adidas.
  - 3a (Nike) Because that's how they all look. (P) The design and the color.
  - 3b No.
  - 4a (Adidas) Because I had one that looked just like it. (P) The holes in the front.
  - 4b No.
- 056
- 1 Yes.
  - 2a Maybe Air Forces.
  - 2b But also K-Swiss.
  - 3a (Air Forces) They look like them. (P) Cause the heel of the shoe looks like the ones I have.
  - 3b Nope.
  - 4a (K-Swiss) Just cause they're all white.
  - 4b Most K-Swiss are white or black with the same outer style.

155

- 1 Yes.
- 2a Nikes.
- 2b Reebok.
- 2c Pony.
- 3a (Reebok) I could visualize the Nike's sign on the side of the shoe.
- 3b It looks like the style of Nike.
- 4a (Reebok) The shoes are basketball shoes.
- 4b Reebok sells basketball shoes.
- 5a (Pony) I have bought a pair that looks just like these. (P) The front looks the same.
- 5b No.

156

- 1 Yes.
- 2a Nike.
- 2b Vans.
- 3a (Nike) It looks like a sport shoe.
- 3b No.
- 4a (Vans) The bottom of the shoe.
- 4b The back looks similar to a Vans shoe brand.

163

- 1 Yes.
- 2a Nike.
- 2b New Balance.
- 3a (Nike) The way the dots are in the front.
- 3b The two dots on the side.
- 4a (New Balance) The design of the bottom of the shoe.
- 4b Nothing.

198

- 1 Yes.
- 2a Adidas.
- 2b Nike Air Force One.
- 3a (Adidas) I have a pair just like this.

- 3b No.
- 4a (Nike Air Force One) The sides of the shoe are similar to Nike Air Force Ones.
- 4b No.
- 206
- 1 Yes.
- 2a Baps.
- 2b Nike Air Force One.
- 3a (Baps) The stitching on side and the soles from the shoe. The holes in the top of shoe.
- 3b No.
- 4a (Nike Air Force One) The stitching at the top rear and the line side soles. The grips at the bottom sole at front.
- 4b No.
- 210
- 1 Yes.
- 2a Nike.
- 2b Reebok.
- 3a (Nike) The design on the bottom of the shoe is similar.
- 3b No.
- 4a (Reebok) The side of the shoe has a similar pattern.
- 4b The cube design on the inside of the shoe is similar.
- 211
- 1 Yes.
- 2a Nike.
- 2b Reebok.
- 2c Starberry.
- 3a (Nike) The design in general looks like an Air Force One shoe.
- 3b The only thing the shoe is missing is the Nike "check" logo.
- 4a (Reebok) The side view of the shoe is the same "frame" as the Reebok.
- 4b No.
- 5a (Starberry) The entire frame appears identical to the Starberry frame.
- 4b No.



TABLE 8

RESPONDENTS WHO ASSOCIATE THE  
AIR FORCE 1 SNEAKER WITH MORE THAN  
ONE SOURCE OTHER THAN NIKE

(5 Respondents)

- 034
- 1 Yes.
  - 2a Adidas.
  - 2b Reebok.
  - 3a (Adidas) Because of shoe's toe. (P) The holes.
  - 3b No.
  - 4a (Reebok) Overall design that looks like a Reebok designed shoe that came out about 10 years ago.
  - 4b No.
- 063
- 1 Yes.
  - 2a They look somewhat like Reebok shoes.
  - 2b They can pass for Lebron James shoes too.
  - 3a (Reebok) The Reebok shoes have a thick sole below the shoes.
  - 3b And the two like design on the sides of the shoes look like the design Reebok shoes kind of have.
  - 4a (Lebron James) Lebron James shoes have the same form or sort of shape because it's curvy around the sides.
  - 4b They look like Lebron James shoes because it looks like basketball shoes.
- 092
- 1 Yes.
  - 2a Reebok and
  - 2b Adidas.
  - 3a (Reebok) Some of the designs are the same. (P) Their same design.
  - 3b They put random holes in their shoe.
  - 4a (Adidas) The back part resembles the same shoe. (P) The same shoe.
  - 4b The laces are the same. (P) The laces run through the middle of the sneaker.

138

- 1 Yes.
- 2a Skeechers.
- 2b Reebok.
- 3a (Skeechers) The way the heel is made in the back.
- 3b No.
- 4a (Reebok) Because of the holes in the front.
- 4b No.

177

- 1 Yes.
- 2a Steve Madden.
- 2b Reeboks.
- 2c Vans.
- 3a (Steve Madden) I have a pair that looks similar. They're white, not as high but they have holes in the front.
- 3b Nothing else.
- 4a (Reeboks) The way the sole looks on the side of the bottom reminds me of Reeboks.
- 4b Nothing else.
- 5a (Vans) I guess because the way they have the holes on top. Also the laces are similar to Vans.
- 5b Nothing else.

TABLE 9

RESPONDENTS WHO DO NOT ASSOCIATE THE  
AIR FORCE 1 SNEAKER WITH NIKE BUT SAID  
IT LOOKS LIKE NIKE

(2 Respondents)

- 016
- 1 Yes.
  - 2a (Air Forces)
  - 2b (Air Forces) The style but I know it doesn't have the Nike sign so I know it's not the Air Forces.
  - 3b The inside. It's a different design, has two holes.
- 020
- 1 Yes.
  - 2a They look like Nikes but they're not.
  - 3a (Nike) Because it's white.
  - 3b The make and model.

TABLE 10

RESPONDENTS WHO ASSOCIATE THE  
ADIDAS SUPERSTAR II SNEAKER WITH NIKE AND ONLY NIKE

(8 Respondents)

Appearance-Related Reasons (7 Respondents)

310

- 1 Yes.
- 2a Nike.
- 3a (Nike) Because they look like Air Force Ones.
- 3b No.

334

- 1 Yes.
- 2a It looks like Air Force shoes.
- 2b Oh it could be Nikes too though.
- 3a (Air Force) The shoes have the same lines or designs on the side of the shoes.
- 3b And there's like those holes on the sides and front that Air Force shoes have.
- 4a (Nikes) Nike sport shoes that look exactly like the picture because of the style of shoes.
- 4b The fabric of the shoe is made up of, looks like the picture too.

341

- 1 Yes.
- 2a Nike.
- 3a (Nike) It looks like Nike's style. (P) The loops for the laces and the holes in the sneaker are the same.
- 3b The holes on the side look like Nike.

342

- 1 Yes.
- 2a Nike.
- 3a (Nike) I have a pair of Nike that looks just like them.
- 3b No.

363

- 1 Yes.

2a Air Force Ones.

3a (Air Force Ones) The waves on the bottom of shoe.

3b The hole on top of the shoe.

376

1 Yes.

2a Looks like a pair of Nike tennis shoes.

3a (Nike) Because Nike has low top like this and high top tennis shoes.

3b I have a pair of Nike high top tennis shoes.

401

1 Yes.

2a Air Force One.

3a (Air Force One) The pattern in the front and white color.

3b No.

Other Reasons (1 Respondent)

307

1 Yes.

2a Nike.

3a (Nike) They are comfortable.

3b No.

TABLE 11

RESPONDENTS WHO ASSOCIATE THE  
ADIDAS SUPERSTAR II SNEAKER WITH A SINGLE  
SOURCE OTHER THAN NIKE

(72 Respondents)

305	1	Yes.
	2a	Adidas.
	3a	(Adidas) Because the shell top.
	3b	No.
308	1	Yes.
	2a	K-Swiss.
	3a	(K-Swiss) The toe looks like K-Swiss.
	3b	No.
311	1	Yes.
	2a	Adidas.
	3a	(Adidas) The shell toe.
	3b	No.
312	1	Yes.
	2a	I think of Reebok.
	3a	(Reebok) My grandma has a Reebok shoe and it looks exactly like it.
	3b	No.
313	1	Yes.
	2a	Adidas.
	3a	(Adidas) Cause it has, show heads on front and three stripes on the side.
	3b	They are long like Adidas.
317	1	Yes.
	2a	Adidas.

- 3a (Adidas) They look like shell toe Adidas.
- 3b No.
- 320
- 1 Yes.
- 2a K-Swiss.
- 3a (K-Swiss) The shape. (P) The toe of the shoe and the tail on the heel.
- 3b No.
- 322
- 1 Yes.
- 2a Adidas.
- 3a (Adidas) They look just like it. I recognize the shell toe from everywhere.
- 3b The bottoms look like it too. (P) The designs on the bottoms look like it.
- 324
- 1 Yes.
- 2a Adidas.
- 3a (Adidas) The rubber toe, like the toe in the front.
- 3b That's about it.
- 325
- 1 Yes.
- 2a Adidas.
- 3a (Adidas) It has the thick front and because of how those holes line up to make the lines.
- 3b Because the laces look small too.
- 326
- 1 Yes.
- 2a I think Adidas is associated with the shoes in the photograph.
- 3a (Adidas) They look like the Adidas shoes because they have the stripes where the toe of the shoes are.
- 3b And, the curves of the bottom of the shoe are always on the Adidas shoes.
- 328
- 1 Yes.
- 2a Adidas, they look like Adidas.
- 3a (Adidas) Because I have these shoes and they look alike. (P) The laces and back of the shoes look like mine.
- 3b That's about it.

- 329
- 1 Yes.
  - 2a It's Adidas.
  - 2b Wait, it's Puma.
  - 3a (Adidas) It has the ridged top. I has the lines on the side.
  - 3b The broadness of the front looks like it.
  - 4a (Puma) It has similar laces.
  - 4b The bottom has the same lines as Puma shoes.
- 331
- 1 Yes.
  - 2a I think Reebok.
  - 2b Or Adidas.
  - 3a (Reebok) When you look at it from the side. (P) Those two lines with the holes you know.
  - 3b Nope, that's it.
  - 4a (Adidas) Oh, the lines on the toe of the shoe.
  - 4b No.
- 332
- 1 Yes.
  - 2a Reebok.
  - 2b No, Adidas.
  - 3a (Reebok) Like when you first look at it it reminds me of Reebok. (P) The picture that has the laces and the toe of the shoe looks like a Reebok shoe.
  - 3b That's it.
  - 4a (Adidas) The front. (P) The ridges on the toe of the shoe.
  - 4b No.
- 335
- 1 Yes.
  - 2a K-Swiss.
  - 3a (K-Swiss) The design of the shoe and the lines in the front.
  - 3b The sides have the K-Swiss lines too.
- 336
- 1 Yes.
  - 2a K-Swiss.



- 3a (K-Swiss) K-Swiss is the only one with shell toes.
- 3b Nope just shell toes.
- 337
- 1 Yes.
- 2a Adidas.
- 3a (Adidas) The bottom and the side stripe.
- 3b The top with the lines.
- 339
- 1 Yes.
- 2a Adidas.
- 3a (Adidas) The front shell is the same.
- 3b The bottom is the same.
- 340
- 1 Yes.
- 2a Adidas.
- 3a (Adidas) The shell toe.
- 3b The design.
- 343
- 1 Yes.
- 2a Adidas.
- 3a (Adidas) The hole in the front aren't there. It's a shell.
- 3b The front of the shell has wavy lines.
- 344
- 1 Yes.
- 2a Adidas shell toes.
- 3a (Adidas shell toes) They look like it. (P) The style is like the ones in the store.
- 3b No.
- 345
- 1 Yes.
- 2a Adidas.
- 3a (Adidas) The shell toe.
- 3b The back leather.
- 346
- 1 Yes.

- 2a Adidas.
- 3a (Adidas) They look familiar like Adidas.
- 3b They look like Adidas to me. (P) They have the same style.
- 347
- 1 Yes.
- 2a Adidas.
- 3a (Adidas) The shell top and the bottom are the same as Adidas.
- 3b No.
- 349
- 1 Yes.
- 2a Adidas.
- 3a (Adidas) The fact that it has the shell toe front.
- 3b The markings look similar.
- 350
- 1 Yes.
- 2a Adidas.
- 3a (Adidas) The front of the sneaker has the lines on the toes and because of the way that it's shaped.
- 3b No.
- 352
- 1 Yes.
- 2a Adidas.
- 3a (Adidas) They kind of look like Adidas. (P) Shell toe.
- 3b No.
- 353
- 1 Yes.
- 2a Adidas.
- 3a (Adidas) The shell toe.
- 3b Low cut.
- 354
- 1 Yes.
- 2a Adidas.
- 3a (Adidas) They look like Adidas shoes. (P) I've seen these shoes before in Champs. They just look like Adidas.
- 3b No.

- 355
- 1 Yes.
  - 2a Adidas.
  - 3a (Adidas) It's the brand of shoe that it looks like. (P) The style.
  - 3b No.
- 356
- 1 Yes.
  - 2a Adidas.
  - 3a (Adidas) Because it's the same style, the sole, the sides and the shell toe in the front.
  - 3b No.
- 357
- 1 Yes.
  - 2a Adidas shell toe.
  - 3a (Adidas shell toe) The line on the toe.
  - 3b The way the side looks.
- 358
- 1 Yes.
  - 2a Adidas shell toe.
  - 3a (Adidas shell toe) They make them just like that.
  - 3b No.
- 360
- 1 Yes.
  - 2a Adidas.
  - 3a (Adidas) The front of the shoe.
  - 3b The two stripes.
- 361
- 1 Yes.
  - 2a Adidas.
  - 3a (Adidas) Because of the lines in front of the tennis.
  - 3b No.
- 362
- 1 Yes.
  - 2a Adidas.

- 3a (Adidas) The stripes on the side of the shoe.
- 3b No.
- 365
- 1 Yes.
- 2a Adidas.
- 3a (Adidas) The same shape, the dots on the side represent the Adidas sign.
- 3b The side view is the same.
- 366
- 1 Yes.
- 2a Phat Farm.
- 3a (Phat Farm) The front of the shoes. The line of the shoe is the same.
- 3b No.
- 367
- 1 Yes.
- 2a Adidas.
- 3a (Adidas) The front part of the toe of the tennis has those ridges in it.
- 3b No.
- 368
- 1 Yes.
- 2a K-Swiss.
- 3a (K-Swiss) The view from the side looks like most K-Swiss shoes I've seen.
- 3b No.
- 369
- 1 Yes.
- 2a Adidas.
- 3a (Adidas) The line of holes in the side of the sneaker.
- 3b No.
- 370
- 1 Yes.
- 2a Adidas.
- 3a (Adidas) Because of the stars on front and back of the sneaker.
- 3b No.
- 372
- 1 Yes.

- 2a Adidas.
- 3a (Adidas) The surface of the shoe.
- 3b No.
- 373
- 1 Yes.
- 2a Adidas.
- 3a (Adidas) It looks like it. (P) They just look like it. Instinct I guess.
- 3b No.
- 374
- 1 Yes.
- 2a Reebok.
- 3a (Reebok) The lacing design and the design in the front, short cut.
- 3b Nothing.
- 377
- 1 Yes.
- 2a Adidas.
- 3a (Adidas) The shell toe and the stripes.
- 3b Nothing.
- 378
- 1 Yes.
- 2a Adidas.
- 3a (Adidas) The appearance. It's like the same structure as an Adidas shell top shoe.
- 3b No, I can only tell by the shell top.
- 379
- 1 Yes.
- 2a Adidas.
- 3a (Adidas) The all white and the lines in the front and the lines on the side.
- 3b Nothing.
- 380
- 1 Yes.
- 2a Adidas.
- 3a (Adidas) The line in the front and the bottom of the shoes look like Adidas.
- 3b Nothing.

- 381
- 1 Yes.
  - 2a These shoes look like the Air Jordan Nike's. I'm sure that's what they are, just these are plain.
  - 3a (Nike) It looks like Nike Air Jordans because the sole is exactly like the Air Jordans I've bought in the past.
  - 3b No, nothing else.
- 382
- 1 Yes.
  - 2a Adidas.
  - 3a (Adidas) The stripes and the front toes look like Adidas.
  - 3b The bottom of the shoe looks like Adidas.
- 384
- 1 Yes.
  - 2a Adidas.
  - 3a (Adidas) The design and the shell toe.
  - 3b Nothing.
- 385
- 1 Yes.
  - 2a Adidas.
  - 3a (Adidas) The shell toe.
  - 3b The dots on the side.
- 386
- 1 Yes.
  - 2a They look like Adidas.
  - 3a (Adidas) The shell toe. All they are missing is the stripes on the side.
  - 3b The bottom looks like them too. The sole and even the label part on the back.
- 387
- 1 Yes.
  - 2a Adidas.
  - 3a (Adidas) They have the shell toe front.
  - 3b The lines on the side.
- 388
- 1 Yes.
  - 2a Adidas.

- 3a (Adidas) The top front because it looks like harder material just like Adidas.
- 3b The dotted pattern along the side.
- 389
- 1 Yes.
- 2a Reebok or
- 2b Converse
- 2c It could also be Adidas.
- 3a (Reebok) I have seen a model similar to it because it also has dots.
- 3b Nothing.
- 4a (Converse) Almost everything reminds me of Converse especially the design in the front.
- 4b Nothing else.
- 5a (Adidas) The lines in the front.
- 5b Not that I can think of.
- 391
- 1 Yes.
- 2a Adidas.
- 3a (Adidas) The shell toe, bottom and the holes on the side.
- 3b Nothing else.
- 392
- 1 Yes.
- 2a Adidas.
- 3a (Adidas) It has the same shape and form. Also the lines along the side are the same as Adidas.
- 3b The bottom of the shoe reminds me of Adidas because of the design.
- 393
- 1 Yes.
- 2a Adidas.
- 3a (Adidas) The front part and the back have a similar design.
- 3b Nothing.
- 394
- 1 Yes.
- 2a Adidas.
- 3a (Adidas) It has a shell toe.

- 3b No.
- 395 1 Yes.
- 2a I would think Adidas.
- 3a (Adidas) The shell toe.
- 3b That's about it.
- 396 1 Yes.
- 2a The Adidas shell toe.
- 3a (Adidas) The shape and look especially the shell toe look.
- 3b No.
- 397 1 Yes.
- 2a Adidas.
- 3a (Adidas) The "turtle shell toe" is the same as the Adidas brand.
- 3b The bottom imprint is exactly the same. Also the stitching throughout the shoe is the same style.
- 399 1 Yes.
- 2a Adidas.
- 3a (Adidas) The shell toe is the same on this shoe as on the Adidas shoes.
- 3b No.
- 400 1 Yes.
- 2a Adidas.
- 3a (Adidas) The holes in the side. The design on the side.
- 3b No.
- 402 1 Yes.
- 2a Adidas.
- 3a (Adidas) The front of the toe which is called "shell toe" style is the same. Also the rubber trim going around the bottom of the shoe is the same.
- 3b No.
- 403 1 Yes.



- 2a Adidas.
- 3a (Adidas) The dots on the side of the shoe, holes, are the same.
- 3b The line running through the toe part of the shoe are the same shell toe style, Adidas.
- 404
- 1 Yes.
- 2a Adidas shell toe.
- 3a (Adidas shell toe) The front of the shoe has a shell on it. It also has special pattern and the stitching in the back.
- 3b No.
- 406
- 1 Yes.
- 2a Adidas.
- 3a (Adidas) The line running down the front of the shoes are the same.
- 3b The back of the shoe, the top, has the same curve style.
- 408
- 1 Yes.
- 2a Adidas.
- 3a (Adidas) It has the shell toe and the side markings for Adidas.
- 3b No.

TABLE 12

RESPONDENTS WHO ASSOCIATE THE  
ADIDAS SUPERSTAR II SNEAKER WITH NIKE  
AND ANOTHER SOURCE

(2 Respondents)

390

- 1 Yes.
- 2a Adidas and
- 2b Nike.
- 3a (Adidas) Adidas has a shell toe and stripes on the side.
- 3b Nothing else.
- 4a (Nike) Nike has air holes and lots of seams.
- 4b Nothing else.

407

- 1 Yes.
- 2a Reeboks.
- 2b Nike Air Force.
- 3a (Reeboks) The way the shoe is shaped.
- 3b No.
- 4a (Nike Air Force) The way it is made on the back of the shoe.
- 4b The grips on the bottom of the shoe looks like Air Forces.

TABLE 13

RESPONDENTS WHO ASSOCIATE THE  
ADIDAS SUPERSTAR II SNEAKER WITH MORE THAN ONE  
SOURCE OTHER THAN NIKE

(8 Respondents)

301

- 1 Yes.
- 2a Reebok.
- 2b Adidas.
- 3a (Reebok) A, it's a basic shoe.
- 3b No.
- 4a (Adidas) Cause like it's a popular style.
- 4b No.

306

- 1 Yes.
- 2a Converse.
- 2b Adidas.
- 3a (Converse) Only because of the design on the sides. (P) It's the same as Converse.
- 3b No.
- 4a (Adidas) The bottoms. (P) Adidas bottoms.
- 4b No.

319

- 1 Yes.
- 2a K-Swiss.
- 2b Phat Farm maybe.
- 3a (K-Swiss) Because of the holes.
- 3b No.
- 4a (Phat Farm) Because it seems like it in the front.
- 4b No.

323

- 1 Yes.

- 2a Converse maybe.
- 2b Adidas.
- 2c Maybe even K-Swiss.
- 3a (Converse) I guess the medium range cut below the ankle.
- 3b No.
- 4a (Adidas) The small holes on the side sort of look like the stripes.
- 4b No.
- 5a (K-Swiss) The front design, the type of lacing and sole.
- 5b No.
- 330
- 1 Yes.
- 2a K-Swiss.
- 2b Or Reebok, one of those two.
- 3a (K-Swiss) I know K-Swiss is kind of high on the front and low in the back.
- 3b And the patterns of the line, it looks kind of familiar.
- 4a (Reebok) Because the front looks hard and narrow. I don't know. It just looks like Reebok.
- 4b The laces looked, lined up like Reebok too.
- 371
- 1 Yes.
- 2a Adidas.
- 2b K-Swiss.
- 3a (Adidas) The shell toe.
- 3b The foot print on bottom of shoe has air holes
- 4a (K-Swiss) K-Swiss tries to copy Adidas.
- 4b No.
- 398
- 1 Yes.
- 2a Adidas.
- 2b K-Swiss.
- 2c LaCoste.
- 3a (Adidas) The shell toe on the shoe looks like the shell toe on the Adidas.

3b No.

4a (K-Swiss) The stitching on the side is the same as K-Swiss stitching style.

4b No.

5a They always have holes on the side.

5b No.

405

1 Yes.

2a K-Swiss.

2b Reeboks.

3a (K-Swiss) Because of the shape of the shoe.

3b No.

4a (Reeboks) The white color.

4b The look of the back of the shoe.

TABLE 14

RESPONDENTS WHO ASSOCIATE THE  
ADIDAS SUPERSTAR II SNEAKER WITH AN  
UNSPECIFIED SOURCE

(2 Respondents)

333

- 1 Yes.
- 2a I don't know what brand though.
- 6 One brand.
- 7a Because I know if another brand looks like these shoes, they were or would be copying.
- 7b And I think other brands would want to sell their own style.

383

- 1 Yes.
- 2a Don't know.
- 6 More than one brand.

## APPENDIX

SCREENER

INTERVIEWER'S SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

TIME BEGAN: \_\_\_\_\_ AM/PM TIME ENDED: \_\_\_\_\_ AM/PM

RECORD MALL NAME: \_\_\_\_\_

(RECORD GENDER) Male..... 1 Female..... 2

Hello, my name is \_\_\_from\_\_\_, an independent marketing research firm. We are not a sales organization. We are conducting a very brief survey and would like to include your opinions.

NOTE: RECORD ALL TERMINATIONS WHICH OCCUR IN THE APPROPRIATE BOX. RECORD ONLY ONE TERMINATION PER CONTACT. RE-USE SCREENER UNTIL YOU REACH A QUALIFIED RESPONDENT.

Know Respondent/Language/Hearing Problem																								
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25

S1. (HAND RESPONDENT AGE CARD) Which letter on this card includes your age? (TAKE BACK AGE CARD)

- A. Under 15..... (TERMINATE)
- B. 15 to 17 years .... 1
- C. 18 to 24 years ... 2
- D. 25 to 34 years..... 3
- E. 35 years or older... (TERMINATE)
- Refused..... (TERMINATE)

S1 TERMINATE: Under 15/Over 34/ Refused Age/Age Quota Filled																								
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25

S2. (HAND RESPONDENT OTHER CARD) Into which of the groups shown on this card does your ethnic group fall? (TAKE BACK OTHER CARD)

- A. Caucasian..... 1
- B. African American..... 2
- C. Asian..... 3
- D. Hispanic..... 4
- E. Some other ethnic background 5
- Refused (TERMINATE)

S2 Refused Ethnic Group/Over Quota																								
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25



S3. In the past six months, have you bought or has someone else bought for you any sneakers, not just to use for athletic activities, but for other things such as wearing for style?

Yes..... 1 No..... 2

S4. In the next six months, are you likely to buy or have someone else buy for you any sneakers, not just to use for athletic activities, but for other things such as wearing for style?

Yes..... 1 No..... 2

**(TO QUALIFY MUST SAY "YES" TO S3 and/or S4)**

S3/4 TERMINATE: Has Not Bought/Not Likely to Buy																									
MEN																									
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	
WOMEN																									
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	

S5. Do you normally wear eye glasses or contact lenses when you shop?

Yes.....1 (ASK QUESTION 6) No.....2 (SKIP TO S7)

S6. Do you have your eye glasses with you or are you wearing your contact lenses now?

Yes..... 1 No.....2 (TERMINATE)

S6. TERMINATE No Glasses/Contact Lenses																									
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	

S7. Do you or does any member of your household work for any of the following types of companies? (READ)

No Yes

An advertising agency, sales promotion firm, public relations firm or marketing research organization? 1 2 (TERMINATE)

Any company that makes or sells any footwear? 1 2 (TERMINATE)

S7. TERMINATE Employment Conflict																									
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	

S8. In the past thirty days, have you participated in a marketing research survey other than a political poll?

Yes..... 1 (TERMINATE) No..... 2

S8. TERMINATE Past Study Participation																									
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	

QUALIFIED REFUSAL																									
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	

INVITATION--We would like to ask the remainder of our questions in our offices. This will take only about five minutes. Would you come with me please?

## INTERVIEWER INSTRUCTIONS

## OVERVIEW

The purpose of this study is to learn about individuals' reactions to a product.

It is imperative that you closely follow these instructions as well as those on the Screener/Questionnaire. Each question must be asked verbatim without any variation whatsoever. Additionally, each answer to all open-ended questions must be recorded verbatim in a Respondent's own words. Should you deviate from these instructions, your work will be unacceptable and invalid.

## RESPONDENT QUALIFICATIONS

Individuals between the ages of 15 and 34 who, within the past six months have bought or someone else has bought for them sneakers, not just to use for athletic activities, but for other things such as wearing for style (or within the next six months likely to buy or have someone else buy for them. The remaining eligibility criteria are shown on the Consumer Study Screener (S2 and S5-S8).

## QUOTAS

Your quota will be assigned to you by our supervisor.

## MATERIALS

- |                                    |                             |
|------------------------------------|-----------------------------|
| 1. Interviewer Instructions        | 4. Age Card                 |
| 2. Screeners                       | 5. Ethnic Group Card        |
| 3. Questionnaires --Four versions. | 6. Two sets of photographs. |

## INTERVIEWING GUIDELINES

1. Read all questions verbatim and record answers verbatim to open-ended questions. No paraphrasing is allowed. Be sure you record every word to a response exactly as it is spoken.
2. On any question a Respondent seems unsure of, simply repeat the question exactly as written, without helping or prompting in any way. Repeat a question no more than two (2) times after you initially asked the question. Use (RQ) in the response space to show us that you repeated the question.
3. Your manner must be entirely neutral. Most people will let you know when they are through answering a question and when you can move on to the next question. Do not rush Respondents.
4. Please ask Respondents to spell any names or words given which are not exactly clear to you. Do not guess or assume the correct spelling of any word.
5. Do not talk to or distract a Respondent in any way while he/she is thinking about or considering a response to a question.
6. Never go back and repeat or re-ask a previous question once you have asked a later question. This holds true even if a respondent requests that you do so.

## QUESTIONNAIRE VERSIONS

There are four versions of the main questionnaire. The four versions differ only with respect to the order in which the Question 6 statements are read to the respondent and the photographs shown to respondents.

The **Photographs A1, A2 and A3** are used with Versions 1 and 2.

The **Photographs C1, C2, and C3** are used with Versions 3 and 4.

## QUESTIONNAIRE

## READ INTRODUCTION VERBATIM.

READ INTRODUCTION PRECEDING QUESTION 1. PLACE PHOTOGRAPHS FACING RESPONDENT IN THE FOLLOWING ORDER, LEFT TO RIGHT A1, A2 and A3 or C1, C2 and C3)

1. Ask Question 1 verbatim and circle response given. If Respondent says "No" or "Don't Know", skip to End.
2. Question 2 is asked only of respondents who said "yes" in response to Question 1. Ask Question 2 verbatim. It is essential that responses are recorded verbatim. For example, a respondent may give two responses such as Brand X, Brand Y. We must know whether the respondent said Brand X and Brand Y or said Brand X or Brand Y.
3. Question 3a is asked of Respondents who give a response other than "don't know" to Question 2. Question 3a is asked of the first response you have recorded in Question 2. When asking Question 3a, you must read and record the first response given in Question 2a. After asking Question 3a verbatim, you must record a Respondent's answer verbatim as instructed. After the Respondent has given his/her response ask Question 3b, "Anything else?" and record Respondent's answer verbatim as instructed. If the Respondent simply says "looks like it," with out any explanation, or provides no explanation in response to Question 3a and/or 3b, ask "What do you mean by that?" Write (P) before recording the response to indicate that you asked this clarification question.  
  
If a second, or third response is given in Question 2, continue the above procedure with Question 4a, 4b, etc.
4. Question 6 is asked **only** of respondents who said "don't know" to Question 2. Ask Question 6 verbatim and circle response given.
5. Question 7a and 7b are asked of respondents who said "one brand" in response to Question 6. After asking Question 7a verbatim, you must record a Respondent's answer verbatim as instructed. After the Respondent has given his/her response ask Question 7b, "Anything else?" and record Respondent's answer verbatim as instructed. If the Respondent simply says "looks like it," with out any explanation, or provides no explanation in response to Question 7a and/or 7b, ask "What do you mean by that?" Write (P) before recording the response to indicate that you asked this clarification question.

**OTHER REQUIREMENTS**

After completing the interview, you **MUST** sign the Questionnaire.

No erasures are permitted on the Questionnaire. If you must make a correction, line out the incorrect information and initial it.

You will not be permitted to use the traditional #2 black lead pencil in recording responses to the Questionnaire questions. Instead, we require that you use black ink medium point pens.

Thank you in advance for your attention to detail and quality on this study.

I hereby state that I have read these instructions and those contained on the Questionnaire.

NAME \_\_\_\_\_  
(Please Print)

SIGNATURE \_\_\_\_\_

DATE \_\_\_\_\_

QUESTIONNAIRE

**IF RESPONDENT SAID HE/SHE WEARS GLASSES WHEN SHOPPING SAY:**

Also, if you usually wear your glasses when shopping, please put them on now.

**IF RESPONDENT DOES NOT HAVE HIS/HER GLASSES, THANK AND TERMINATE**

INTRODUCTION: In a moment I'm going to ask you some questions. For each of my questions, if you don't know or don't have an answer, please don't guess. Just tell me you don't know or don't have an answer and we'll go on to the next question.

**(PLACE PHOTOGRAPHS FACING RESPONDENT IN THE FOLLOWING ORDER, LEFT TO RIGHT -- A1, A2 and A3)**

I would like to show you six photographs of a sneaker. One photograph shows the front and back, another shows both sides and the last one shows the top and bottom of the sneaker. Please look at these photographs. Take as long as you like and let me know when you are done.

1. Do you associate the sneaker shown in these photographs with any particular brand name or brand names of sneakers? (CIRCLE RESPONSE GIVEN)

- Yes..... 1 (CONTINUE)
- No..... 2 (SKIP TO END)
- Don't know... 3 (SKIP TO END)

2. With what sneaker brand name or brand names do you associate the sneaker shown in the photographs? (RECORD VERBATIM) (DO NOT PROBE OR CLARIFY.)

a First Response: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

b. Second Response: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

c. Third Response: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**(IF RESPONDENT SAYS "DON'T KNOW", RECORD IN FIRST LINE ABOVE AND GO TO QUESTION 6)**

3a. What makes you associate this sneaker with (READ AND RECORD First Response \_\_\_\_\_)? (RECORD VERBATIM. DO NOT PROBE OR CLARIFY UNLESS RESPONDENT JUST SAYS "LOOKS LIKE IT", THEN ASK: "What do you mean by that?")

---

---

---

---

---

3b. Anything else? (ASK ONLY ONCE. RECORD VERBATIM. DO NOT PROBE OR CLARIFY UNLESS RESPONDENT JUST SAYS "LOOKS LIKE IT", THEN ASK: "What do you mean by that?")

---

---

---

4a. What makes you associate this sneaker with (READ AND RECORD Second Response \_\_\_\_\_)? (RECORD VERBATIM. DO NOT PROBE OR CLARIFY UNLESS RESPONDENT JUST SAYS "LOOKS LIKE IT", THEN ASK: "What do you mean by that?")

---

---

---

---

---

4b. Anything else? (ASK ONLY ONCE. RECORD VERBATIM. DO NOT PROBE OR CLARIFY UNLESS RESPONDENT JUST SAYS "LOOKS LIKE IT", THEN ASK: "What do you mean by that?")

---

---

---

5a. What makes you associate this sneaker with (READ AND RECORD Third Response \_\_\_\_\_)? (RECORD VERBATIM. DO NOT PROBE OR CLARIFY UNLESS RESPONDENT JUST SAYS "LOOKS LIKE IT", THEN ASK: "What do you mean by that?")

---

---

---

---

---

5b. Anything else? (ASK ONLY ONCE. RECORD VERBATIM. DO NOT PROBE OR CLARIFY UNLESS RESPONDENT JUST SAYS "LOOKS LIKE IT", THEN ASK: "What do you mean by that?")

---

---

---

(SKIP TO END)

6. (ASK ONLY IF "DON'T KNOW" TO QUESTION 2) Do you associate the sneaker shown in the photographs with one brand of sneakers or with more than one brand of sneakers? (CIRCLE RESPONSE GIVEN)

- One brand..... 1 (ASK QUESTIONS 7a and 7b)
- More than one brand... 2 (SKIP TO END)
- Don't know..... 3 (SKIP TO END)

7a. "What makes you say one brand?" (RECORD VERBATIM. DO NOT PROBE OR CLARIFY UNLESS RESPONDENT JUST SAYS "LOOKS LIKE IT", THEN ASK: "What do you mean by that?")

---

---

---

7b. Anything else? (ASK ONLY ONCE. RECORD VERBATIM. DO NOT PROBE OR CLARIFY UNLESS RESPONDENT JUST SAYS "LOOKS LIKE IT", THEN ASK: "What do you mean by that?")

---

---

---

(TAKE BACK PHOTOGRAPHS)

I hereby state that the information contained on the questionnaire is an accurate record of this respondent's comments as they were given to me.

INTERVIEWER'S SIGNATURE \_\_\_\_\_

I hereby state that I administered the screening questionnaire to insure respondent qualification.

INTERVIEWING AGENCY SUPERVISOR'S SIGNATURE \_\_\_\_\_



Thank you very much. May I have your name and telephone number just in case my supervisor wants to verify a portion of my work.

NAME OF RESPONDENT \_\_\_\_\_

TELEPHONE NUMBER(\_\_\_\_)\_\_\_\_\_.

And may I ask you to sign this sheet to indicate that you participated in the interview.

RESPONDENT'S SIGNATURE \_\_\_\_\_

## SAMPLE COMPOSITION

	Test Group Air Force 1	Control Group Adidas Superstar II
AGE		
15 to 17 years	56 25.8	27 25.0
18 to 24 years	108 49.8	54 50.0
25 to 34 years	53 24.4	27 25.0
GENDER		
Male	182 83.9	91 84.3
Female	35 16.1	17 15.7
RESPONDENTS	217 100.0%	108 100.0%

## INTERVIEWING LOCATIONS

	Test Group Air Force 1	Control Group Adidas Superstar II
EAST	48 22.1	24 22.2
Paramus, NJ	24	12
Trumbull, CT	24	12
MIDWEST	48 22.1	24 22.2
Detroit, MI	24	12
Indianapolis, IN	24	12
SOUTH	72 33.2	36 33.3
Fredericksburg, VA	24	12
Durham, NC	24	12
Dallas, TX	24	12
WEST	49 22.6	24 22.2
Milpitas, CA	24	12
Fairfield, CA	25	12
RESPONDENTS	217 100.0%	108 100.0%

## VALIDATION QUESTIONNAIRE AND REPORT

Good morning (afternoon, evening). I'm (INTERVIEWER) from (COMPANY). We have been asked to verify that you recently participated in a marketing research study.

1. Did you recently participate in a survey at a shopping mall where you were shown pictures of a sneaker and then asked some questions?

Yes..... (RECORD VALIDATED).  
(Thank Respondent)

No..... (ASK QUESTION 2)

Don't recall..... (ASK QUESTION 2)

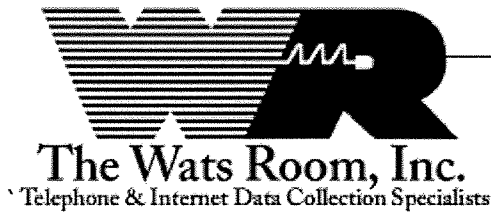
2. The people who participated in the study were asked if they associated the sneaker shown in the photographs with any particular brand of sneaker. Do you recall that interview?

Yes..... (RECORD VALIDATED).  
(Thank Respondent)

No..... (RECORD "No")  
(Thank Respondent)

Don't know..... (RECORD "Don't Know")  
(Thank Respondent)

THANK YOU VERY MUCH FOR YOUR ASSISTANCE.



www.thewatsroom.com

18 Railroad Avenue  
Rochelle Park, NJ 07662  
Toll Free: (800) 724-0222  
Main: (201) 845-3100  
Fax: (201) 845-3131

January 28, 2008

George Mantis  
The Mantis Group  
2032 North Kenmore  
Chicago, IL 60614

The validation results of the Footwear Vals:

The dispositions of the 325 respondent names you provided for validation are broken down as follows:

141	Successfully reached and validated
28	Wrong number / No Such Person
37	Disconnect/ (dead numbers)
119	Unresolved number
00	Business / Govt
00	Fax
00	No number listed/Not Enough #'s
00	Invalid due to q2 not recalling the interview
00	Initial refusal
00	Language Barrier
00	Privacy Manager
<b>141</b>	<b>Overall completed (valid and invalid)</b>
325	Records were attempted three times.

Respectfully,

*Joseph Cerneka*  
Project Manager  
The Wats Room, Inc.  
[JoeC@twri.com](mailto:JoeC@twri.com)  
Main (201) 845-3100  
Fax (201) 845-3131

1982-2007 25 Years Of Excellence

## **THE MANTIS GROUP, INC.**

Formed in 1985, The Mantis Group, Inc., is a marketing research and consulting firm. The Mantis Group designs, executes and reports on surveys conducted for a wide variety of consumer and industrial product and service firms.

Mr. Mantis has over thirty years of experience in marketing research design, execution and interpretation. Mr. Mantis began his career at Continental Illinois National Bank as a Marketing Officer responsible for meeting the Bank's corporate and fiduciary marketing information needs. Mr. Mantis also served as a Vice President of Market Facts, Inc. as the Manager of the firm's Financial and Legal Services Group.

Mr. Mantis received a Bachelor of Science in Economics from Carroll College, a Master of Business Administration from Indiana University, and a Juris Doctor from Illinois Institute of Technology – Chicago-Kent College of Law, and is a member of the Illinois Bar.

The Mantis Group, Inc. has conducted surveys designed to address a variety of business issues and has provided survey research for judicial and regulatory proceedings.

---

2032 North Kenmore  
Chicago, Illinois 60614  
Telephone 773.248-6173 FAX 773.248-6181  
E-mail gm@mantisgroup.net

CASES IN WHICH MR. MANTIS HAS TESTIFIED AS AN  
EXPERT WITNESS IN THE PAST FOUR YEARS

- 2003 CONAGRA FOODS, INC., vs. WEAVER POPCORN COMPANY, INC., Case No. 4: 01CV595, (United States District Court, District of Nebraska)
- 2003 BATTLEBOTS, INC., vs. ANHEUSER-BUSCH, INC., WORLDWIDE COMMUNICATIONS GROUP, INC., and DDB CHICAGO, INC., Case No. 02-03759 (WJR Ex) (United States District Court, Central District of California, Western Division)
- 2003 GRANT PRODUCTS INTERNATIONAL, INC. vs. AMERICAN PRODUCTS COMPANY, INC., Civil Action No. SACV-03-898 JVS (SGLx) (United States District Court, Central District of California, Southern Division)
- 2004 DIARAMA TRADING COMPNAY, INC. d/b/a DTC., vs. J. WALTER THOMPSON, INC. d/b/a DIAMOND PROMOTION SERVICE, HASENFELD-STEIN, INC., KWIAT, INC., JULIUS KLEIN DIAMONDS, INC. and LILI DIAMOND SIMAN-TOV BROTHERS, (United States District Court, Southern District of New York)
- 2004 HORMEL FOODS CORPORATION, and HORMEL FOODS, LLC, Petitioners, vs. SPAM ARREST, LLC., Registrant, Cancellation No. 92,042,143 (United States Patent and Trademark Office Before The Trademark Trial and Appeal Board)
- 2004 NORTHWEST AIRLINES, INC., vs. NWA FEDERAL CREDIT UNION, Civil Action No. 03-3625) (DWF/JGL) (United States District Court, District of Minnesota)
- 2004 KUBOTA CORPORATION and KUBOTA TRACTOR CORP., vs. DAEDON – USA, Inc., d/b/a KIOTI TRACTORS, DAEDONG INDUSTRIAL CO., LTD, and J.M. EQUIPMENT COMPANY, INC., (United States District Court, Eastern District of California, Fresno Division)
- 2004 J.M. HUBER CORPORATION v. GEORGIA-PACIFIC CORPORATION, Civil Action No. 3:03CV567 (United States District Court, Western District of North Carolina)
- 2004 STARCREST PRODUCTS OF CALIFORNIA, INC. v. PUBLISHERS CLEARING HOUSE, LLC, NO. ED CV 03-331 VAP (SGLx) (United States District Court, Central District of California)
- 2004 NATIONWIDE MUTUAL INSURANCE COMPANY, v. SOVEREIGN BANK, and SOVEREIGN BANCORP, INC., Civil Action No.: C2 04 24 (United States District Court, Southern District of Ohio, Eastern Division)
- 2004 SCHWANN'S IP, LLC and SCHWANN'S CONSUMER BRANDS NORTH AMERICA, INC., v. KRAFT PIZZA COMPANY, Civil Action No. 04-125 (MJD/JGL) (United States District Court, District of Minnesota)
- 2005 KAVEH HAROUNIAN, and UNION OUTLET, INC., vs. THE COCA-COLA COMPANY, Case No. CV 03-8219 LGB (SHx) (United States District Court, Central District of California)
- 2005 METLIFE, INC. and METROPOLITAN LIFE INSURANCE COMPANY, vs. METROPOLITAN NATIONAL BANK, Case No. 05 CV 3960 (PKC) (United States District Court, Southern District of New York)
- 2005 JAMDAT MOBILE, INC., vs. JAMSTER INTERNATIONAL SARL LTD., Case No. CV 05-3945 PA (FMOX) (United States District Court, Central District of California)

- 2005 ALMACENES EXITO S.A., v. EL GALLO MEAT MARKET, INC., Case No. 05 Civ. 3434 (JSR) (United States District Court, Southern District of New York)
- 2006 THE CHAMBERLAIN GROUP, INC, Opposer, vs. LYNX INDUSTRIES, INC., Applicant, Opposition No. 91/160,674 (United States Patent and Trademark Office Before The Trademark Trial and Appeal Board)
- 2006 TEAM AIR EXPRESS, INC., Petitioner v. ALLIANCE SHIPPERS, INC., Respondent, Cancellation No. 92043162 (United States Patent and Trademark Office Before The Trademark Trial and Appeal Board)
- 2006 TIFFANY (NJ) INC. and TIFFANY AND COMPANY, v. e-BAY, INC. Civil Action No. 04-CIV. 4607 (NRB) (United States District Court, Southern District of New York)
- 2007 LOUIS VUITTON MALLETIER, vs. DOONEY & BOURKE, INC., 04-CIV 5316 (RMB) (MHD) (United States District Court, Southern District of New York)
- 2007 7-ELEVEN, INC., Opposer, vs. MARD D. MORRISON, Applicant, Opposition No. 91154687 (United States Patent and Trademark Office Before the Trademark Trial and Appeal Board)
- 2007 In the Matter of ADJUSTMENT OF RATES AND TERMS FOR PREEXISTING SUBSCRIPTION SERVICES AND SATELLITE DIGITAL AUDIO RADIO SERVICES, Docket No. 2006-1 CRB DSTRA (Copyright Royalty Board Library of Congress)
- 2007 AMERICAN HONDA MOTOR CO., INC., v. THE PEP BOYS – MANNY, MOE & JACK, WEN PRODUCTS, INC. CHONGQUIG LIFAN INDUSTRY (GROUP) CO., LTD., AMERICAN LIFAN INDUSTRY, INC., JIANGSU JIANGDONG GROUP CO, LTD., and AMERICAN JD GROUP CO., LTD., Case No CV05-8879 (United States District Court, Central District of California, Western Division--Los Angeles)
- 2007 POWERTRAIN, INC, TOOL MART, INC., WOOD SALES COMPANY, INC., v, AMERICAN HONDA MOTOR CO. INC., 1:03CV668MD (United States District Court, Northern District of Mississippi)
- 2007 THE FIRST NATIONAL BANK IN SIOUX FALLS, vs. FIRST NATIONAL BANK SOUTH DAKOTA, SPC INC., CV: 06-4101 LLP (United States District Court for the District of South Dakota, Southern Division)



## COMPENSATION

Total billing for questionnaire design, interviewing, analysis, and reporting of results will be \$43,000. An additional rate of \$500 hour, plus expenses, will be billed for deposition and trial testimony.

NIKE AIR FORCE 1 SNEAKER

Right Side and Left Side

Right Side



Left Side



# NIKE AIR FORCE 1 SNEAKER

Front and Back

Front



Back



# NIKE AIR FORCE 1 SNEAKER

Top and Bottom

Top



Bottom



# ADIDAS SUPERSTAR II SNEAKER

Right Side and Left Side



Right Side



Left Side



# ADIDAS SUPERSTAR II SNEAKER

Front and Back

Front



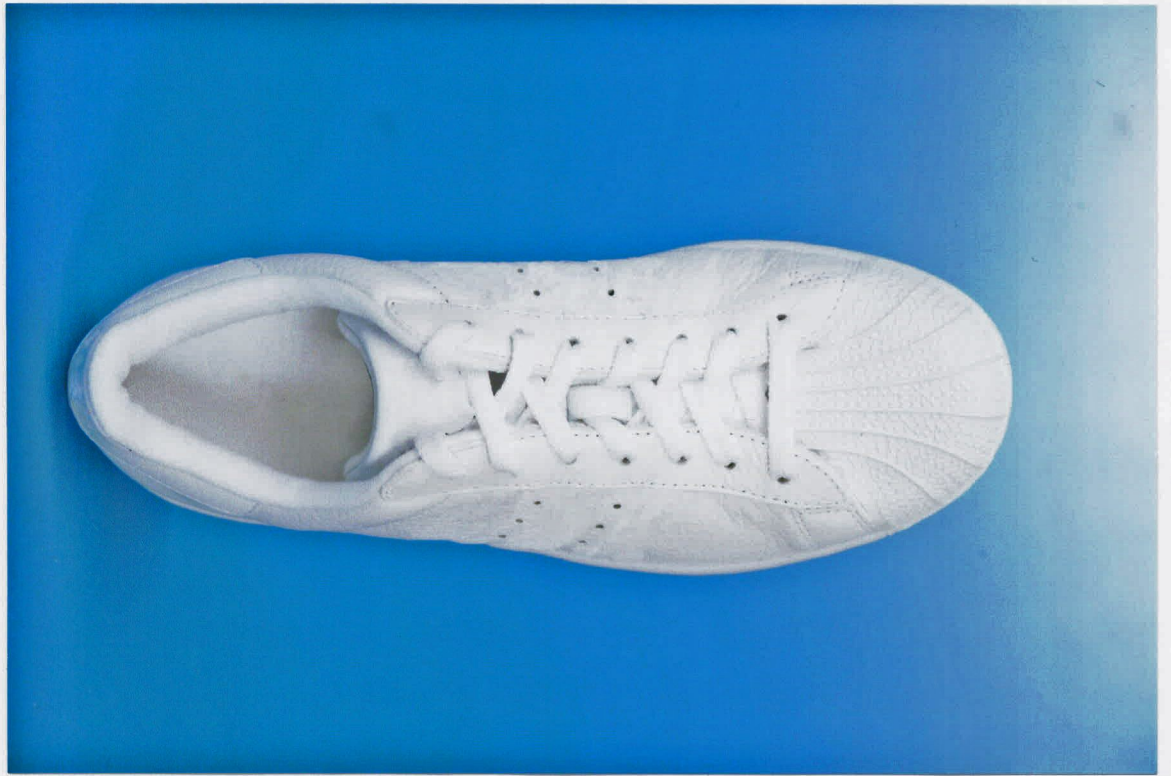
Back



# ADIDAS SUPERSTAR II SNEAKER

Top and Bottom

Top



Bottom

