

Exhibit I
to
Counterclaim of Hokie Real Estate, Inc.

Illegal Use of Federal Registration Symbol (“®”) With the
Unregistered Term HOKIE

Examples Provided by VPI&SU in its Discovery Responses

Illegal use of the federal registration symbol with an unregistered mark





**Illegal use of the
federal registration
symbol with an
unregistered mark**

DATE	8/21/08
JOB/DESIGN NO.	VT 3709
CUSTOMER	



344 FOX DR PIQUA, OHIO
 1.800.578.3374
 FAX 1.937.773.7516

158		<input type="checkbox"/>
209		<input type="checkbox"/>
White	<input type="checkbox"/>	<input type="checkbox"/>
Clear Tint		<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>

GARMENT COLOR		Oxford	
SHORT SL.	<input type="checkbox"/>	ADULT	*
Cap	<input type="checkbox"/>	YOUTH	<input type="checkbox"/>
SWEAT	<input type="checkbox"/>		
SLEEVELESS	<input type="checkbox"/>		
LADIES	*		



Illegal use of the federal registration symbol with an unregistered mark

APPROVED BY:	
DATE:	VT 010101



Illegal use of the federal registration symbol with an unregistered mark



Illegal use of the federal registration symbol with an unregistered mark



RUNNING STRONG...



Illegal use of the federal registration symbol with an unregistered mark

HOKKED STRONG

VT 009976



(FRONT LEFT CHEST)
Art will be 3.5 inches wide at full size and prints in White ink on Kelly Green shirts.

Illegal use of the federal registration symbol with an unregistered mark



(CENTER BACK)
Art will be 12 inches wide at full size and prints in White ink on Kelly Green shirts. VT 009978



1901 E. Franklin Street, Suite 114
Richmond, VA 23233

804-644-4707 • 804-644-4709 (f)

Sippy Cup Product # VPI120

UPC: 877131009703



Illegal use of the federal registration symbol with an unregistered mark



University Colors	Pantone® Colors
VA Tech Orange	Pantone® 158
VA Tech Maroon	Pantone® 209

VT 010111

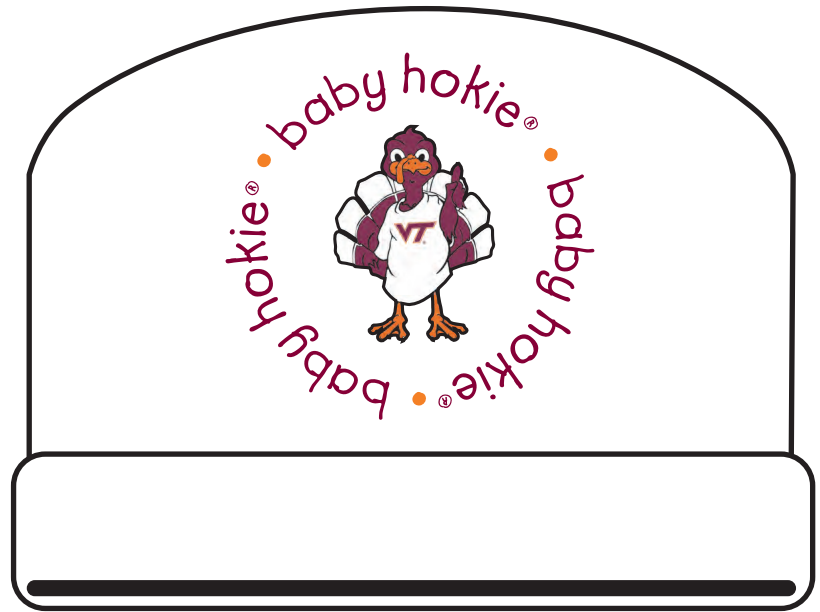
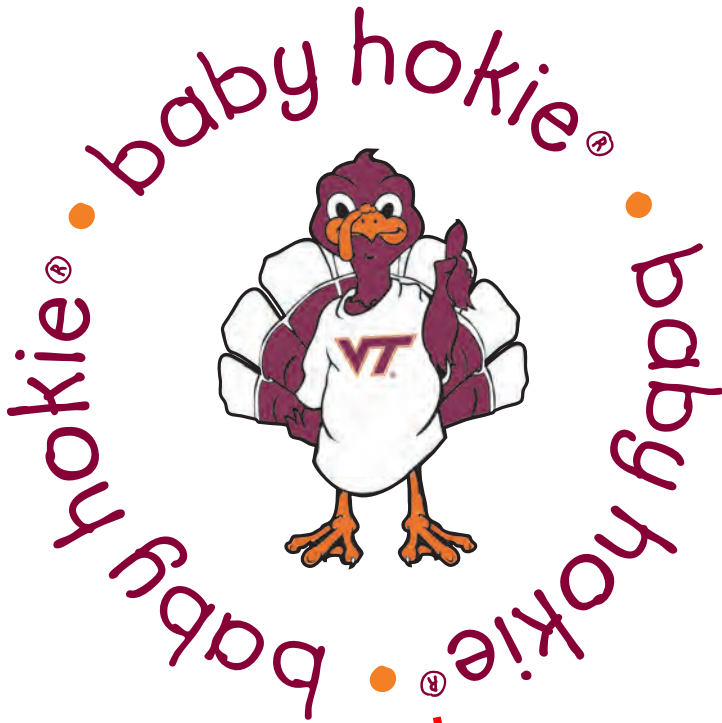


1901 E. Franklin Street, Suite 114
Richmond, VA 23233

804-644-4707 • 804-644-4709 (f)

Newborn Hat Product # VPI630

UPC: 877131006641



Illegal use of the federal registration symbol with an unregistered mark

University Colors	Pantone® Colors
VA Tech Orange	Pantone® 158
VA Tech Maroon	Pantone® 209

BALZOUT INC.

#5 McJUNKIN RD. NITRO, WV 25143

ORDERS: 800-926-0169 OUTSIDE US: 304-755-9200 FAX: 304-755-9211



HOKIE SCHEDULE 2008

August 30	East Carolina
September 6	Furman
September 13	Georgia Tech
September 20	@North Carolina
September 27	@ Nebraska
October 04	W. Kentucky
October 18	@ Boston College
October 25	@ Florida State
November 6	Maryland
November 13	@ Miami
November 22	Duke
November 29	Virginia
December 6	ACC Champ Game

Illegal use of the federal registration symbol with an unregistered mark



PRINT # VT9335

REFERENCE #

APPROVED PENDING



VT 010119

BALZOUT INC.

#5 McJUNKIN RD. NITRO, WV 25143

ORDERS: 800-926-0169 OUTSIDE US: 304-755-9200 FAX: 304-755-9211



VIRGINIA TECH.

H O K I E S

HOKIE SCHEDULE 2008

August 30	East Carolina
September 6	Furman
September 13	Georgia Tech
September 20	@North Carolina
September 27	@ Nebraska
October 04	W. Kentucky
October 18	@ Boston College
October 25	@ Florida State
November 6	@ Maryland
November 13	@ Miami
November 22	Duke
November 29	Virginia
December 6	ACC Champ Game

Illegal use of the federal registration symbol with an unregistered mark

PRINT # VT9452

REFERENCE #

APPROVED PENDING



VT 010120

VIRGINIA TECH.



JUNIOR HOKIE.

VT 010123

Illegal use of the federal registration
symbol with an unregistered mark



BACK

APC01704942 X2 6.0"H x 13.0"W
LT 08/19/08 RUSSELL GADDY

SCREEN 1. CANVAS
SCREEN 2. OUTRAGE ORANGE
SCREEN 3. WHITE BASE

CT1000-578



Illegal use of the federal registration symbol with an unregistered mark

LEFT CHEST

APC01704939 X2 2.4"H x 3.6"W
LT 08/19/08 RUSSELL GADDY

SCREEN 1. CANVAS
SCREEN 2. OUTRAGE ORANGE
SCREEN 3. WHITE BASE

CT1000-578

Illegal use of the federal registration symbol with an unregistered mark



HOKKIE[®] BIRD

Illegal use of the federal registration symbol with an unregistered mark



VT 010174

HOKKIE[®] AIRBORNE

Illegal use of the federal registration symbol with an unregistered mark



VT 010175

TIGERTOWN GRAPHICS

BACK



LT. CHEST



ORANGE 158 GARNET 208 WHITE

VT 010182

TIGERTOWN GRAPHICS

FRONT DESIGN



VT
Hokie
Girl

Illegal use of the
federal registration
symbol with an
unregistered mark

BACK DESIGN



Hokie Girl

Sweeter Than
Sweet Tea

100%
All Natural
Goodness

TIGERTOWN GRAPHICS

BACK



HOKIE. GIRLS

Always in Style

Illegal use of the federal registration symbol with an unregistered mark

LT. CHEST



ORANGE 158 GARNET 208 WHITE

VT 010186



colosseum

www.colosseumusa.com

Art#	CLG051408A01
Graphic Name	INFANT SANDBOX TEE & SHORT SET
School Name	VIRGINIA TECH
Style#	COSS217

Artist	Areen
Design for	Spring 2009
Fabric Content	
Applications	
Confirmed	



PANTONE INFORMATION

Colors shown are for placement reference only, actual PANTONE information must be followed.

Fabric:

■ pms 209

Color info:

■ white

■ pms 209

■ pms 165

■ black

Illegal use of the federal registration symbol with an unregistered mark

50 % of ACTUAL SIZE



ACTUAL SIZE



Art#	CLG051408A01
Graphic Name	INFANT PLAYPEN ONESIE
School Name	VIRGINIA TECH
Style#	COSS215

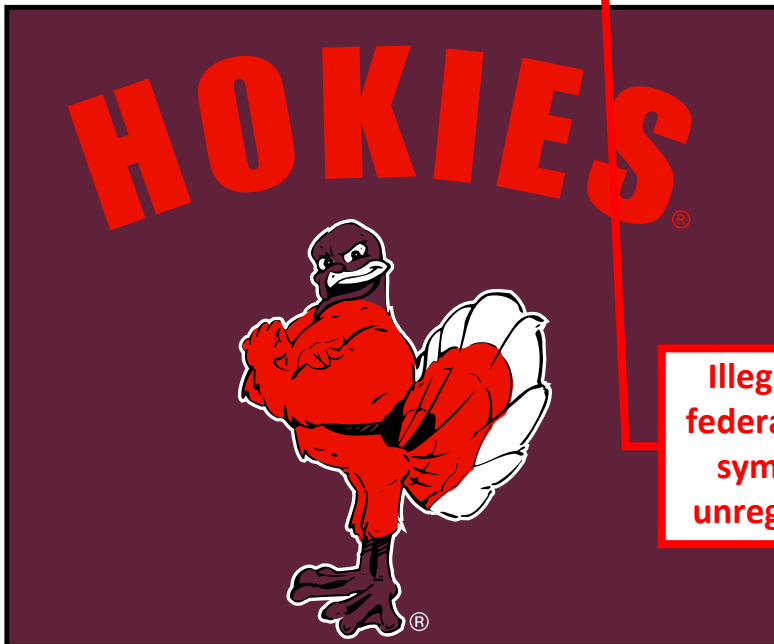
Artist	Areen
Design for	Spring 2009
Fabric Content	
Applications	
Confirmed	


ACTUAL SIZE


ACTUAL SIZE


PANTONE INFORMATION
 Colors shown are for placement reference only, actual PANTONE information must be followed.

Illegal use of the federal registration symbol with an unregistered mark

50 % of ACTUAL SIZE

50 % of ACTUAL SIZE


Illegal use of the federal registration symbol with an unregistered mark

-  pms 219
-  pms 165
-  black

Art#	CLG060508H05
Graphic Name	INFANT KNOCKOUT FULL ZIP HOODIE
School Name	VIRGINIA TECH
Style#	COSJ 216

Artist	Huill
Design for	Colosseum Spring 09
Fabric Content	
Applications	
Confirmed	



50 % of ACTUAL SIZE








50 % of ACTUAL SIZE



Illegal use of the federal registration symbol with an unregistered mark

PANTONE INFORMATION

Colors shown are for placement reference only, actual PANTONE information must be followed.

- Fabric:**
 pms 209
- Color info:**
 white
 pms 209
 pms 165
 black

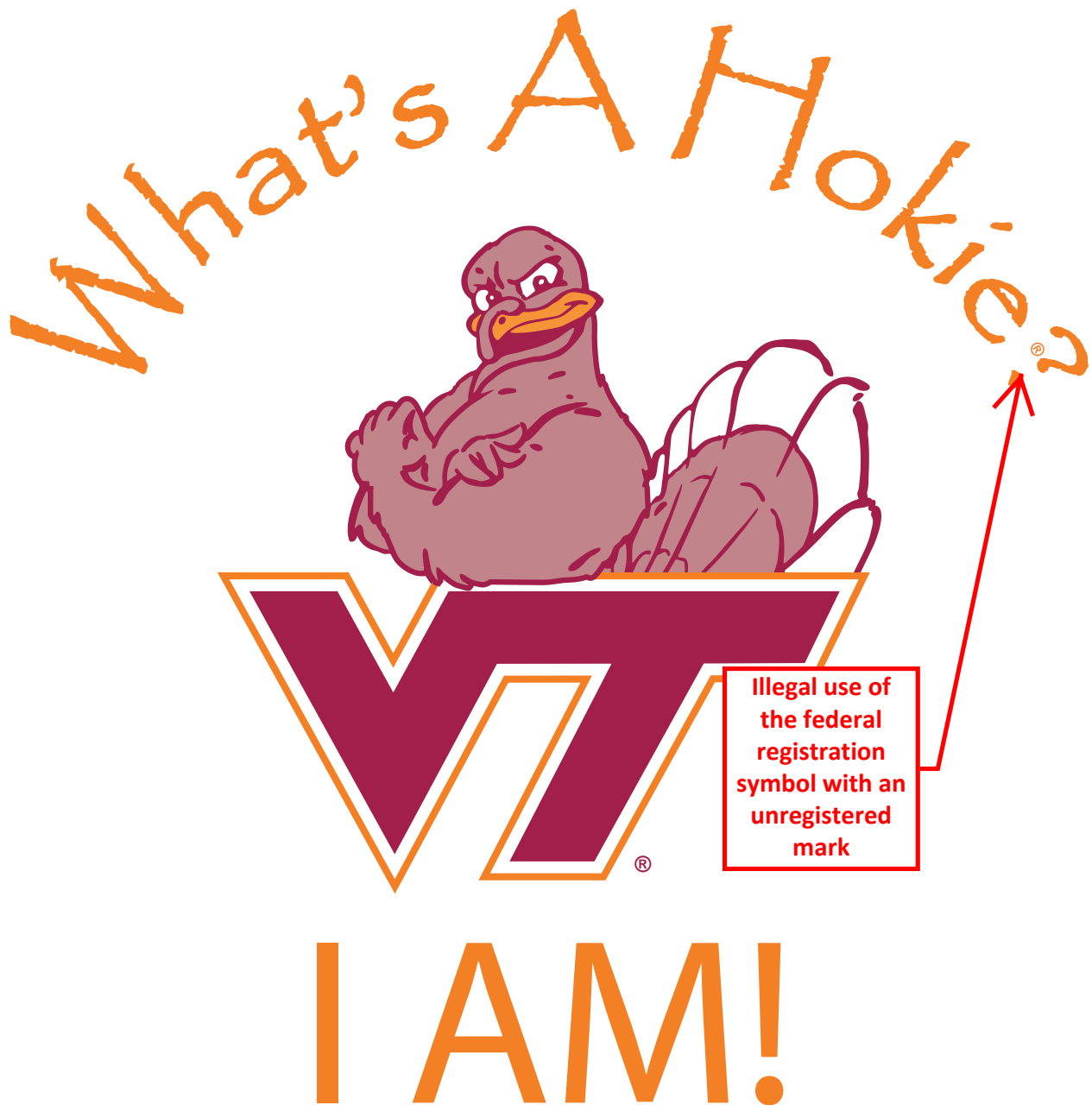
ACTUAL SIZE



left chest size 3.5x2.5



full back size 10x11



left chest 3.5x2.3



full back 10.25x10.25



Illegal use of the federal registration symbol with an unregistered mark

dashed line shows 7x7



Illegal use of the federal registration symbol with an unregistered mark



HOKIE CLASSIC[®]

VIRGINIA TECH[®]

NORTHERN KENTUCKY UNIVERSITY, AMERICAN UNIVERSITY, UNIVERSITY OF MARYLAND, RADFORD UNIVERSITY, ELON UNIVERSITY
UNIVERSITY OF VIRGINIA, UNIVERSITY OF SOUTH CAROLINA, JAMES MADISON UNIVERSITY, WEST VIRGINIA UNIVERSITY
EASTERN KENTUCKY UNIVERSITY, PENN STATE
EAST CAROLINA UNIVERSITY, WAKE FOREST



HOKIE CLASSIC
2008

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**Illegal use of the
federal
registration
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unregistered
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GETTING ON TRACK



ORIENTATION STAFF

What's a Hokie?



Illegal use of the federal registration symbol with an unregistered mark

I AM!

FULL FRONT 1 1.5X3.25



Illegal use of the federal registration symbol with an unregistered mark



Front of Hats

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mark

HOKIE. TENNIS

Back of Hats

VT010319

Design: Back Designs

VPT30

Thread Colors:
Orange
Maroon

Back Flat
Embroidery

BACK: *width: 5.0cm height: 1.2cm



For Licensing only

Dk. Orange = PMS 165
Maroon = PMS 208
Orange = PMS 158

Illegal use of the
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FULL CHEST

AP001703180 ZSX2 5.1"H x 11.5"W
NWW 08/12/08 GADDY, RUSSELL

G1301-578
G1314-578

FUSION



SCREEN 1. ZINK
SCREEN 2. CANVAS
SCREEN 3. PMS 166
SCREEN 4. WHITE BASE
DWELL TIME: 30 SECONDS

HOKIE NATION



**Illegal use of the
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mark**



FRONT:
 Size of art to be determined.
 Prints in White, Maroon, and Bright Orange ink centered on the front of Charcoal Heather shirts

Illegal use of the federal registration symbol with an unregistered mark



**Blacksburg, Virginia
 November 8, 2008**

- American University
- James Madison University
- Kent State
- Miami University
- NAIGC Alumni
- Northern Illinois University
- Ohio State University
- Ohio University
- Penn State
- PITT
- Purdue University
- Tulane University
- UNC-Chapel Hill
- UNC-Wilmington
- University of Findlay
- University of Illinois
- University of Maryland
- University of Tennessee
- University of Virginia.
- Virginia Tech.

Today We Are All Hokies

BACK:
 Size of art to be determined.
 Prints in White, Maroon, and Bright Orange ink centered on the back of Charcoal Heather shirts

Fall Focus Career Fair
I HIRED A HOKIE!®

**Illegal use of the federal
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unregistered mark**



VT 010441

Office of Health Education

Cook Counseling Center



Illegal use of the federal registration symbol with an unregistered mark

ADVANCING HOKIE® HEALTH

SCHIFFERT HEALTH CENTER AT VIRGINIA TECH.®

www.healthcenter.vt.edu

VT 010442

FOOTMARK®

Illegal use of the
federal
registration
symbol with an
unregistered
mark

VT 010443

Front Art



Back Art

NET INJURES ON GAMEDAY

CHIPPED REED - TRIPPED AT PRACTICE

CRACKED MOUTHPIECE - ENTER SANDMAN

BROKEN LYRE - INTENSE DANCING

RIPPED CORK - HOKIE TOUCHDOWN

LOST SCREW - THE RUN-ON

RUINED PADS - RAIN

BUSTED KEY - INSTRUMENT COLLISION

NET BEYOND REPAIR - VIRGINIA TECH WIN



IT'S A WONDER YOU CAN EVEN HEAR US

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unregistered mark



hokie girl[®]

**Illegal use of the
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registration
symbol with an
unregistered
mark**

Hokie Zone



Illegal use of the federal registration symbol with an unregistered mark

You Know You're in the Hokie Zone when...

10. YOU PLAY THE GAME OF CORNHOLE AT FAMILY PICNICS.
9. YOU CONSIDER YOURSELF AN EXPERT AT IDENTIFYING RARE, HUMAN-SIZED BIRDS.
8. YOU STRUGGLE TO GET UP FOR 8 AM CLASSES, BUT WILL EASILY GET UP AT 6 AM FOR GAME DAY.
7. *ENTER SANDMAN* IS THE ONLY HEAVY METAL SONG YOU CARE TO LISTEN TO.
6. YOU HAVE TO WEAVE THROUGH TAILGATERS TO GET TO FRIDAY CLASSES.
5. YOU WRITE -IN FRANK BEAMER'S NAME ON THE PRESIDENTIAL BALLOT.
4. YOU BULK UP YOUR KEYCHAIN FOR GAME DAY.
3. EXIT 118 B OFF I-81 IS THE ONLY 118 B IN VIRGINIA YOU EVER NEED TO TAKE.
2. YOU DON'T NEED A CAR TO TAILGATE, YOU JUST NEED A BEAMER.
1. TRADITION IS HOT!! EVEN WHEN BLACKSBURG'S WEATHER IS NOT.

Where Tradition is HOT!



Virginia Tech *for life*™



VT 010443

FRONT 12" WIDE

Career Fair Volunteer

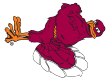
BACK 12" WIDE

I AM THE REASON



Illegal use of the
federal
registration
symbol with an
unregistered
mark

YOU SHOULD HIRE A HOKIE!



SHARE YOUR MEMORIES
AND SPIRIT WITH
THE NEXT GENERATION
OF VIRGINIA TECH HOKIES!®

101



basketball



chalkboard



Solitude



Marching
Virginians



OFFICIAL LICENSED PRODUCT

US \$10.95

ISBN 978-1-932530-62-9

5 1 0 9 5 >



9 781932 530629

me
michaelson entertainment

Copyright ©2009 Michaelson Entertainment

Printed in China

101

VirginiaTech[®]

MY FIRST
TEXT-BOARD-BOOK[™]



Illegal use of the
federal
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symbol with an
unregistered
mark

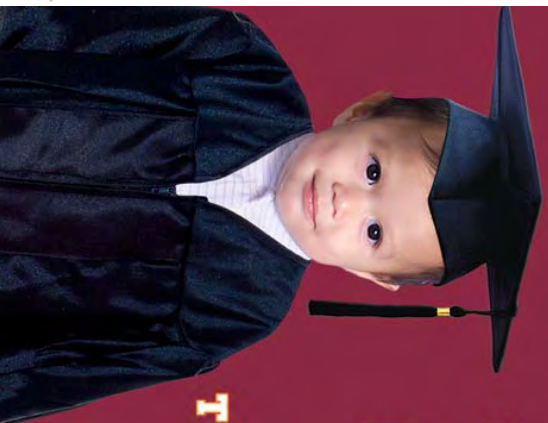


VirginiaTech[®]

101

MY FIRST

TEXT-BOARD-BOOK[™]



the required primer for
every future Hokie[®]
age 1 to freshman

VT 010531

PO# C18487

2 color - maroon and white imprint

Item# 2056 - 1 1/2 oz. shot glass

Job# 08-5468

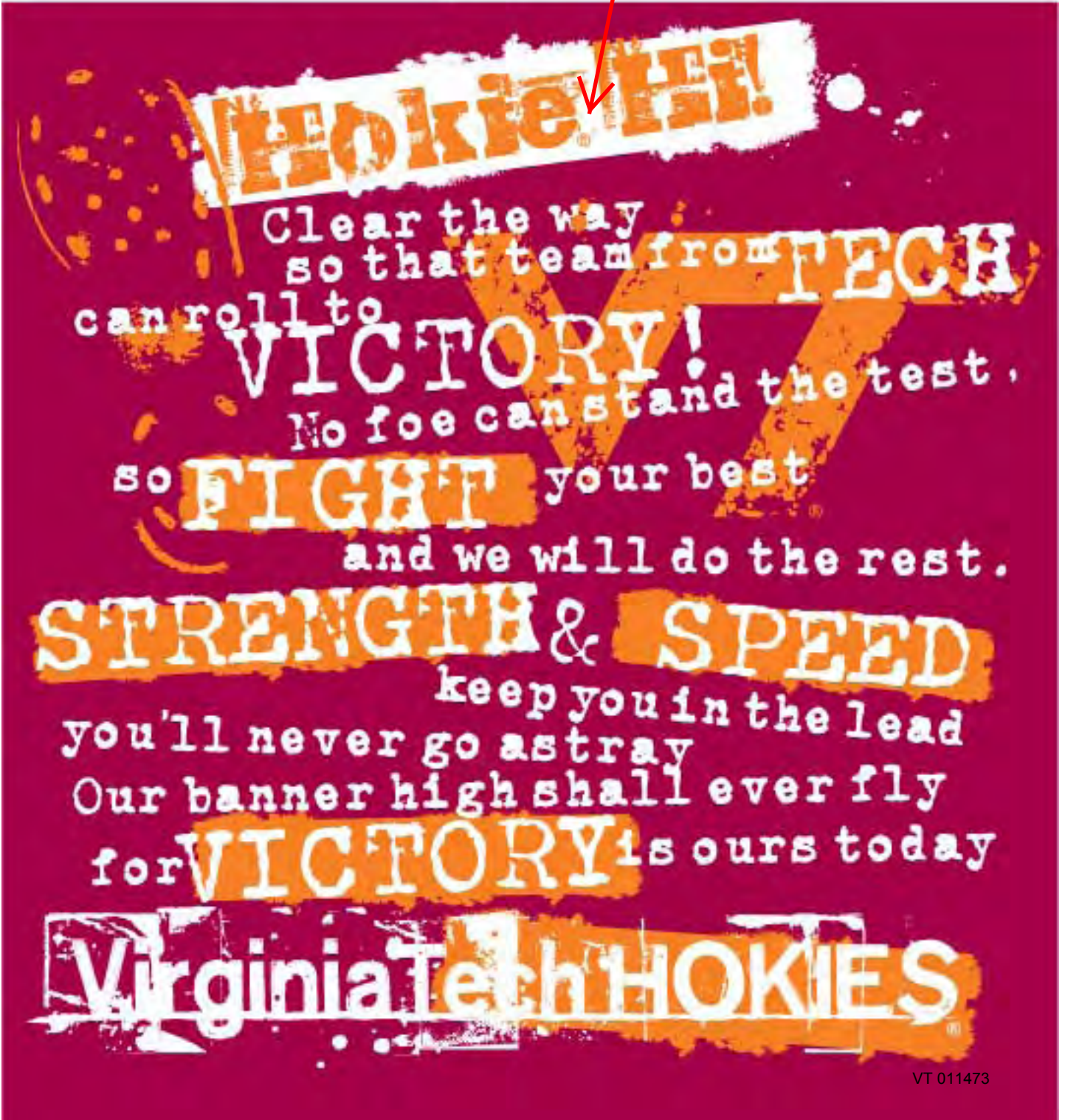


Virginia tech
Tech Bookstore
2056girl



208
158

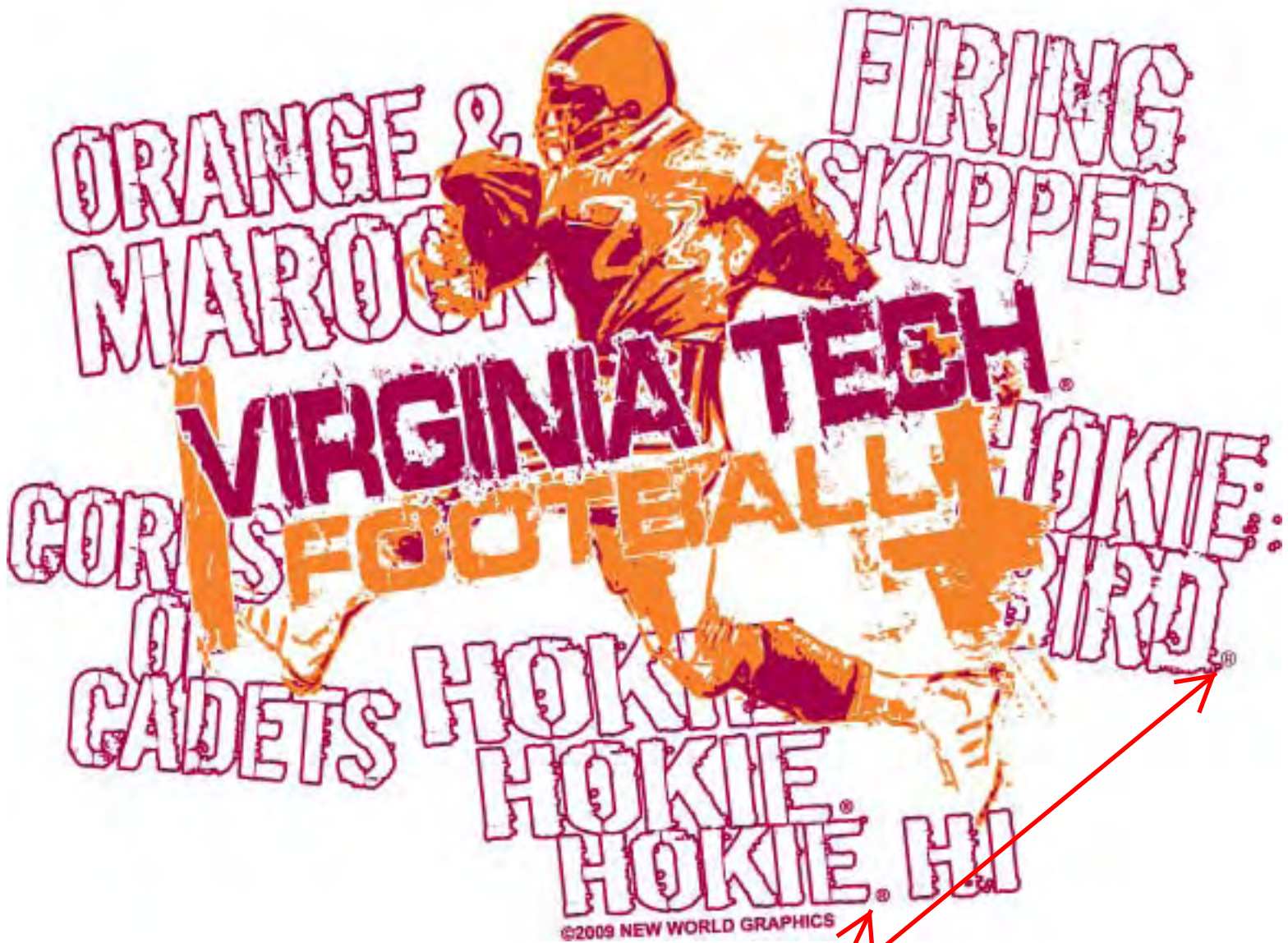
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VIRGINIA TECH.
FOOTBALL
ACTION PACKED

208

158



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Illegal use of the federal registration symbol with an unregistered mark

158
208
428
430
WHITE



©2009 NEW WORLD GRAPHICS

PANTONE 208
PANTONE 158
BLACK
WHITE

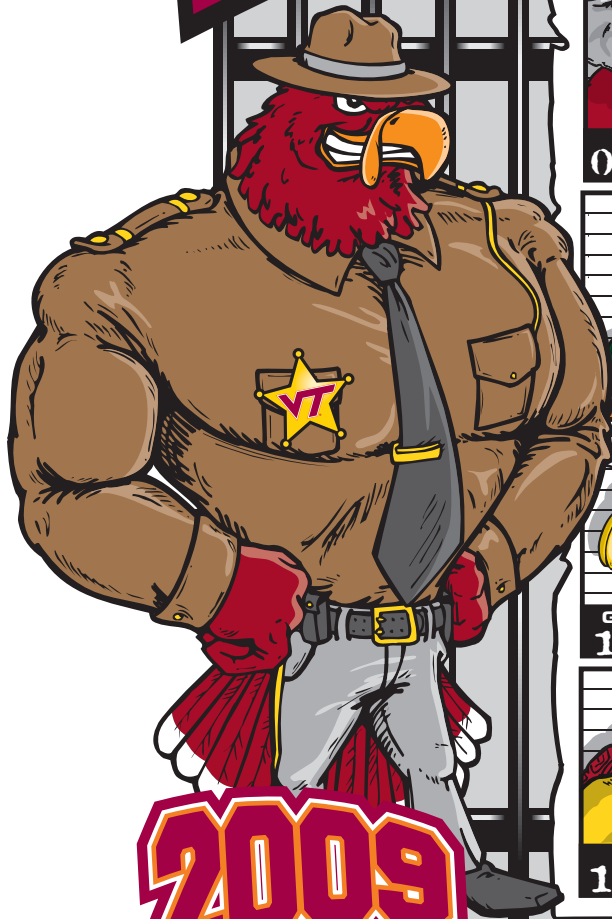
VT HOKIES

2009 FOOTBALL

NEW SHERIFF IN TOWN

12 MOST

WANTED



 ALABAMA® 09-05-09	 MARSHALL™ 09-12-09	 NEBRASKA® 09-19-09
 MIAMI™ 09-26-09	 DUKE™ 10-03-09	 BOSTON COLLEGE® 10-10-09
 GEORGIA TECH® 10-17-09	 NORTH CAROLINA™ 10-29-09	 EAST CAROLINA® 11-05-09
 MARYLAND™ 11-14-09	 NC STATE® 11-21-09	 VIRGINIA® 11-28-09

2009

HOKIE FOOTBALL

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© 2009 NEWWORLD GRAPHICS



PANTONE 208
PANTONE 158
BLACK
WHITE

Illegal use of the
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mark



Illegal use of the federal registration symbol with an unregistered mark

① HOKIENATION
242613 ACS-044415
Full / Chest center

① Actual Size: 12 x 3.4

HOKIE[®]NATION

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unregistered
mark

Garment: 100950 / White



Virginia Tech[®]



Jokie[®] Girl

Illegal use of the federal registration symbol with an unregistered mark

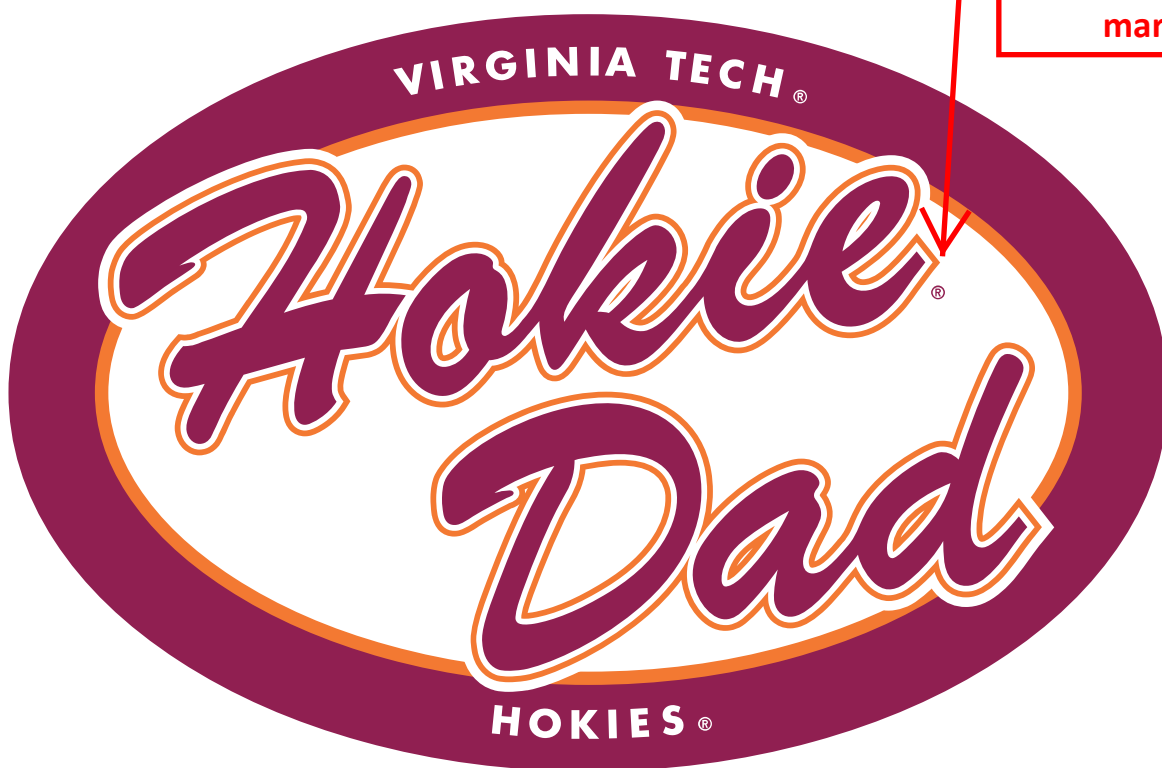
UNIVERSITY BOOKSTORE-VIRGINIA TECH UNIVERSITY
PO# GM 0022648- SO# 225259
IMPRINTED BINDER
INK: WHITE ON ASSORTED VINYL:PINK; TANGERINE
INK: PINK ON WHITE VINYL



Illegal use of the federal registration symbol with an unregistered mark



Illegal use of the federal registration symbol with an unregistered mark



Illegal use of the federal registration symbol with an unregistered mark



Illegal use of the federal registration symbol with an unregistered mark



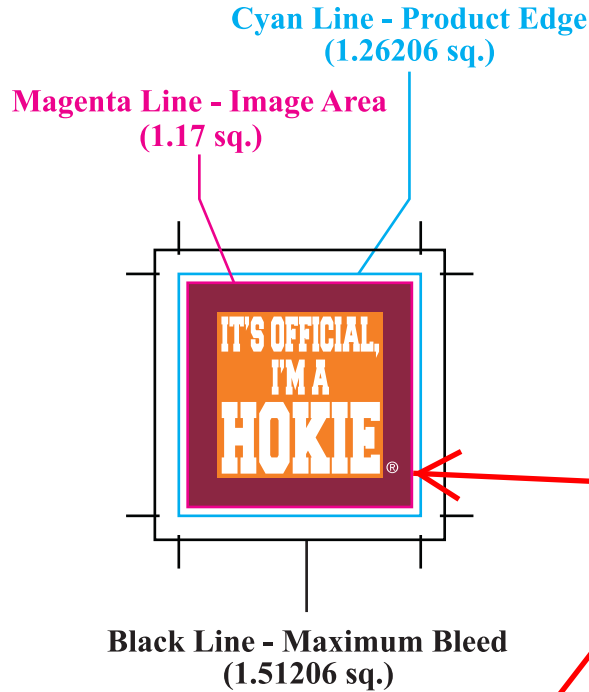
Spirit Products Ltd.
 PHONE • 978-372-2022
 FAX • 978-372-5399

FILE NAME- KT001 MASCOT VIRGINIA TECH 381644
 REORDER- NONE
 ACCOUNT NAME- VIRGINIA TECH
 DATE- 04-07-09 JD

JOB# 381644

KT001 SQUARE ACRYLIC KEY TAG

ACTUAL SIZE



Illegal use of the federal registration symbol with an unregistered mark

PRODUCT EXAMPLE FOR PROOFING ONLY



APPROVAL BOX
 CUSTOMER PO#GM0022328

APPROVED	APPROVED W/CHANGES	DISAPPROVED
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

CHANGES: _____

DO NOT APPROVE UNLESS THIS PROOF IS PERFECT!

 SIGNATURE

 DATE

IMPRINT INFORMATION

3 COLOR IMPRINT

MAROON

CLOSE TO PMS 209

ORANGE

CLOSE TO PMS 158

WHITE



Spirit Products Ltd.
PHONE • 978-372-2022
FAX • 978-372-5399

FILE NAME - BM715 VIRGINIA TECH 381639
REORDER - NONE
ACCOUNT NAME - VIRGINIA TECH
DATE - 04-06-09 JD

JOB# 381639

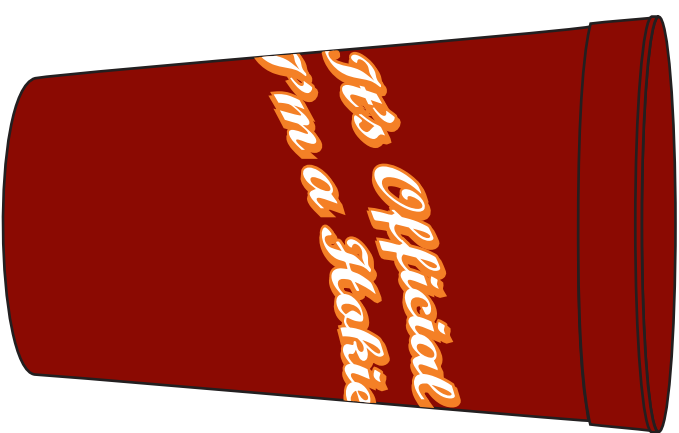
BM715 220Z. STADIUM CUP

ACTUAL SIZE ARTWORK

*Official
Spirits of
Virginia Tech*

Illegal use of the federal registration symbol with an unregistered mark

REDUCED PRODUCT EXAMPLE
FOR PROOFING ONLY



IMPRINT INFORMATION

2 COLOR IMPRINT

ORANGE CLOSE TO PMS 158

WHITE

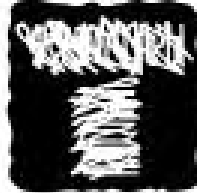
2 SIDED IMPRINT

APPROVAL BOX
CUSTOMER PO# GM0022328

APPROVED APPROVED W/CHANGES DISAPPROVED

CHANGES: _____
DO NOT APPROVE UNLESS THIS PROOF IS PERFECT!
SIGNATURE _____ DATE _____

DESIGN APPROVAL REQUEST FORM



T-FORMATION

Name: **MATT MOELLER**

Date: **6-16-09**

Shopworks #: **24962**

Order #: **111901**

Client: **VIRGINIA TECH**



Illegal use of the federal registration symbol with an unregistered mark

PMS 158

PMS 208

To ensure on time delivery, T-Formation must have a signed copy of this form faxed back by **5:00 pm on 6/18/09**
➡ Forms sent back after the approval form deadline may result in a missed ship date. ⬅

Job Name: **HOKIE KID'S CLUB 2009 YOUTH SMALL-MEDIUM**

PO#: **P9142301** Size: **8"h x 9.5"w** Placement: **FULL FRONT** Acct. Rep: **SHAUNTEL**

Shirt Color: **WHITE**

Ink Color: **PMS 158, PMS 208**

Notes: TT

2

I hereby approve **ALL** aspects of this image, including Spelling, Ink Colors, Size, Legal Trademark Information, and Graphic Placement of design items. I have carefully reviewed this image and understand fully that following the receipt of this signed form, T-Formation may begin production of this order, and I will not have another opportunity to make any changes. **I also hereby state that I am an authorized agent of the client listed above and can legally approve this layout, and am the contact listed at the top of this form.**

Signed _____ Date _____

Please print name _____ VT 011721



PLEASE CHECK PROOF CAREFULLY FOR ARTWORK, SIZING, SPELLING & ALL REGISTERED TRADEMARKS

Spelling Placement
Size Of Design Colors Signature of Approval







Illegal use of the federal registration symbol with an unregistered mark



Design# **Design Title: MYU09009 VT**
This Guy
Full Front: 12" x 9.5"
Type of Garment(s): Men's Short Sleeve
Colors of Garment(s): Maroon

FRONT

-  PMS 168
-  PMS 209
-  Base White
-  White