

## EXHIBIT 2

### IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Bottega Veneta SA  
Serial No. : 86/170,650 Examiner: Jordan A. Baker, Esq.  
Filed : January 21, 2014 Law Office: 102  
Mark : 

Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451

#### DECLARATION OF CARLOTTA CORAZZA

CARLOTTA CORAZZA hereby makes this declaration pursuant to and declares under penalty of perjury that the content of this declaration is true and correct.

1. I am employed by Applicant, Bottega Veneta SA (hereinafter “Applicant” or “Bottega Veneta”) in the capacity of Intellectual Property Manager and I am authorized to make this declaration on behalf of Applicant. I am thoroughly familiar with the business operations of Bottega Veneta including the use of its trademarks and the promotion and advertising of its goods and services offered thereunder. The facts set forth herein are within my own knowledge or have been provided from Applicant’s records or those of its predecessors, parent or affiliate, or from publicly available sources, and I believe them to be true.

2. Applicant has applied to register the trademark  (hereinafter the “Knot Mark”) in connection with “handbags, shoulder bags, ladies' handbags, clutch bags and purses” (hereinafter “Applicant’s Goods”) under Application Serial No. 86/170,650. Applicant is the sole owner in the U.S. of all rights in the intellectual property associated with the famous Bottega Veneta brand, including the Knot Mark, and distributes Applicant’s Goods bearing the Knot Mark in the U.S. This declaration is submitted to establish that the Knot Mark is inherently

distinctive and/or has acquired distinctiveness as a source identifier for Applicant's Goods and the Bottega Veneta brand.

3. The Knot Mark functions as a distinctive source indicator eligible for registration on the Principle Register because it is a unique and unusual design capable of creating a distinct commercial impression from any accompanying matter.

4. The Knot Mark has been used in connection with Applicant's Goods by Bottega Veneta for more than thirteen years and has become synonymous with Applicant and the Bottega Veneta brand in the minds of U.S. consumers. The Knot Mark has also therefore acquired distinctiveness making it eligible for registration on the Principal Register, pursuant to 15 U.S.C. §1052(f), by virtue of Bottega Veneta's substantially exclusive and continuous use of the Knot Mark on Applicant's Goods in the United States since at least as early as 2001.

5. Bottega Veneta was founded in Vicenza Italy in 1966 by Renzo Zengiaro and Michele Taddei and is one of the world's premier luxury brands which emphasizes a philosophy of individuality and confidence. Applicant has been steeped in the traditions of Italy's master leather craftsmen and has long been celebrated for its exceptional creativity and the quality of its products.

6. The qualities that define Bottega Veneta remain steadfast: outstanding craftsmanship, innovative design, contemporary functionality and the highest quality materials. Applicant has a deep commitment to its ateliers, where artisans of remarkable skill combine traditional mastery with breathtaking innovation. In 2006, in recognition of the importance of artisanal craftsmanship and the fragility of tradition, Bottega Veneta opened a school to train and support future generations of leather artisans.

7. Applicant's merchandise attracts highly sophisticated and discerning consumers who value the extraordinary craftsmanship and excellent quality and design of Bottega Veneta products. Applicant distributes and sells Bottega Veneta-branded merchandise, including fine apparel, footwear, handbags, jewelry, sunglasses, fragrances and a variety of other products and accessories, in nearly 230 Bottega Veneta boutiques worldwide, including the United States, and over 110 high-end retail department stores such as Neiman Marcus, Bergdorf Goodman, Saks Fifth Avenue, Nordstrom and Bloomingdale's. A broad range of Bottega Veneta brand merchandise is also available for sale on Applicant's official website, [www.bottegaveneta.com](http://www.bottegaveneta.com), and websites affiliated with high-end fashion retailers, such as [www.neimanmarcus.com](http://www.neimanmarcus.com), [www.saksfifthavenue.com](http://www.saksfifthavenue.com) and [www.nordstrom.com](http://www.nordstrom.com), and other luxury fashion e-commerce sites such as [www.net-a-porter.com](http://www.net-a-porter.com).

8. In or around 2001, Applicant created handbags featuring the Knot Mark, which served no functional purpose. Handbags featuring the Knot Mark are one of Applicant's most recognized and beloved handbags and interpretations of the Knot Mark have ranged from refined to the fanciful. Examples of handbags featuring the Knot Mark are attached hereto as Exhibit A.

9. A favorite of celebrities and socialites, including Nicole Kidman, Emma Stone, Charlize Theron, Julianne Moore, Gwyneth Paltrow, Sandra Bullock, Leighton Meester, Jennifer Connelly, Sienna Miller, Anna Paquin, Salma Hayek, Kim Kardashian, Diane Kruger and Michelle Williams, handbags featuring the Knot Mark have appeared in every Bottega Veneta collection since 2001. Pictures of celebrities carrying handbags bearing the Knot Mark are attached hereto as Exhibit B.

10. Many styles of handbags featuring the Knot Mark are extremely limited in availability, with editions ranging from 100 to as little as 25, depending upon production and the

availability of the rare materials used to make them. A sampling of Bottega Veneta catalogs featuring handbags bearing the Knot Mark are attached hereto as Exhibit C.

11. In 2008, Applicant launched a traveling exhibition called “The Knot: A Retrospective” featuring over 50 versions of handbags bearing the Knot Mark. At each location, invited customers and press were treated to a cocktail reception and a viewing of the exhibition. A press kit regarding the Knot Mark retrospective is attached hereto as Exhibit D.

12. Since its creation, Applicant has spent millions of dollars advertising handbags bearing the Knot Mark worldwide. In fact, since 2003, Applicant has spent in excess of \$5,000,000 in advertising handbags bearing the Knot Mark in the United States alone.

13. Over the course of the last decade, advertisements featuring the Knot Mark have been featured in esteemed publications which reach a countless number of U.S. consumers such as *Vogue*, *Town & Country*, *Elle*, *Harper’s Bazaar*, *W*, *Vanity Fair*, *InStyle*, *Interview*, *People*, *The Wall Street Journal* and *The New York Times*. Examples of Bottega Veneta advertisements featuring the Knot Mark are attached hereto as Exhibit E.

14. Bottega Veneta’s advertising expenditures have clearly been successful, as sales of Applicant’s Goods bearing the Knot Mark in the United States have totaled over \$18,000,000 over the course of the last decade.

15. Handbags bearing the Knot Mark are instantly recognized and associated solely with the Bottega Veneta brand, a fact acknowledged by journalists for the leading fashion publications throughout the United States, including *Vogue*, *Elle*, *Harper’s Bazaar*, *Women’s Wear Daily* and *In Style*. Publications nationwide have independently referenced the Knot Mark in terms that clearly establish it as a source indicator of Bottega Veneta. For example, handbags bearing the Knot Mark have been described as “iconic”, “instantly recognizable” and a “timeless

creation.” See Exhibit F. Additional examples of unsolicited media coverage are attached hereto as Exhibit G.

16. The fame and notoriety of the Knot Mark has long been recognized by experts in the retail and fashion industries, evidencing the mark’s distinctiveness. Attached hereto as Exhibit H, Applicant submits the declarations of renowned retail experts Judi Conn, a Senior Buyer & Vice President of Gorusch Ltd., a luxury retailer based in Colorado, Elyse Walker, owner of the high-end boutique Elyse Walker in Pacific Palisades, CA and David Rubenstein, General Manager at Jeffrey New York, an independent luxury retailer with locations in New York and Atlanta as further evidence that the Knot Mark has become a source indicator and has acquired distinctiveness in the marketplace.

17. In view of the foregoing, I respectfully submit that Applicant’s Knot Mark is eligible for registration on the Principle Register as the mark is a distinctive and unique source indicator, or in the alternative, has acquired secondary meaning pursuant to 15 U.S.C. §1052(f).

Dated: September 19th, 2014

By: Carlotta Corazza  
CARLOTTA CORAZZA