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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91249645
Party	Plaintiff Caterpillar Inc.
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Date	11/22/2021
Attachments	2021.11.22 Caterpillar Notice of Reliance No. 10_Part1.pdf(4996841 bytes ) 2021.11.22 Caterpillar Notice of Reliance No. 10_Part2.pdf(5009657 bytes ) 2021.11.22 Caterpillar Notice of Reliance No. 10_Part3.pdf(4206466 bytes ) 2021.11.22 Caterpillar Notice of Reliance No. 10_Part4.pdf(5045375 bytes ) 2021.11.22 Caterpillar Notice of Reliance No. 10_Part5.pdf(4902159 bytes ) 2021.11.22 Caterpillar Notice of Reliance No. 10_Part6.pdf(4940571 bytes ) 2021.11.22 Caterpillar Notice of Reliance No. 10_Part7.pdf(5107321 bytes ) 2021.11.22 Caterpillar Notice of Reliance No. 10_Part8.pdf(5052633 bytes ) 2021.11.22 Caterpillar Notice of Reliance No. 10_Part9.pdf(5193769 bytes ) 2021.11.22 Caterpillar Notice of Reliance No. 10_Part10.pdf(5024276 bytes ) 2021.11.22 Caterpillar Notice of Reliance No. 10_Part11.pdf(5207637 bytes )

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

<p>CATERPILLAR INC.,</p> <p style="text-align: center;">Opposer,</p> <p style="text-align: center;">v.</p> <p>PUMA SE,</p> <p style="text-align: center;">Applicant.</p>	<p>Opposition No. 91249645</p> <p>Application No.: 88157495</p> <p>Mark: SPEED CAT</p> <p>Application Date: October 16, 2018</p>
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**OPPOSER’S NOTICE OF RELIANCE NO. 10 UNDER 37 CFR § 2.122(e)**

Pursuant to Trademark Rule 2.122(e) and TBMP § 704.08, Opposer Caterpillar Inc. submits of record in connection with this opposition proceeding a representative sample of unsolicited articles from printed publications available to the general public in libraries, on the NEXIS database, and in publications of general circulation. *See In re Cell Therapeutics, Inc.*, 67 USPQ2d 1795, 1798 (TTAB 2003).

This evidence is relevant to the issues of likelihood of confusion and dilution, showing, among other things, the nature and extent of the public exposure that Opposer’s CAT brand has received for its footwear, apparel, and bag products over many years. As such, the evidence supports the strength and fame of the CAT mark.

Exhibit No.	Publication	Date	Publication Title
1	Chicago Tribune	1994.03.03	CATERPILLAR MAKES MARK IN FOOTWEAR
2	Kansas City Star	1994.11.27	WIDE VARIETY OF RUGGED FOOTWEAR STOMPS INTO STYLE; HIKING BOOTS ARE IN AS

<b>Exhibit No.</b>	<b>Publication</b>	<b>Date</b>	<b>Publication Title</b>
			ATHELETES REDISCOVER GREAT OUTDOORS
3	Detroit Free Press	1996.01.13	HUSH PUPPIES MAKE NOISE AROUND THE WORLD LICENSING, CAT BOOTS LUCRATIVE FOR WOLVERINE
4	Columbus Dispatch (Ohio)	1997.09.02	CAT'S OUT OF THE BAG; THESE WORK BOOTS ARE COOL
5	ISHN	2005.09.01	FOOT PROTECTION
6	Footwear News	2006.10.30	SECOND SHIFT
7	Footwear News	2007.01.29	URBAN RENEWAL THIS FALL, DOWNTOWN SOPHISTICATES WILL BE PUSHING SHOES AND URBAN RENEWAL
8	Footwear News	2007.02.26	MEDIABANK: MATCH POINT...NEED FOR SPEED...GETTING' CHUCKY
9	Brandweek	2007.02.26	TOUGH CAT CLAWS
10	Footwear News	2007.10.20	WORK: BUZZ; COMFORT QUOTIENT...TOOL TIME...LADIES ONLY
11	Occupational Hazards	2008.03.01	GEORGE HAYWARD: 35 YEARS AND COUNTING
12	Pipeline and Gas Journal	2009.01.01	NEW PRODUCTS

<b>Exhibit No.</b>	<b>Publication</b>	<b>Date</b>	<b>Publication Title</b>
13	Footwear News	2009.04.13	STIMULATING WORK
14	Footwear News	2009.10.12	SHOP TALK
15	ISHN	2011.12.01	PRODUCT NEWS
16	Women's Wear Daily (WWD)	2012.02.13	TODAY AT FN PLATFORM
17	The New York Times	2014.01.23	BUNKING WITH THE STARS
18	Seventeen	2014.11.01	COZY UP
19	Pierpont	201108.12	AVOIDING BRAND EXTENSION FAILURES
20	Bloomhead	0000.00.00	BRAND EXTENSIONS – THE BENEFITS AND PITFALLS
21	Business Insider	2020.02.20	BEST WINTER BOOTS FOR SNOW
22	Business Wire	2019.06.19	BUILT FOR BETTER: CAT FOOTWEAR DONATES BOOTS AND RESOURCES FOR 'BUNKS ACROSS AMERICA' EVENT
23	Equipment Journal	2019.08.30	CAT FOOTWEAR INTRODUCES EXCAVATOR XL WORK BOOTS
24	Footwear News	2020.04.22	SHOE OF THE WEEK: A WORK BOOT THAT KEEPS THING LIGHT (REALLY)
25	Footwear News	2020.01.19	CRAIG GREEN TAKES ON THE ADIDAS SUPERSTAR + MORE NEWS FROM PARIS MEN'S FASHION WEEK

<b>Exhibit No.</b>	<b>Publication</b>	<b>Date</b>	<b>Publication Title</b>
26	Forbes	2017.11.20	THE BEST-KEPT SECRET OF BUSINESS GROWTH
27	Gadgets Now	2020.01.09	CAT S32 RUGGED PHONE LAUNCHED AT CES 2020
28	GQ	2019.03.19	CATERPILLAR, MAKER OF BULLDOZERS WANTS TO SELL YOU CHUNKY SNEAKERS NOW
29	GQ	2016.09.27	ROBERT PATTINSON'S \$40 FALL HOODIE IS ABOUT TO BLOW UP
30	Maxim	2019.03.21	CATERPILLAR, MAKER OF BULLDOZERS AND TRACTORS, DROPS CHUNKY 'INTRUDER' DAD SNEAKER
31	PR Newswire	2013.09.18	CAT FOOTWEAR SIGNS ALEXI PANOS AND TENILLE AMOR AS EARTHMOVERS
32	PR Web	2018.12.11	CAT FOOTWEAR INTRODUCES INDUSTRY'S FIRST GLOBAL WORK BOOT WITH D30 'INTELLIGENT SHOCK ABSORPTION'
33	Retail Merchandiser	2014.03.24	RETAIL SPOTLIGHTS – CATERPILLAR

<b>Exhibit No.</b>	<b>Publication</b>	<b>Date</b>	<b>Publication Title</b>
34	T3	0000.00.00	CAT S42 REVIEW: AN EXTRA RUGGED PHONE FOR AN AFFORDABLE PRICE
35	Hype Beast	2021.04.20	HERON PRESTON AND CATERPILLAR REJOIN TO CELEBRATE "CAT POWER"
36	Vogue	2020.09.30	HERON PRESTON: SPRING 2021 READY-TO-WEAR
37	Newsweek	2021.00.00	BEST ONLINE SHOPS 2022
38	Ad Week	1998.08.03	CRISPIN TO HIT THE CITY STREETS FOR CATERPILLAR
39	Footwear News	2016.09.16	CAT FOOTWEAR MAKES A SCENE IN LOS ANGELES WITH SPRING STYLES
40	Footwear News	2017.09.15	EXTRA BUTTER IS GETTING ITS FIRST EVER BOOT COLLABORATION
41	Teen Vogue	2019.02.28	THESE CAT SNEAKERS ARE ALL OVER INSTAGRAM
42	Footwear News	2020.02. 28	CAT FOOTWEAR DROPS ITS NEW SNEAKER SILHOUETTE USING AN UNEXPECTED SELLER
43	Hype Beast	2020.10.09	HERON PRESTON TAPS CAT FOR A

<b>Exhibit No.</b>	<b>Publication</b>	<b>Date</b>	<b>Publication Title</b>
			TAKE ON THE STORMER BOOT
44	License Global	2021.07.02	CATERPILLAR: BUILDING BETTER WITH LICENSING
45	The Drive	2021.04.05	THE BEST WATERPROOF WORK BOOTS (REVIEW & BUYING GUIDE) IN 2021
46	Footwear News	2019.09.13	CAT, ARIAT ARE LEADING AT WORK BOOT STORES AS COMFORT REMAINS A TOP PRIORITY
47	New York Magazine	2020.09.02	THE BEST MEN'S WORK BOOTS, ACCORDING TO COOL CRAFTSMEN
48	Chicaco Tribune	2021.08.10	11 CASUAL SHOES FOR MEN YOU CAN WEAR ANYWHERE
49	Hype Beast	2021.01.25	HERON PRESTON'S CATERPILLAR STORMER BOOT AND INTRUDER SNEAKERS ARE HERE
50	Esquire	2019.09.25	JOHN ELLIOTT X CAT IS AN OUT-OF-LEFT-FIELD COLLAB THAT GENUINELY WORKS
51	Men's Health	2021.03.02	CAT'S NEW EDGE WORK BOOTS HAVE BIG

<b>Exhibit No.</b>	<b>Publication</b>	<b>Date</b>	<b>Publication Title</b>
			SNEAKER ENERGY TO COMBAT CHRONIC PAIN
52	MLive	2019.04.03	DIRTY JOBS HOST MIKE ROWE WILL USE HIS FEET TO BE THE FACE OF ANOTHER MICHIGAN COMPANY
53	Equipment World	2018.09.01	REVIEW: WITH EXCAVATORXL BOOTS, CATERPILLAR IMPROVES FOOTBED, TOE BOX FOR DURABLE, ALL-DAY COMFORT
54	Footwear News	2018.04.13	PRETTY TOUGH: 7 WOMEN'S WORKBOOTS THAT BRIDGE THE GENDER GAP
55	Dmarge	2019.11.23	THESE \$125 GUMBOOTS ARE THE ULTIMATE MUSIC FESTIVAL ACCESSORY
56	Business Insider	2014.04.04	THE BEST MEN'S SHOES FOR RAINY DAYS
57	Chicago Tribune	2021.01.09	CAT FOOTWEAR REVIEW: ARE THESE DURABLE BOOTS VERSATILE ENOUGH FOR MULTIPURPOSE WEAR?
58	Racked New York	2014.10.01	CAT CONSTRUCTION TO OPEN POP-UP,



<b>Exhibit No.</b>	<b>Publication</b>	<b>Date</b>	<b>Publication Title</b>
			APPARENTLY DOES SHOES
59	Straatosphere	2015.04.26	UPCLOSE WITH THE CAT CLASSIC SPRING/SUMMER 2015 COLLECTION
60	Footwear News	2019.04.11	CAT FOOTWEAR'S NEW CUSTOMERS CARRY SCIENCE DEGREES, NOT HAMMERS
61	People	2021.04.27	ANDERSON COOPER'S MOST ADORABLE PICTURES WITH HIS SON, WYATT MORGAN
62	People	2021.01.02	25 POP CULTURE MOMENTS THAT MADE US SMILE IN 2020
63	Aidan McKiernan	2018.00.00	CAT FOOTWEAR
64	Footwear News	2020.04.22	SHOE OF THE WEEK: A WORK BOOT THAT KEEPS THINGS LIGHT (REALLY)
65	Chicago Tribune	2021.01.09	CAT FOOTWEAR REVIEW: ARE THESE DURABLE BOOTS VERSATILE ENOUGH FOR MULTIPURPOSE WEAR?
66	Forbes	2020.12.16	STOCKING STUFFERS THAT YOU NEED TO GET FOR HIM NOW

<b>Exhibit No.</b>	<b>Publication</b>	<b>Date</b>	<b>Publication Title</b>
67	The Trend Spotter	00.00.00	20 BEST WORK BOOT BRANDS FOR MEN
68	Casual Geographical	2020.12.18	TIMBERLAND VS CATERPILLAR BOOTS: WHICH BRAND IS BETTER?
69	Footwear News	2018.12.05	CAT FOOTWEAR'S INSANELY POPULAR \$100 SNEAKER IS NOW AVAILABLE IN THE US FOR THE FIRST TIME
70	Wolverine World Wide	2014.12.15	WOLVERINE WORLD WIDE COMPANY ANALYSIS
71	HypeBae	2021.01.22	Heron Preston X Cat Collaborate On Rugged Stormer Boot And Intruder Shoe
72	DSTNGR	2020.09.14	ENGINEERED FOR ORIGINALITY – Cat Footwear's artistic campaign for AW20

Dated: November 22, 2021

Respectfully submitted,

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**CERTIFICATE OF SERVICE**

I hereby certify that a true and accurate copy of the foregoing OPPOSER'S NOTICE OF RELIANCE NO. 10 UNDER 37 CFR § 2.122(e) was served via electronic mail, on November 22, 2021 upon counsel for Applicant at the following addresses of record:

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# EXHIBIT 01

## CATERPILLAR MAKES MARK IN FOOTWEAR

Chicago Tribune

March 3, 1994 Thursday, NORTH SPORTS FINAL EDITION

Copyright 1994 Chicago Tribune Company

**Section:** BUSINESS; Pg. 2; ZONE: N; On marketing.

**Length:** 791 words

**Byline:** George Lazarus.

### **Body**

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The Big Cat has put its best foot forward in signing a licensing deal with the maker of Hush Puppies.

At last week's Western Shoe Association show in Las Vegas, a Wolverine World Wide Inc. exhibit had heads turning with what observers described as "jumbo sales" of work footwear bearing the Cat logo of giant Caterpillar Inc.

"The show certainly exceeded our expectations," says an official for Rockford, Mich.-based Wolverine, already well-known in the work-boot business for its Wolverine brand.

Observers said that business was particularly brisk among representatives of Japanese and German firms, who were eagerly snapping up the Cat brand footwear from Wolverine.

"They were buying these boots like there was no tomorrow . . . in container loads," says a source who attended the show.

Peoria-based Caterpillar, which has \$11 billion a year in sales, signed a five-year global licensing agreement effective Jan. 1 with Wolverine.

With the Cat label, Wolverine is able to enter a lower-priced work-boot category. The Cat boots are being sold by mass-merchandisers such as Wal-Mart, along with distribution overseas.

That the Japanese hooked onto the Caterpillar trademark should hardly be surprising, because Caterpillar does a brisk business in that country under a joint venture that has two factories producing equipment.

Overall, Caterpillar has 29 licensing deals worldwide, also including clothing and toys. The Caterpillar trademark dates back to 1904.

Boots and footwear bearing the Caterpillar name last year accounted for a \$15 million business at manufacturer prices worldwide, but "with the new interest we've seen, that figure could double in 1994," says a spokesman for Caterpillar.

Ayer Chicago recently signed on as agency for Wolverine's work-boot line, but it's not known whether it will be involved in advertising and promotion of the new Cat-licensed footwear.

S.O.S wipes out jobs

Clorox Co.'s acquisition of the Bedford Park S.O.S operations of Miles Inc. has claimed more than 90 jobs in the managerial, administrative, technical and clerical areas. Clorox confirmed that about 90 staffers were told at an internal meeting Monday that they would not be offered jobs by the new parent. Those dismissed-insiders counted

## CATERPILLAR MAKES MARK IN FOOTWEAR

96-are being offered severance benefits, including outplacement help, and pay through March 13. About 180 employees in production or related functions at the Bedford Park plant are being retained. There is a possibility that one of the 96 may have a job opportunity at Clorox headquarters in Oakland.

- Teaneck, N.J.-based Carillon Importers named an eight-agency short list, dominated by Manhattan shops, in a competition for its estimated \$8 million to \$10 million Stolichnaya vodka advertising account. Outsiders are Mullen Advertising in Wenham, Mass., and Campbell Mithun Esty in Minneapolis. Other contenders include N.W. Ayer, Margeotes Fertitta Donaher & Weiss and Waring & LaRosa, all of New York.

On the move: D.J. Reali, an account media director at J. Walter Thompson USA Chicago, elected a VP. . . . Marcia Miller named director of public relations at Bloomingdale's Chicago. . . . Mary Yanke, a VP of DDB Needham Chicago, promoted to a management representative.

Strictly Personal: Birthday greetings to Nina DiSesa and Dick Esmail.

Lauren Essex, a brand manager on Degree at Helene Curtis, becomes director of personal care March 14 at La Costa Products International, a Carlsbad, Calif.-based firm licensed to sell apparel and personal-care items under the La Costa name.

Mediaworks becomes the name of General Motors Corp.'s recently formed consolidated media-buying unit for its North American operations. Buying for broadcast media will be in New York, the print media responsibility in Warren, Mich. Executives of Lintas:Campbell-Ewald and McCann-Erickson, which have large chunks of the GM account, are heading Mediaworks. Separately, McCann-New York signed William Cella, former VP-sport sales for ABC-TV, to the newly created post of executive VP-broadcast and programming.

There may not be much Joy left for Procter & Gamble's dishwashing liquid that bears that name. P&G is cutting the price 12 percent, following a 20 percent reduction only three years ago. Joy, introduced 35 years ago, now is less than a \$40 million brand.

- Jim Hay, associate Midwest ad manager for Family Circle, moves to the magazine's New York headquarters as sales development director, a new post, reporting to Wenda Harris Millard, publisher. Hay is not being replaced here.

Appointment: Kaehler, an Evanston-based luggage and leather-goods retail chain, to MSL Advertising Inc. in Northbrook for advertising and public relations.

## Graphic

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PHOTOS 3; PHOTO: (Mary) Yanke; PHOTO: (D.J.) Reali; PHOTO: (Lauren) Essex

**Load-Date:** March 3, 1994

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# EXHIBIT 02



**Wide variety of rugged footwear stomps into style;  
Hiking boots are in as athletes rediscover great outdoors.**

Kansas City Star (Kansas & Missouri)

November 27, 1994 Sunday, METROPOLITAN EDITION

Copyright 1994 The Kansas City Star Co.

**THE KANSAS CITY STAR**

Found on [KansasCity.com](http://KansasCity.com)

**Section:** LOOK;

**Length:** 734 words

**Byline:** MARY MARTIN NIEPOLD

## **Body**

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NEW YORK - There's a whole lot of hiking going on out there - from the mountains to the malls - and footwear manufacturers, including those Nike and Reebok giants known for their canvas wonders, have stepped into a fashion revolution that comes with lug soles.

"There is an explosion in rugged footwear," says Tony Post of Marlboro, Mass., Rockport's marketing vice president for outdoor footwear. "People who used to spend most of their time in the gym for a workout are now adding outdoor activities to fitness and recreation. "

According to the Sporting Goods Manufacturers Association, the outdoor trend rang up more than \$ 600 million in hiking and sports boots sales in 1993, up 26 percent from the previous year.  
AP Special Features

While those sales are impressive, the category is small compared with overall athletic footwear sales of \$ 11 billion plus reported by the SGMA's Footwear Market Insights.

Almost any shoe manufacturer you can name has some kind of high-top boot for hiking and strolling - or for mall hopping, city shopping, mountain viewing and outings with the kids. And these boots, with such unexpected style, even look great paired with a long skirt or shorts and their ubiquitous turned-down rugged socks.

At the gym, you might even see these Paul Bunyans worn to add

Wide variety of rugged footwear stomps into style; Hiking boots are in as athletes rediscover great outdoors.  
weight and tone to lunges and curls.

"Today rag socks, cargo shorts and hiking boots are a fashion statement," says Gary Duclos, vice president of footwear design and development for Timberland in Hampton, N.H.

Besides the growing numbers of Baby Boomers choosing outdoor activities for themselves and their children, Duclos acknowledges younger customers, those in their teens and 20s, for instance, who grew up in sneakers and aren't about to sacrifice comfort for anything that binds.

"You also have more casual dress codes today," Duclos says, "so you have products that are versatile enough to wear in the office or on day hikes.

"So much of it is a back-to-basics movement. "

In fact, boot-styled basics with rugged performance features now come from traditional outdoor names like Merrell, Danner, Raichle, Technica, Salomon, Basque, New Balance, Asolo and Wolverine - as well as athletic footwear companies like Rockport, Reebok and Nike.

J. Crew has its own version. J-Bay Boots adds shearling liners and contrasting colors to outdoor styles. Even Josie Natori, the doyenne of lingerie elegance, now has leather boots, best suited for city hikes.

Havana Joe, which entered the American boot market from its foothold in 22 European countries just a year ago, specializes in lightweight boots.

"Hiking boots are a good example of a style that has quickly become adopted by those with little interest in actually climbing a mountain," notes Michael Saitowitz, president of ASRG in Englewood, Colo., exclusive distributors of Havana Joe. "Today people want a wardrobe that goes from the kicked-back atmosphere of the home office to the corporate boardroom to a walk across a city park or a weekend in the mountains. "

SMGA zeroed in on the hiking and outdoor footwear market with a recent survey of 30,000 consumers. Of all characteristics described as very important in athletic footwear buys, 83 percent put comfort, fit and feel first, followed by 63 percent who said they suited active lifestyle. Third was performance advantage, followed by fashion advantages.

Sheri Poe is president and CEO of Ryka Inc., Norwood, Mass.,

Wide variety of rugged footwear stomps into style;Hiking boots are in as athletes rediscover great outdoors.

manufacturers of athletic footwear exclusively for women. She says today's boots have to look as good as they feel.

"Our boot customer is looking for fashion and performance in one shoe," she says. "With more and more boots on the shelves to choose from, the customer is increasingly price-conscious. She knows how to judge high performance and durability, and she knows what she likes. "

Today she might even choose to wrap her feet in the kind of construction that builds Caterpillar heavy equipment. In fact,

Wolverine now manufactures **CAT-R footwear**. Here, the kind of power, strength and durability associated with tractors comes in ruby or sapphire lug-soled boots.

Perfect, you might say, for a hike to a lunch date.

## Graphic

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photo, Sales of hiking boots and other rugged footwear are on the increase. The boots serve as both outdoor equipment and a fashion statement.

**Load-Date:** November 29, 1994

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# EXHIBIT 03

# HUSH PUPPIES MAKE NOISE AROUND THE WORLD LICENSING, CAT BOOTS LUCRATIVE FOR WOLVERINE

Detroit Free Press

January 13, 1996 Saturday METRO FINAL EDITION

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**Detroit Free Press**

Found on Freep.com

**Section:** BIZ; Pg. 10B

**Length:** 585 words

**Byline:** ED WHITE Associated Press

**Dateline:** ROCKFORD

## **Body**

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ROCKFORD -- Sure, they have that famous long-eared dog. But don't overlook the steel-toed boots.

Wolverine World Wide Inc., perhaps best known as the maker of Hush Puppies, has resurrected itself from a drifting footwear company to a major player in what people around the globe slip on or lace up.

Income from international licensing agreements is extremely lucrative, and a 1994 partnership with Caterpillar Inc. of Illinois has stocked the shelves with millions of Wolverine's Cat boots, dubbed "Walking Machines."

Wolverine President Geoffrey Bloom is predicting more good times.

"Overall retail conditions in the last 18 months have been disastrous," Bloom said, referring to the industry at large. "The two growth areas have been casual and outdoors. We've been able to grow in this climate because we have hot products.

"We're not telling analysts we're going to rocket to the moon, but we'll continue to have double-digit growth," Bloom said.

Wolverine, headquartered in this Grand Rapids suburb, offers a broad line of footwear: slippers produced for L.L. Bean and Lands' End catalogs, heavy boots for dirty work, hiking boots for the weekend crowd, and the born-again Hush Puppies, shoes that now are as likely to be on fashion runways as they once were on Grandma's feet.

Hush Puppies can be found at stores as divergent as J.C. Penney -- Wolverine's biggest customer -- and the high-style Nordstrom chain.

"Nordstrom wouldn't have wrapped fish in our catalog a year ago," Bloom said. "At the New York shoe show, J.C. Penney, Saks and Bloomingdale's were arguing over what colors they would be buying."

But Hush Puppies' resurgence is not driving the bottom line -- yet. The credit goes to boots, the success of the only U.S. pigskin tannery and international agreements that allow other shoe makers to slap Wolverine's brand names on their products in exchange for royalties.

## HUSH PUPPIES MAKE NOISE AROUND THE WORLD LICENSING, CAT BOOTS LUCRATIVE FOR WOLVERINE

"That licensing income is the untold story," said David Jarrett, a Wall Street analyst who follows Wolverine at Gerard Klauer Mattison & Co.

"The beauty of that business is that Wolverine has no capital invested," he said. "They don't have to manage and control a sales force in 80 countries. They don't have the inventory risks, writedown risks. It's risk-free."

And very profitable. About 50 percent of Wolverine's earnings before taxes come from such licensing and distribution deals.

Through Sept. 9, 1995, the company reported \$263 million in revenue, a 10.5 percent boost from the same period in 1994. Much of the increase was tied to the boot division.

With the **Caterpillar**-brand boots, Wolverine is cashing in on the tough-guy image of the world's largest manufacturer of earth-moving equipment. It made or licensed 3 million pairs of the boots in 1995, compared with 2 million in 1994.

"It's a boot with an attitude," boasts Bloom. "Cat is recognized in every country in the world. You go to China, they're building roads with Cat equipment."

Another line of work boots, simply called Wolverine, carries this slogan: "Work Like Hell. Feel Like Heaven."

WOLVERINE WORLD WIDE INC.

WHERE BASED: Rockford, north of Grand Rapids.

BRANDS: Hush Puppies, **Caterpillar** boots, Wolverine boots and shoes, Wolverine Wilderness, Wolverine Sportsman, Bates, Tru- Stitch slippers, Coleman hiking boots.

EMPLOYEES: 5,600; 1,400 belong to unions.

MANUFACTURING SITES: Arkansas, Indiana, Michigan, New York, Mexico, Puerto Rico, Dominican Republic, Canada.

Source: Associated Press

## Graphic

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Photo GEORGE GRYZENIA, Associated Press;

:

Wolverine World Wide President Geoffrey Bloom with his company's products in Rockford. It makes slippers, heavy boots, hiking boots and Hush Puppies.

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**Load-Date:** October 18, 2002

# EXHIBIT 04

## CAT'S OUT OF THE BAG: THESE WORK BOOTS ARE COOL

Columbus Dispatch (Ohio)

September 2, 1997, Tuesday

Copyright 1997 The Columbus Dispatch

**Section:** FEATURES ACCENT & ENTERTAINMENT ,

**Length:** 532 words

**Byline:** Marshall Hood

### **Body**

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That Ellen DeGeneres, Brad Pitt and the Cranberries wear Caterpillar work boots probably doesn't carry much weight with your average heavy-equipment operator.

He's more impressed with the fact that **CAT Footwear** takes its inspiration from Caterpillar tractors, bulldozers and earthmovers. These bad boys are built tough: steel toes, lug soles and other technology for comfort and safety that makes Joe Six-Pack's life on the job a bit easier.

But they're catching on big time with the first-on-a-fad celebrity crowd in New York and L.A., as well as Paris and Milan.

Even edgy menswear designer John Bartlett featured the lunky CATs on the runway for his fall '98 fashion preview.

"We like to think of these boots as equipment for your feet, and people want to wear what real construction workers wear," said Bill Brown, president of Caterpillar **Footwear**.

"**CAT** boots are authentic, durable work boots with style. They appeal to everyone from workers in factories and at construction sites to fashion-conscious young adults."

Best-sellers have been the Sheffield, Colorado and Alaska models, 6-inch work boots with full-grain uppers, breathable linings and CAT's "Walking Machine" outsoles.

**CAT Footwear** -- owned by the same folks who make Hush Puppies -- turns out styles of work boots, lightweight boots, work oxfords, all-terrain hikers and waterproof boots for men, women and, most recently, kids. ("Kids respond to the rugged look, and their parents appreciate the fact that CAT boots are durable and strong," Brown said.) They're available in 6-, 8-, 9- and 10-inch heights, plus low-cut oxfords. Each carries the yellow Caterpillar logo on the heel.

Rabin Soufer does serious celeb shoe biz at his L.A. salon, Shoe Be Doo. He sold Pitt, Eric Clapton and REM's Michael Stipe their CATs.

"I've always had a lot of famous faces in my store, but in the last year or two, more people have been buying CAT boots . . .," he said. "There's definitely a buzz going on about these boots. Not only are they hip and stylish; people love how comfortable (they) are."

The shoes also have been spotted on the feet of ER's Julianna Margulies, L.A. Law's Harry Hamlin and Teri Hatcher of Lois and Clark. Todd Park Mohr of Big Head Todd and the Monsters wears CATs on the band's album cover.



## CAT'S OUT OF THE BAG: THESE WORK BOOTS ARE COOL

The boots and shoes cost \$ 70-\$ 150 and are available at major retailers, including JCPenney and the Hush Puppies stores at Northland and Westland shopping malls.

Another Todd's shoes

Seventh Avenue Wunderkind Todd Oldham has hooked up with Keds to design some uptown kicks for the classic American tennie.

Oldham was among designers invited to "reinvent" the mundane Keds as part of the shoemaker's "Keds Salutes Great American Design" program.

His way-cool collection includes platforms, a chunky-heel slip-on and lace-up heeled boots in corduroy, poplin and canvas for fall.

Priced at \$ 40, they're available this month at department and specialty stores.

Rag Time is very hot on Oldham's signature gold-tufted "Christine" model and the stacked-heel "Carolyn" platform in navy blue canvas.

Marshall Hood - mhood?

dispatch.com - is Dispatch fashion reporter.

## Graphic

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Photo, Keds, Todd Oldham designed gold tufted tennis shoes for Keds., Caterpillar Footwear, Todd Park Mohr, right, of Big Head Todd and the Monsters, sports CAT workboots.,

**Load-Date:** September 3, 1997

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End of Document

# EXHIBIT 05

## **FOOT protection**

ISHN

September 1, 2005 Thursday

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**Section:** Pg. 56; Vol 39; No. 9; ISSN: 87552566

**Length:** 572 words

**Byline:** Anonymous

**Dateline:** Troy

### **Body**

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#### **ABSTRACT**

Featuring full-grain leather with visible topstitching, the Wolverine MultiShox(TM) Moc-Toe 6-in. boot is a versatile work boot for heavy-duty environments. Attributes of the boot include: individual compression pads in the outsole; removable comfort gel insole; Dri-Lex® lining, Goodyear Welt construction; and abrasion- and heat-resistant rubber outsole. Also available in 8-in. style. Wolverine® Boots and Shoes, Rockford, MI.

#### **FULL TEXT**

##### 1 WATERPROOF BOOTS CIRCLE 265

Engineered for working professionals, new Timberland PRO® Granite State Waterproof work boots can withstand extreme worksite demands while providing protection against the most common hazards. The boots feature premium waterproof leather, Timberland PRO Ever-Guard for durability and Vibram® rubber outsole with high-traction, slip-resistant tread. Timberland PRO, Stratham, NH.

##### 2 SAFETY BOOT CIRCLE 264

Red Wing's 2226 mens 6-in. boot features full-grain leather, oil-resistant/slip-resistant Horizon super sole, and Supersole welt construction. Safety features of the 2226 include ANSI Z41/ASTM F2413-05 ratings, steel toe protection, excellent chemical/abrasion ratings, and Electrical Hazard ratings. The work boot provides comfort even in the most extreme conditions. Red Wing Shoe Co., Red Wing, MN.

##### 3 STYLISH SAFETY SHOE CIRCLE 261

Developed primarily for young construction workers, the XTreme Steel collection from **CAT Footwear** features an aggressive look with athletic styling and overbuilt construction. The color pops in many of the outsoles set off the deep cleated sole patterns that resemble the teeth on Caterpillar equipment. Some styles include an inside zipper for easy on and off. **CAT Footwear**, Rockford, MI.

##### 4 HEAVY-DUTY WORK BOOT CIRCLE 263

Michelin's XSF891 is a 10-in. waterproof, insulated, Electrical Hazard-rated work boot designed for the most extreme work environments. The comfortable, heavy-duty boot features puncture resistance, internal metatarsal

## FOOT protection

protection, and the exclusive Michelin Star Fighter outsole with rubber toe and heel counter overlays for high abrasion resistance. Michelin Footwear, Greenville, SC.

### 5 VERSATILE WORK BOOT CIRCLE 266

Featuring full-grain leather with visible topstitching, the Wolverine MultiShox(TM) Moc-Toe 6-in. boot is a versatile work boot for heavy-duty environments. Attributes of the boot include: individual compression pads in the outsole; removable comfort gel insole; Dri-Lex® lining, Goodyear Welt construction; and abrasion- and heat-resistant rubber outsole. Also available in 8-in. style. Wolverine® Boots and Shoes, Rockford, MI.

### 6 WORK BOOT COLLECTIONS CIRCLE 260

Carolina's new "Built For Work" collections include the Redwoods, Golds (pictured), 4x4, Gorilla, and WorkFlex II. The collections are distinctive yet all share the characteristics of comfort, functionality and durability. Carolina features exclusive patented technologies and offers excellent moisture management, shock absorption and tolerance to hot and cold environments. Carolina Shoe Co., Lebanon, PA.

### 7 PVC BOOTS CIRCLE 262

PVC boots from LaCrosse include the 16" FLEX 3 featuring Power-Lug outsole (in either PT or ST versions) for excellent traction and cushioning. The 100% waterproof boots are constructed of a high-performance blue Nitrile blend for superior resistance to fats, oils and chemicals. Steel toe is ANSI approved. Nylon net lining provides easy on and off. LaCrosse Safety & Industrial, Portland, OR.

**Load-Date:** November 29, 2016

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End of Document

# EXHIBIT 06

## SECOND SHIFT

Footwear News

October 30, 2006

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**Section:** FASHION; Pg. 10

**Length:** 101 words

**Byline:** Workboots are putting in overtime, with new looks infused with fashionable details. Taking their cues from the casual market, vendors are incorporating elements from the athletic, outdoor and Western categories. And for guys who really want to take work style to the limit, there are comfortable side-gored versions reminiscent of the Chelsea boot.

### **Body**

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On opener, from left: ARIAT's leather bomber lace-up boot; DUNHAM's pull-on Western boot with safety toe.

1. Clockwise from top: TIMBERLAND PRO's steel-toe hiker style;  
an alpine-influenced look from DANNER; JOHN DEERE's waterproof hiker.

2. Clockwise from top: Suede skate style from **CAT FOOTWEAR**;  
HARLEY-DAVIDSON's safety-toe running look; safety-toe mesh style from  
WOLVERINE; DR. MARTENS INDUSTRIAL's steel-toe trainer.

3. Clockwise from top: CARHARTT's bootie with padded collar; NAUTILUS' grainy  
leather safety-toe version; steel-toe Chelsea boot by SKECHERS WORK;  
low-profile safety-toe slip-on from CAROLINA.

**Load-Date:** December 19, 2006

# EXHIBIT 07

# URBAN RENEWAL THIS FALL, DOWNTOWN SOPHISTICATES WILL BE PUSHING SHOES AND URBAN RENEWAL

Footwear News

January 29, 2007

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**Section:** FASHION; Pg. 52

**Length:** 39 words

**Byline:** Barbara Schneider-Levy

## **Body**

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This fall, downtown sophisticates will be pushing shoes and sneakers aside in favor of vintage-effect and distressed leather boots. Blending influences of military, Western and utility, this new generation of boots is anything but mass.

## **Graphic**

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Dark green distressed leather boots from DESIGN ASYLUM by TODD WELSH. Turtleneck and sweater by Romain Kapadia, coat by Y-3, pants by Jil Sander. / From left: Western-inspired boot with tassel by CODE WEST; blue distressed denim ankle boot by ROBERT WAYNE (on model), lace-up ankle boot from DUNKIRK SPIRIT by IRREGULAR CHOICE. Jeans by Rogan. / Brown chukka boot by DR. MARTENS. Jacket by Dior Homme by Hedi Slimane, pants by Etro, shirt worn as scarf by Calvin Klein. / Clockwise from bottom left: Tapered-toe ankle boot by GUESS (on model); two-tone boot with harness by I. TRAVEL; cap-toe boot with side zip by RED TAPE. Jeans by Dior Homme by Hedi Slimane. / Clockwise from top: ankle boot by J. SHOES; inside-zip boot by EASTLAND; camel ankle boots with buckle by TED BAKER (on model); wingtip boot by COLE HAAN. Jeans by Y-3. / From left: Lace-up **boot** by **CAT**'s LEGENDARY RAW COLLECTION; speed-laced boot with shearling by GORDON RUSH; distressed leather boot with buckle by STEVE MADDEN. Jeans by D&G. / Taupe patchwork boot with stitching by SANDRO MOSCOLONI. Jacket by Crosby, pants by Valentino, belt by D&G, scarf, stylist's own. / Wrap-around strap boot by CALVIN KLEIN. Gray tank by Y-3, jacket and shorts by Valentino, belt by D&G. / Blunt-toe boot with buckle by BRONX. Suit by Etro, jacket by Y-3, shirt by Charles Tyrwhitt, tie by Kenneth Cole, scarf, stylist's own.

**Load-Date:** February 5, 2007



# EXHIBIT 08

## **MEDIABANK: MATCH POINT...NEED FOR SPEED...GETTIN' CHUCKY**

Footwear News

February 26, 2007

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**Section:** NEWS; Pg. 6

**Length:** 556 words

**Byline:** Jennifer Carofano / Eric Newman

### **Body**

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**MATCH POINT:** K-Swiss has added some blonde firepower to its marketing arsenal in the form of new spokeswoman Anna Kournikova. Last Thursday, the tennis beauty taped two TV spots in the company's home base of Southern California. The first commercial features Kournikova in glamor mode atop the Standard Hotel in downtown L.A., while the second spot shows off her prowess on the court at the Home Depot Tennis Center in Carson, Calif. "[On the court], the most important thing for me is that the shoe is comfortable, lightweight and reduces the pressure on my knees. And, of course, they have to look cute," Kournikova told Footwear News last week. "When I go out, the higher the heels, the better!" The spots will begin airing next month on stations including ESPN, CW, MTV and TBS, and will feature music from SoCal indie artist Rocco DeLuca who, in turn, will be featured with Kournikova in the brand's upcoming print ads, set to debut for back-to-school.

Jennifer Carofano

**NEED FOR SPEED:** **CAT Footwear** has joined the NASCAR fray, as visitors to this month's WSA show may have realized by the race car (at left) parked outside its LVCC booth. A high-energy 30-second commercial capitalizes on the shoe brand's associate sponsorship of the #22 Caterpillar Toyota driven by Dave Blaney and the start of the 2007 NASCAR racing season. The cinematic "Fast Cars. Tough Boots" spot shows a pit crew hard at work (and wearing CAT's Cordell boot) during a mid-race pit stop. It airs this spring on cable networks SpeedChannel, ESPN and ESPN2. "We think men and women who follow NASCAR are a perfect match for our tough, hard-working **CAT Footwear** brand, and a targeted TV campaign will help us broaden our brand awareness," said Kelly Ballou, marketing manager, **CAT Footwear** USA.

**GETTIN' CHUCKY:** It's no secret that the collaboration between rock-chic designer John Varvatos and rock-sport heritage brand Converse has been a pretty big deal. In its spring/summer print and outdoor ads, Converse is more aggressively promoting the footwear and apparel collection via a series of black-and-white shots of young bucks and belles frolicking in summer-in-the-city locales (think rooftop parties and park bench picnics) with rebel messages including "Legalize Everything," "Sexy Mess" and "Social Discomfort."

"I set out to create unorthodox fashion campaigns for the Converse by John Varvatos label, to strike a balance between the athleticism and timelessness of Converse and the high-fashion attitude of John Varvatos," said Stephen Niedzwiecki, president and creative director of Yard, the New York-based ad firm that created the campaign. "Just as Chuck Taylor shoes will always be cool, I wanted to create images that five or 10 years from now would still feel relevant." In addition to lifestyle and fashion magazines, images from the campaign will be featured in New York City on bus shelters, urban panels and wild postings, as well as on a double-billboard at the corner of Houston and West Broadway. - Eric Newman

**SPONSORED LINKS:** Sperry Top-Sider has signed on as title sponsor of the 2007 Sonar World Championship Regatta at the Eastern Yacht Club in Marblehead, Mass. (Sept. 16-23) ... GoldToeMoretz signed NFL star (and

MEDIABANK: MATCH POINT...NEED FOR SPEED...GETTIN' CHUCKY

2005 Heisman Trophy winner) Reggie Bush of the New Orleans Saints as pitchman for its Gold Toe men's dress sock collection.

**Load-Date:** March 5, 2007

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# EXHIBIT 09

## Tough Cat Claws

Brandweek

February 26, 2007

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**Section:** NEWS; ARTICLE

**Length:** 73 words

### **Body**

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The marriage of Caterpillar construction equipment and work boots has always made sense to me. This spot mostly makes sense. A racing car pit crew wearing Cat colors and footwear does some tough stuff fast. The visuals are great. But the tag? "Cat footwear. Fast cars. Tough boots." It only works as long as you don't think about it.

Product: Work boots

Marketer: Cat Footwear, Rockford, Mich.

Agency: The Richards Group, Dallas

Market: National

**Load-Date:** March 4, 2007

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# EXHIBIT 10

## **WORK: BUZZ; COMFORT QUOTIENT...TOOL TIME...LADIES ONLY**

Footwear News

October 29, 2007

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**Section:** NEWS; Pg. 16

**Length:** 1487 words

### **Body**

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#### Comfort Quotient

LaCrosse is making comfort a top priority for spring '08. The Portland, Ore.-based brand is introducing a collection of work looks with the aesthetics and features of sport-influenced footwear. Included in the offering are the Riveter, a hiker style; the Oracle (at right), a sneaker-inspired look; and the Regulator, a waterproof hybrid model. All are set on low-profile lug outsoles and are available with soft or steel toes. The collection will retail from \$80 to \$120, with delivery slated for January. LaCrosse sister brand Danner also is offering its take on the athletic-work category with the launch of the Zion DXT Vent, a 6-inch boot available with both soft and alloy toes. Built on a comfortable San Crispino construction, the boot is designed with a proprietary technology that delivers extreme breathability by cycling air through the boot. Set to hit stores in January, the boot is available in black and brown and retails from \$120 to \$130.

#### Tool Time

Tool maker DeWalt is stepping into the footwear market as part of a licensing agreement with Memphis, Tenn.-based Radians Inc., manufacturer of protective gear for the work and performance sport markets. Available for men and women, the line of Goodyear-welted shoes and boots includes soft- and steel-toe styles (at left). The boots feature such proprietary comfort systems as Toughtech, a lightweight, injection-molded construction with a foam insole; Duratech, done on a strobel construction and featuring a lightweight EVA-molded midsole and TPU heel support; and Flextech, which is built around flex channels. The entire offering is designed with removable footbeds, padded collars and oil- and slip-resistant outsoles. Available for immediate delivery, the line retails from \$75 to \$96.

#### Ladies Only

This spring, women will be treated to the same features and benefits in their work boots as men, when Harley-Davidson rolls out a women's version of its Goodyear welt-construction Relief boot. The 6-inch boot (at left) is built on the Rockford, Mich.-based brand's new ShockAbsorbers Twin Pad outsole, a two-part comfort system introduced in a men's model for fall '07. It incorporates twin pads in the heel and forefoot of the outsole for shock absorption and energy return, while also providing total foot support and stabilization. To further enhance the comfort, there is a removable, shock-absorbing dual-density polyurethane footbed and lightweight, flexible polyurethane midsole. Set for an April delivery, the boots will retail for \$120 and come with a 30-day comfort guarantee.

#### Warming Trends

Timberland Pro, based in Stratham, Mass., is keeping workers safe and warm this fall with the introduction of a series of boots featuring a heat retention system, designed for those who work in cold environments. The new Thermal Force waterproof boots provide warmth without adding bulk through the integration of a range of insulating materials strategically placed in critical areas. Components include a lightweight, space-saving, nanoporous-based

## WORK: BUZZ; COMFORT QUOTIENT...TOOL TIME...LADIES ONLY

Aerogel insulation that is incorporated into the toe area on both soft- and steel-toe styles; a SympaTex Reflexion aluminized membrane that reflects radiant heat back to the foot; and 3M's Thinsulate Zone insulation, used throughout the upper. Underneath is Timberland Pro's cold-formula Ice Trax rubber outsole, which maintains flexibility longer in cold conditions than alternative materials and is both oil- and slip-resistant. The boots, available in men's 6- and 8-inch styles, retail for \$170 a pair. Delivery is immediate.

### Bottoms Up

Spring '08 marks the launch of the Newcastle MultiShox waterproof steel-toe electrical hazard hikers from Rockford, Mich.-based Wolverine World Wide. The low and mid-height models for men feature the brand's proprietary MultiShox technology, built around individual compression pads incorporated into the outsole that absorb impact and energy with each step. A Vibram lug bottom provides increased durability and stability on hard surfaces. Uppers are done in waterproof nubuck with waterproof mesh linings. For a customized fit, the comfort gel insoles are removable. Set to hit stores next month, the boots will retail from \$130 to \$150.

### Weather Update

The rain won't get in the way of law enforcement workers doing their job, thanks to the rollout of Salida, Calif.-based Original S.W.A.T.'s most advanced waterproof boot to date, the Air All-Leather Tactical Waterproof. Weighing just 44 ounces per pair, the boots feature the brand's proprietary Metro Traction air sole technology for superior comfort. The upper is designed with an internal waterproof breathable membrane, while the side zipper is Velcro tabbed and gusseted to keep out water and debris. The footbed foundation consists of a lightweight, riveted steel shank sandwiched between two flexible lasting boards for superior lateral stability and torsional strength, and then topped with a removable molded orthotic. Offered in D and triple-E widths, the boot retails for \$100 and is available for immediate delivery.

### Lights On

Magnum USA, a division of Longmont, Colo.-based Hi-Tec Sports USA, is bringing a new approach to job safety with the introduction of a five-style series of men's work boots incorporating Viz-Lite reflective technology. Already in use in Europe, Viz-Lite is designed to reflect light from auto headlights and flashlights, making the wearer more visible. The boots also feature water-resistant uppers, moisture-wicking linings, steel toes, lightweight cushioned EVA midsoles and slip- and oil-resistant outsoles. The collection, slated to hit stores in March, will retail from \$75 to \$110.

### Double Duty

Michelin Footwear, distributed by Nelsonville, Ohio-based Rocky Brands, is putting the focus on outsoles with its new HydroEdge, a collection of boots (at right) geared toward heavy industrial workers. Inspired by the tread design of Michelin's HydroEdge tires, the boots' bottoms incorporate the brand's 02F air-flow technology, which is built around a vent in the midsole that allows air to move into the boot while keeping water and debris out. During walking, the vent pumps air through channels under the foot and through perforations in the footbed for maximum circulation and breathability. The collection also features an exclusive Advanced Rear Suspension system, whereby a special insert under the heel absorbs shock with each step. Select styles also feature steel toes, electrical hazard specifications and puncture-resistant insoles. Retail prices range from \$119 to \$139. Delivery is slated for March.

In a separate move, Dickies Footwear, licensed and distributed by Rocky, is targeting today's young work force with a new collection of steel-toe skate shoes, part of the brand's OneDesign collection of trend-driven slip-resistant footwear. Slated to hit stores in March, the line retails on average for \$60.

### To the Extreme

**CAT Footwear**, headquartered in Rockford, Mich., is launching two heavy-duty work collections for spring '08. The new SRX Extreme Slip Resistance series features outsoles designed to surpass industry safety standards. The bottoms have a ladder-grip design that provides secure footing in the most unstable situations. And keeping comfort



## WORK: BUZZ; COMFORT QUOTIENT...TOOL TIME...LADIES ONLY

in mind, the boots are built on a new FlexTex construction. Available in both advanced alloy safety and soft-toe styles, the line retails for \$95 to \$105. The new Resonate package, meanwhile, targets today's heavy-duty laborers with models featuring outsoles made of CAT's proprietary Extended Wear compound, which provides extreme abrasion, heat and slip resistance. The boots are designed with reinforced toes and uppers treated with reflective materials for low-light situations. Offered in both 6- and 8-inch versions, the boots retail for \$110 to \$120. All product is available for January/February delivery.

### Sole Mates

Mississauga, Ontario-based Terra Footwear is creating buzz with the introduction of bottoms developed in conjunction with Vibram. Terra has teamed up with the Italian company to develop an exclusive outsole manufactured with the Vibram Fire & Ice compound. Used on both the Kelvin, an 8-inch style, and the Fahrenheit, a 10-inch style that also features a Gore-Tex bootie, the new outsole is designed to follow the biomechanical walking motion of the foot, while also providing protection in various temperatures. Combined with Terra's injection-molded polyurethane midsole, the styles provide slip resistance and enhanced traction, and both feature steel toes. Available for immediate delivery, the Fahrenheit retails for \$270 and the Kelvin for \$195. Moving into spring '08, the Vibram story continues with the rollout of a series of athletic-inspired styles (at right) that sport outsoles that are oil-, abrasion- and slip-resistant. Select styles feature Gore-Tex linings, aluminum toes and flexible, puncture-resistant Lenzi plates. The shoes retail for \$130.

**Load-Date:** November 6, 2007

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End of Document

# EXHIBIT 11

## [George Hayward: 35 Years and Counting](#)

Occupational Hazards

March 1, 2008

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**Section:** Pg. 64F

**Length:** 975 words

**Byline:** By Michael Keating

### **Body**

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Who, in the safety industry, doesn't know George Hayward? Here at EHS Today, we count on him to keep us informed about the comings and goings of distributor reps, product managers, marketing professionals and everyone else connected to the business side of safety. George knows everyone. And George not only knows the safety industry, he's one of its biggest boosters.

George is president of United Sales Associates (USA), a group of manufacturers' representatives for producers of industrial safety products in the industrial safety, construction, sanitary maintenance and fire markets. Headquartered in Cincinnati, Ohio, USA serves Ohio, Michigan, West Virginia, Indiana, Kentucky, Tennessee, Western Pennsylvania and Western New York.

George started his career in safety in 1972 at Edmont-Wilson (now Ansell Protective Products) as a territory manager. He moved to Standard Glove (now Fisher Safety) in 1977 as a sales representative and became a sales manager at West Chester Marketing from 1979 to 1982. On Oct. 1, 1982, George formed United Sales Associates.

He also served as executive director of the Safety Equipment Manufacturers Agents' Association (SEEMA) from 1986 to 2001 and was that organization's first president. He currently serves as the director of District 4 and the manager of international development for the Manufacturing Agents' National Association (MANA) & VP EXcom IUCAB (International Union of Commercial Agents & Brokers <http://www.iucab.nl>).

EHS Today decided to pick George's brain and find out what he sees as the trends and challenges facing the safety industry in 2008.

**Keating:** What safety product lines are hot in 2008?

**Hayward:** Gosh, lots! It depends on the industry type. Safety: Homeland Security, FR clothing. Construction: Fall protection, gloves, tempered water emergency eye wash, hazmat cabinets, high-end hazardous material suits, drug testing. Medical: hospital inflatable buildings.

**Keating:** With talk of a recession, are you seeing any effects yet on safety spending?

**Hayward:** Actually, not yet. We had an excellent 2007. Tax-based spending will hurt those jobs depending on it.

**Keating:** Now that OSHA finally has issued its standard calling for employers to pay for PPE, do you expect any effect from that?

**Hayward:** I believe more personnel will be in compliance with correct products coming from the employer. Dollar volume should increase as products will be supplied mostly by authorized distribution.

**Keating:** It seems more rep firms are branching into training and other services. Is USA getting involved in those areas?

**Hayward:** USA has been heavily involved in training for many years and continues to invest in this area. We currently own two vehicles specifically set up for on-site training, and they are regularly utilized. Each product category has its own support needs, and we see training or on-site assessments as being a primary driver of our success.

**Keating:** Do you see any nontraditional markets for PPE?

**Hayward:** We see nontraditional shifts of industrial products into retail sporting goods products. (i.e., football team logo'd hard hats, gloves, shoes, etc). Also, "brand" names (i.e., **CAT**) on **boots** or rainwear.

**Keating:** Do you have any concerns over quality of imported PPE products?

**Hayward:** YES! But, I believe, if sourced properly through real "brand" vendors, it reduces the risk of non-standard products.

**Keating:** What's new in United Sales Associates' print or online catalogs?

**Hayward:** We have several online catalogs on our Web site. [We have] "Value Added Directory," "Utility," "Fire Haz Mat" and "What's New?" so far. "Construction" is next...

**Keating:** United Sales Associates has memberships in many professional associations. Are safety association memberships a valuable asset for companies like USA?

**Hayward:** Obviously we feel trade associations, not necessarily just safety associations, are valuable to us as well as other rep agencies. In addition to the safety associations, we are members of several specific professional associations, also. Not just paying members, we are very involved with many of those associations. Why? To learn, to promote safety, to give back, to "pay forward" (Woody Hayes), to participate, to teach, to network, to support, to join in, to promote ethics, to benefit from programs ... just a few [reasons] that come to mind.

*Contact EHS Today Research Editor Mike Keating at [michael.keating@penton.com](mailto:michael.keating@penton.com) or (216) 931-9657 if you would like your organization profiled in OH EHS Today. We would like to profile safety equipment manufacturers, distributors, rep firms, trade associations or other workplace safety-related organizations.*

### **United Sales Associates By the Numbers**

The combined inside and outside sales force of 20 at United Sales Associates (USA) is complemented by a support staff of 10 additional employees. USA's sales team has more than 200 years' combined experience in industrial safety sales.

#### **Sales Force by the Numbers**

Average number of years with USA: 12 years

Average number of years in the industrial safety industry: 18 years

Average number of years in sales: 20 years

Average age: 46 years

Number of CPMRs: 4\*

Number of CSPs: 1\*\*

Number of QSSPs: 5\*\*\*

\* Certified Professional Manufacturers' Representative

\*\* Certified Sales Professional

\*\*\* Qualified Safety Sales Professional

**USA VISION STATEMENT:**

To become the ultimate resource for safety products in the distribution channel.

**USA MISSION STATEMENT:**

To provide maximum economic value added within the distribution channel.

**USA CORPORATE STATEMENT:**

United Sales Associates' business purpose: To attract and retain key customers (distributors), key principals (manufacturers) and key end users and personnel.

**USA OBJECTIVE:**

Committed to be the most successful marketing/sales agency in industrial safety products through various markets (safety, construction/industrial, sanitary maintenance and fire).

**Load-Date:** September 5, 2008

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# EXHIBIT 12

## **New Products**

Pipeline and Gas Journal

January 1, 2009 Thursday

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**Section:** Pg. 77; Vol 236; No. 1; ISSN: 00320188

**Length:** 1683 words

**Byline:** Anonymous

**Dateline:** Dallas

### **Body**

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#### **ABSTRACT**

**Cat Footwear** has introduced what it terms the world's first industrial footwear featuring d3o(TM), a revolutionary material for flexible impact protection. In partnership with the d3o(TM) lab, **Cat Footwear** said it is launching the first flexible external metatarsal guard workboot featuring d3o(TM) technology during 2009. This technology is described as a patent- ed, shock-absorb- ing material with intel- ligent molecules that flow as you move.

#### **FULL TEXT**

Send for information

PFERD Inc.

PFERD is introduc- ing what it describes as a totally new pat- ented system for changing grinder discs that not only further reduces change-uptime by 75% but also improves grinding pro- ductivity. The Combiclick® discs just click into place when presented to the backing pad. One clockwise rotation locks the disk into place. The company says the system virtually eliminates disc curling and the backing pads are engineered with increased air circulation. Almost 100 different Combiclick discs are available in three diameters - 4 1/2inch, 1/2 inch, 5-inch, and 7-inch, in five grain choices. 800-342-9015, [www.pferdusa.com](http://www.pferdusa.com).

Pipeline Inspection Company Ltd.

Pipeline Inspection Company Ltd. offers a brochure illustrat- ing its line of SPY® pig-tracking products for mainline transmission lines, gath- ering lines, subsea lines, munici- pal gas, water and wastewater lines and the refining and process industries. Information includes transmitter dimensions, signal life, pickup ranges, operating pressures, temperatures and minimum pipe-bend capabilities. It includes mounting options and accessories. PTRs for locating SPY transmitters are included. These transmitter-locating devices are portable and capable of producing a visual and audio output. They can be provided for 10,000-foot subsea applications. John Graham, 713-681-5837, [www.picltd.com](http://www.picltd.com).

The Lincoln Electric Company

Lincoln Electric announces the addition of the new Excalibur® 7028 low-hydrogen stick electrode to its premium line of Excalibur mild steel stick electrodes. The 7028 is designed specifically for high depositions in flat and

## New Products

horizontal positions. It offers the same superior characteristics of the Excalibur line with the enhanced capabilities of higher deposition rates and increased travel speeds. Lincoln says the excellent arc characteristics of 7028 give welders the ability to deposit fillet and lap welds without undercutting, while the superior operability makes it easy to repeat high quality, consistent welds. 888-355-3213, [www.lincolnelectric.com](http://www.lincolnelectric.com), Bulletin E3.37.

### Phoenix Contact

Phoenix Contact's new RAD-ISM-900-ENBD is an industrial radio transceiver designed to bring ethernet or serial data onto IP-based networks from remote locations, even in high interference environments. The transceiver uses the MOTR-9T radio platform, a one-watt, frequency-hopping spread spectrum (FHSS) transceiver. It operates in the license-free 902928 MHz ISM band. With the MOTR-9 radio, the user can configure over-the-air data rates up to 500 kbps. Adjustable packet sizes maximize data speed and minimize latency. The radio also incorporates selectable 128/192/256-bit AES encryption to prevent unwanted intrusion and keep data secure. Multiple wireless communication streams allow simultaneous Ethernet, I/O control, and serial ASCII device communications, all from a single radio without external gateways or additional serial wireless converters. 800-888-7388, [www.phoenixcontact.com/usa\\_home](http://www.phoenixcontact.com/usa_home).

### Above Ground Markers

The Wireless Acoustic Pig Tracker is a new modular design that allows a wireless connection between the geophone (included) or wide band omni-directional ground coupled microphone and the user. No more messy coils of wires as normally used with acoustic trackers. The listener has several options - Bluetooth® earphone, high-quality Headphone, or an optional Cab Unit with connections for a car radio MPEG® Auxiliary jack or even a regular wired headphone. The Cab Unit extends the range of up to 150 feet and provides a "you forgot the sensor" warning alarm. The Audio Control Center program provides a host of adjustment features. 832-467-3399, <http://www.abovegroundmarker.com>.

### International Paint LLC

International Paint LLC, an AkzoNobel company, has introduced Intertherm® 898 CSA, a two-component cold spray aluminum coating system specifically designed to help protect piping from corrosion and a wide range of temperatures with a single-coating solution. The metallic flake pigmented coating is described as ideally suited for new pipe fabrication because of its flexibility in offering protection in temperature scenarios ranging from -265 to 1,050 degrees Fahrenheit, effectively eliminating the complex, time-consuming and costly task of specifying different paint systems when coating high volumes of insulated and uninsulated pipes. The patented resin-based, single coat, high build system is said to also offer protection against corrosion under insulation (CUI) and can be applied using standard spray techniques and equipment. 800-525-6824, [www.internationalpaint.com](http://www.internationalpaint.com), [www.coldsprayaluminum.com](http://www.coldsprayaluminum.com).

### MSA

MSA says its well-proven ULTIMA XE gas monitors with display are now available with Highway Addressable Remote Transducer (HART) field communications protocol. HART provides two-way digital communication between intelligent field instruments and host systems. Increased sensor data as well as convenient set-up, calibration and diagnostics can be offered for better management of plant assets. HART features two simultaneous communication channels: the 4-20 mA analog signal and a digital signal, enabling the user to perform setup, calibration and diagnostics from any point along the 4-20 mA line. With ULTIMA XE gas monitors the user has multiple calibration options: the handheld HART communicator, a laptop which communicates via dedicated HART software and the ULTIMA controller or calibrator. 800-672-2222, [www.msa-europe.com](http://www.msa-europe.com).

### Azima DLI

Azima DLI, announced the latest version of its rugged, four-channel diagnostic data collector and real-time analyzer, Azima DLI DCX(TM). It empowers vibration analysts to record, collect and analyze vibration information



## New Products

directly from the latest military-grade Tablet PC manufactured by DRS Tactical Systems. Unlike traditional collectors, the tool provides users with a software suite that remotely records and analyzes vibration data. Automated data analysis tools can then compare the recordings to historical information and relay the findings in plain language to the vibration analyst, [www.azimainc.com/dcx/dcx.pdf](http://www.azimainc.com/dcx/dcx.pdf).

### Glasforms

Glasforms is setting its sights on the groundmounted flexible pipeline and gas utility marker industry. It now offers marker posts and delimiters for a wide range of utility applications. Glasforms has been manufacturing fiberglass products for more than 30 years and has more than 20 pultrusion machines at its manufacturing facilities in Alabama and California. The company makes decals to order which can be applied to the marker at no additional charge. 408-297-9300, 800-778-6002, [www.glasforms.com](http://www.glasforms.com).

### Huntingdon Fusion Techniques

According to Huntingdon Fusion Techniques, large-diameter stainless steel pipes can be purged of air quickly and easily - with reported savings of up to 90% in purge gas requirements - using a British-made weld-purging system. The Argweld® Quick Purge is said to typically purge a 36-inch pipe joint to below 0.1% oxygen in less than 10 minutes, with faster purging for smaller pipes. Savings in time and purge gas consumption are achieved by reducing the volume purged. Two argon-expanding dams are positioned inside the pipe or vessel, restricting the length of the purged section to approximately 3 inches on each side of the weld. A sleeve joining the dams occupies most of the pipe's inside diameter so that only the reduced space between the outer surface of the sleeve and the inner surface of the pipe needs to be purged. 44 1554 836836, [www.huntingdonfusion.com](http://www.huntingdonfusion.com).

### TerraGo Technologies

TerraGo® Technologies recently released TerraGo Mobile, said to be the first geospatial mobile application designed specifically for non-GIS users. Compatible with Windows Mobile 5 and 6 operating systems, the solution delivers interactive, intelligent maps and images in geo-enabled PDF format directly to field personnel, enabling them to collect and collaborate with geospatial data. [www.terragotech.com](http://www.terragotech.com).

### **Cat Footwear**

**Cat Footwear** has introduced what it terms the world's first industrial footwear featuring d3o(TM), a revolutionary material for flexible impact protection. In partnership with the d3o(TM) lab, **Cat Footwear** said it is launching the first flexible external metatarsal guard workboot featuring d3o(TM) technology during 2009. This technology is described as a patented, shock-absorbing material with intelligent molecules that flow as you move. Upon impact, the molecules lock together to absorb shock and resist impact. Already used in protective sports gear and military apparel, the introduction of the **Cat Footwear** ERGO FlexGuard - P89942 is the beginning of a strategic partnership for d3o(TM) in the industrial **footwear** industry. **Cat Footwear** is a division of Wolverine Worldwide, Inc. [www.catfootwear.com](http://www.catfootwear.com).

### Lincoln Electric Company

Lincoln Electric has expanded its Vista® line of auto-darkening welding helmets. The company says it has also made upgrades to the entire line's headgear, making it more ergonomic and comfortable for customer use. Red Rod(TM), the first new design, features hot rod flame graphics over candy-apple red metalflake paint. The other new design, the retro-inspired SurfRod® helmets, pay tribute to the pinstripes and matte black finish used by street rodders of the 1950s and today. Additionally, Lincoln now offers an all black helmet, ideal for factory orders and individuals who prefer a more traditional look. The company says, along with these new looks, the redesigned headgear features improved ventilation along with fore and aft adjustments for a more individualized fit. 888-3553213, [www.lincolnelectric.com](http://www.lincolnelectric.com), Bulletin E3. 115.1

New Products

**Load-Date:** September 5, 2016

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# EXHIBIT 13

## Stimulating Work

Footwear News

April 13, 2009

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**Section:** 1; Pg. 18; Vol. 65; No. 14; ISSN: 0162-914X

**Length:** 851 words

**Byline:** Barbara Schneider-Levy

**Highlight:** President Obama's plan to rebuild America's infrastructure will likely mean a new crop of blue-collar jobs — and more customers for the workboot market.

### **Body**

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Washington is hoping its \$787 billion economic stimulus package will help jump-start the U.S. economy. And with nearly \$50 billion in funds to be allocated within the next year to rebuild the nation's infrastructure, an initiative expected to create 400,000 new jobs, the workboot industry is excited that it could lead to new sales.

"I hope and pray [it happens]. It's in the back of my mind," said Mike Brooks, CEO of Nelsonville, Ohio-based Rocky Brands, about the positive impact the stimulus plan could have on work boot sales. "I try to find the pluses in the package — selfish pluses." But, he admitted, "I have no idea if it will be a 1 percent or a 10 percent increase."

Marshall Davis, marketing specialist for Rockford, Mich.-based Wolverine, also is unsure of the direct impact on sales, but he said he's optimistic it will be a considerable one. "They are projects focused on construction jobs that typically require work footwear," he said, noting that the labor pool will be a mix of seasoned professionals and newcomers buying their first pair of workboots.

With such a large group of workers to tap into, Red Wing Shoes in Red Wing, Minn., is aiming to lure in consumers. According to Maurice McClurg, global work marketing manager, the company will target these consumers through a new campaign, slated to kick off this summer, that will celebrate the return of workers to the job. "Red Wing is proud to support American workers returning to work under the stimulus package," McClurg said.

While most Americans are spending less, vendors and retailers still expect workers to opt for higher-end product that delivers safety, performance and longevity. Jim O'Connor, senior director of product and marketing for Stratham, N.H.-based Timberland Pro, said that even in the current economy, the brand's business has been trending up, with high-single-digit growth over the past several years. "In tough times, people go for something that will last, [especially] if it's a tool for their job," he said. For fall '08, Timberland Pro introduced Endurance, a more premium-priced line — retailing for \$130 to \$170 — made up of general-use boots with anti-fatigue technology. Based on the positive reaction so far, O'Connor said the series will be expanded for fall '09.

Better-grade footwear also has been a sweet spot for John Deere Boots. Wayne Wilson, managing director for the Clarksville, Tenn.-based company, said that in other tough times, workers traded up for work gear. "In similar economic conditions in the 1970s and late 1980s, we found that when the economy takes a dip, the worker doesn't

## Stimulating Work

have [money to waste]. He has no loose change,” Wilson said. “He needs quality footwear that will get him through his work week.”

Wilson said there are still plenty of workers on job sites around the country. Unemployment, he noted, traditionally averages 4 percent. Even with the additional 3.5 percent due to recent economy-driven layoffs, roughly 93 percent of Americans are employed. “We still have people working, and they want a better product.”

Kelly Ballou, marketing manager for Rockford, Mich.-based ***Cat Footwear***, agreed. “Guys [will be] buying one pair,” she said. “And they’re not shopping at Wal-Mart — they will be going to brands they trust and not to someone new to the market. They want footwear they can depend on for the long haul.”

Cat is known for traditional work shoes and boots for general laborers in the construction industry, but the brand will expand its offering to meet the needs of a new labor force, Ballou said. “We are going back and looking at classic steel-toe work boots and what we can do to make a better-performing and quality product.”

Retailers also are looking forward to an influx of blue-collar customers. Brian Jensen, footwear buyer for Seattle-based Worldwide Inc., a buying group co-op with a membership of 250 independent retailers focused on the work and outdoor markets, said he is optimistic about how an increased labor force will affect the industry at large. “If the work load increases and contractors have been granted their bids, [their] employees will feel more comfortable about purchasing a pair of boots,” he said. And, he added, planned roadway projects could mean multiple-pair purchases: Concrete workers, for instance, would need a pair of traditional work boots when preparing an area for concrete, and the next day would require a pair of rubber boots when pouring it.

“There’s no question the stimulus bill will generate infrastructure and construction jobs, and workers will need footwear and apparel,” said Stephen Anisdel, COO of South Bend, Ind.-based Working Person’s Store and Workingperson.com. “Companies that are specialists in these categories are well positioned to serve that need.”

According to Anisdel, his company caters to workers in the construction industry, offering higher-end footwear with features such as metatarsal guards and waterproofing. “Workers view this kind of footwear as tools,” he said. “[They’re] not buying a cheap wrench. Quality lasts longer. [Their footwear] is protecting their body, after all.”

## Graphic

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Picture, Working Person’s Store

Picture, John Deere’s electrical-hazard steel-toe boot

Picture, Timberland Pro’s Endurance style.

**Load-Date:** June 1, 2009

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End of Document

# EXHIBIT 14

## **SHOP TALK**

Footwear News

October 12, 2009

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**Section:** 1; Pg. 8; Vol. 65; No. 39; ISSN: 0162-914X

**Length:** 682 words

**Byline:** Lindsay E. Sammon

### **Body**

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#### **Doc Goes Pop**

Dr. Martens is the latest shoe company to get in on the pop-up game.

Last week, the boot company bowed a pop-up shop in Seattle, a few blocks from Pike Place Market. The store looks much like a warehouse, with raw wooden, crate-like displays, brick walls and fluorescent industrial lighting. It offers the brand's full line for men and women, including limited-edition product such as the Stussy Deluxe and Vintage collections.

The company plans to open pop-up stores in other cities around the country, based on the success of the temporary shop it opened in East London last month.

"The economy has led to some attractive lease options in key markets," said Kimberly Barta, VP of marketing for Dr. Martens. "Pop-up retail allows for a direct connection and ongoing conversations with consumers. It becomes more than a store, it becomes an event space where the brand's heritage in music, art and fashion can be linked with influencers in each city." Barta said the store could also serve as a laboratory for testing new product.

#### **Second Time Around**

After unveiling a pop-up store at 125 Rivington St. in New York in February, Vane and Sebago are setting up shop there again. The store, which opened last Friday, features exclusive footwear for Vane from the Legendary Raw Collection of **CAT Footwear**, as well as Sebago's Docksides boat shoes and classic loafers.

"[The first pop-up shop] was a tremendous success," said Mike Wall, director of sales for Sebago. "We weren't looking to do it again, nor did we have the agenda to, but the location came up again and it's such a cool part of town. The Generation Y customer we're after is right in that neighborhood."

Wall added that the pop-up concept, located down the street from Alife Rivington Club, helps drive traffic despite consumers' resistance to spending. "When people know it's short-term, they want to get to the store as soon as possible," he said. "Last time, the Vane products sold out. Those kids are looking for iconic product with a twist to it, so when this opportunity came up, we had to take it [again]."

#### **Over the Top**

## SHOP TALK

The Marina Bay Sands, a luxurious resort in Singapore currently under construction, has announced a lineup of high-fashion retailers, set to open during the first half of 2010.

Louis Vuitton will bow a glass-and-steel "island" store designed to seemingly float on the water in front of the Marina Bay Sands. Guests will be able to access the store through an underwater tunnel that connects to the rest of the resort.

The Marina's main shopping center will boast about 300 stores, including Prada, Burberry, Chanel, Yves Saint Laurent and Bally, among others.

Despite the economy, retailers are rushing to fill the space, said David Sylvester, VP of Asian retail for Las Vegas Sands Corp., which is developing the property. "Those brands believe that an integrated resort offering everything from shopping to theater and gaming to conventions will attract new customer segments to Singapore," he said. "While the economy is showing signs of improvement around the world, we see considerable confidence from customers in Asia, and that's where most of our customers will come from."

### **Terra Plana's Eco Oasis**

Terra Plana celebrated last Thursday the official opening of its new Nolita shop in New York, which features the brand's full range of collections.

Sabra Ellingson, the company's director of operations for North and South America, said that while Terra Plana had a great retail spot on Elizabeth Street, she had been hoping to snag an even larger location. So when the 2,200-sq.-ft. space at 254 Elizabeth St. became available just two doors down, she jumped at the opportunity to move.

"All the remodeling has an eco-friendly story," said Ellingson. "The paint is eco-friendly, we used energy-efficient lighting, even our kitchen area uses energy-efficient electronics and appliances." Much of the space was constructed from reclaimed wood, including fallen tree stumps gathered in New Jersey.

The new boutique also houses corporate offices for Terra Plana.

Send retail news to [lindsay\\_sammon@condenast.com](mailto:lindsay_sammon@condenast.com)

**Load-Date:** October 30, 2009

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End of Document



# EXHIBIT 15

## product NEWS

ISHN

December 1, 2011 Thursday

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**Section:** Pg. 42; Vol 45; No. 12; ISSN: 87552566

**Length:** 1718 words

**Byline:** Anonymous

**Dateline:** Troy

### **Body**

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#### **ABSTRACT**

Mike Rowe, host of Discovery Channel's popular television show 'Dirty Jobs,' teamed up with **Cat® Footwear** to produce a signature series of work boots and shoes under the name 'Mike Rowe Works by **Cat Footwear**.' The series includes classic 6- and 8-inch work boots, a hybrid boot, as well as a rugged casual shoe option. Each style is made with the rugged quality materials that Cat is known for, with select styles available in steel toe versions.

#### **FULL TEXT**

##### **ADDED TRACTION**

New from Yaktrax, Traction 360° provides traction on wet and greasy floors. The unique design will ensure a secure fit on any type of footwear. Wear your favorite footwear with the added "Good Year" traction that provides slip resistance comparable to any slip-resistant footwear on the market. Implus Footcare, [www.implus.com](http://www.implus.com), (800) 446-7587. Circle 239

##### **HAZMAT TRANSPORTATION TRAINING**

Summit Training Source's new online program, Transportation of Dangerous Goods, addresses the Transportation of Dangerous Goods Regulations in Canada by making sure employees understand that knowing how to transfer these materials safely can and will save lives. Summit's program includes expert content, video, state-of-the-art animation and utilizes real-life interactions based on scenarios presented in the course. Summit Training Source, [www.safetyontheweb.com](http://www.safetyontheweb.com), (800) 842-0466. Circle 242

##### **NEW BALACLAVAS**

Ergodyne has expanded its N-Ferno® Warming Product Line to include four new N-Ferno® balaclavas. These additions further enhance the N-Ferno® balaclava collection, resulting in a full line of protection for any need or application. Providing warmth and comfort when battling winter elements, each model offers a unique set of features and benefits. Ergodyne, [www.ergodyne.com](http://www.ergodyne.com), (800) 225-8238. Circle 240

##### **5S SHADOWBOARD**

## product NEWS

Accuform's version of a 5S shadowboard, Store-Boards(TM) are a vital aspect of the visual workplace and complement any 5S or lean initiative. Eliminate wasted time searching by showing employees exactly where tools should be found or replaced. Use legends for designated areas or to avoid cross-contamination. Accuform Signs, [www.accuform.com](http://www.accuform.com), (800) 237-1001. Circle 241

### FALL PROTECTION HARNESS

Fallogic(TM) harnesses exceed ANSI standards by 30 percent, the manufacturer says, offering stronger, lighter products that resist abrasion and other jobsite elements. Other innovations include permanently attaching an E6 rated lanyard to the Maximus(TM) specialty harness rated for a 386-lb. weight limit, so the worker using the harness is always outfitted with the properly rated harness/ lanyard combination. U.S. Safety, [www.ussafety.com](http://www.ussafety.com), (800) 821-5218. Circle 243

### WORK BOOTS

Mike Rowe, host of Discovery Channel's popular television show 'Dirty Jobs,' teamed up with **Cat® Footwear** to produce a signature series of work boots and shoes under the name 'Mike Rowe Works by **Cat Footwear**.' The series includes classic 6- and 8-inch work boots, a hybrid boot, as well as a rugged casual shoe option. Each style is made with the rugged quality materials that Cat is known for, with select styles available in steel toe versions. **Cat Footwear**, [www.catfootwear.com](http://www.catfootwear.com). (800) 699-7375. Circle 244

### AUTOMATED EXTERNAL DEFIBRILLATOR

The Lifeline PRO automated external defibrillator (AED) provides professional responders with full manual control over shock energy and shock delivery. In manual mode, the ECG is clearly shown on the PRO's large, brightly lit, high-resolution color display, and the user can select the energy level and decide when to initiate charge and shock. In AED mode, the PRO can display either an ECG or step-by-step video instructions for performing defibrillation, chest compressions and rescue breathing. Defibtech, [www.defibtech.com](http://www.defibtech.com), (203) 453-4507. Circle 245

### LOCKOUT/TAGOUT SOLUTIONS

At Airgas, we offer Brady's complete line of lockout/tagout compliance solutions, and much more. With over 875 stores nationwide and thousands of sales reps, we can work with you one-on-one to make sure you have the lockout devices and safety tools to comply with OSHA's lockout standards. Brady Corp., [www.airgas.com](http://www.airgas.com), (800) 541-1686. Circle 238

### PROTECTIVE EYEWEAR

Encon Safety Products announced a new strategic agreement with Guard-Dogs Aggressive Eyewear®. This partnership will allow Encon® to market the Guard-Dogs Aggressive Eyewear® products, exclusively, in the industrial market segment, creating a wider brand presence and more innovative products for anyone exposed to a harsh work environment. Encon Safety Products, [www.enconsafety.com](http://www.enconsafety.com), (800) 283- 6266. Circle 246

### SAFETY EYEWEAR

Designed to look less like safety eyewear and more like popular, everyday glasses, Metro(TM) will help employers increase PPE compliance on the job. Metro offers a choice of four attractive frame colors that allow both men and women to express their personal style. All frames have a unique, polished appearance and come with a variety of lens options, including anti-fog and reflective mirror options. Gateway Safety, Inc., [www.gatewayssafety.com](http://www.gatewayssafety.com), (800) 822- 5347. Circle 247

### HARD HAT

Honeywell Safety Products has introduced the Fibre- Metal Roughneck P2A Hard Hat for extreme work environments. Through advanced design and materials, the Roughneck P2A delivers uncompromised protection in

## product NEWS

a lightweight design that ensures all-day comfort. Ideally suited for workers on construction sites and heavy industry jobsites such as steel plants, foundries, forges, fabrication shops and chemical plants, the Roughneck P2A is stronger and more durable than common high-density polyethylene (HDPE) cap shells. Fibre-Metal by Honeywell, [www.fibre-metal.com](http://www.fibre-metal.com), (800) 430-4110. Circle 248

### SMALLER EARPLUGS

Honeywell Safety Products has introduced MAX® Small earplugs, an extension to the flagship Howard Leight® MAX single-use earplug family. MAX Small's reduced size offers people with smaller ear canals a more comfortable fit and high attenuation (NRR 30). MAX Small has the same bell shape and patented varied-cell polyurethane foam as the standard MAX earplug, though 20 percent smaller in geometry. Howard Leight/Honeywell Safety Products, [www.howardleight.com](http://www.howardleight.com), (800) 430-5490 . Circle 249

### BIOMETRICS HARNESS

RAE Systems' groundbreaking BioHarness provides safety managers with real-time visibility into the physical status of personnel operating in high stress and extreme environments. By monitoring vital signs and interpreting data during situations of high stress, fatigue and danger, the BioHarness helps prevent health emergencies. The non-intrusive, lightweight chest-worn strap incorporates ECG (electrocardiogram), breathing rate, temperature, posture and activity sensors. RAE Systems, Inc., [www.raesystems.com](http://www.raesystems.com), (877) 723-2878. Circle 250

### MULTI-GAS DETECTORS

Draeger has expanded its product portfolio of multi-gas detection devices for personal protection with the introduction of the new X-am 5600. Using infrared technology, the mobile device can measure up to six gases simultaneously. With its long lifespan and robust design, the X-am 5600 is ideal for use in the petrochemical industry, the utilities segment, and other industrial applications. Draeger Safety, Inc., [www.draeger.us](http://www.draeger.us), (800) 858-1737. Circle 251

### INTERNAL HUD

MSA's new M7 I-HUD Receiver for FireHawk® M7 Air Masks is worn on the inside of the facepiece, with 40 percent weight reduction compared to MSA's external HUD. New LED light patterns enhance safety and security; unit syncs with SCBA upon startup and withstands brief water splash and submersion. Easy to install and remove. MSA, [www.msanorthamerica.com](http://www.msanorthamerica.com), (800) MSA-2222. Circle 252

### PROTECTIVE IPAD CASE

The Pelican i1075 HardBack(TM) case is designed as watertight/ crush-resistant armor for the iPad and iPad 2. Developed in a unique partnership between Pelican and BMW Designworks, the case fits in most soft bags and features a special molded foam system designed to protect and secure the iPad or iPad 2, along with an Apple Bluetooth wireless keyboard, a power adapter, ear buds and download cables. Pelican Products, Inc., [www.pelican.com](http://www.pelican.com), (800)473-5422. Circle 253

### OSHA TRAINING GUIDE

The new edition of the OSHA Training Guide features the most current safety training information, compiled and explained in everyday terms. The latest edition includes a new training module on confined spaces, with regulatory requirements, tips, misconceptions, and more for trainers, along with handouts, quizzes, and Toolbox "refresher" meeting materials for trainees. Blue Gavel Press, [www.bluegavel.com](http://www.bluegavel.com), (800) 417-2669. Circle 254

### AREA LIGHT & SPOTLIGHT

FoxFury Lighting Solutions has upgraded its 4000 torch lumen Nomad 4000 LED Area-Spot Light, which is 400 lumen brighter than the Nomad 3600 released last year. The cordless and rechargeable Nomad is a portable area

## product NEWS

light and spotlight that can travel to and function in places where other scene lights cannot. FoxFury Lighting Solutions, [www.foxfury.com](http://www.foxfury.com), (760) 945-4231. Circle 255

### FLAME-RESISTANT FABRIC

DuPont Protection Technologies and Milliken & Company have launched DuPont(TM) Nomex® CXP® fabric by Milliken, an inherently flame-resistant material that helps protect against both fire and electric arc flash threats. The patented technology consists of CXP® fabric by Milliken that uses DuPont(TM) Nomex®, an inherently flame-resistant fiber and is used for supplemental personal protective apparel. DuPont Protection Technologies, [www.dupont.com](http://www.dupont.com) and Milliken, [www.milliken.com](http://www.milliken.com). Circle 256

### ANTI-SLIP TAPE

Shur-Step(TM) anti-slip tape from Pres-On® is now available in heavy-duty (60 grit) and general purpose (80 grit) designs. Low profile, high-strength and water resistant, Shur-Step tape features a self-adhesive backing that applies in seconds and adheres to any smooth, clean, dry surface. Finely ground abrasive particulates provide a sturdy footing, indoors or outdoors. Pres-On, [www.preson.com](http://www.preson.com), (800) 690-8025. Circle 257

### SOUND LEVEL METER

The CEL-630 Sound Level Meter from Casella CEL simplifies the task of measuring workplace and environmental noise. It provides the operator with simultaneous overall average decibel level results along with a time history record of the noise level with one-second resolution, as well as a frequency breakdown (spectrum) to further quantify specific noise hazards. Casella CEL, [www.casellausa.com](http://www.casellausa.com), (800) 366-2966. Circle 258

**Load-Date:** November 29, 2016

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End of Document

# EXHIBIT 16

## TODAY AT FN PLATFORM

Women's Wear Daily(WWD)

February 13, 2012

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# WWD

**Section:** WWD MAGIC; Pg. 1c; Vol. 203; No. 31; ISSN: 0149-5380

**Length:** 122 words

**Byline:** Uncredited

### **Body**

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Visit the South Hall to check out these events.

**8 to 9 a.m.: The “Dynamic” Internet: Growing Traffic and Revenue by Reducing Risk and Managing Change**

The AAFA presents a panel discussion on mitigating digital risk and growing e-commerce channels. LVCC, Room S231

**2 to 3 p.m.:** Sweet Treat Event InPlay Lounge

**2 to 3 p.m.: Meet the Designers** The roundtable discussion, hosted by FN editors, features Matt Bernson and 80%20's Cece Chin, as well as industry bloggers. LVCC, FN Booth

**4 p.m.:** Guest appearance by Mike Rowe, host of Discovery Channel's “Dirty Jobs.” LVCC, **CAT Footwear** Booth

**7 to 8 p.m.: Opening Night Party** Peter Monroy Band performs and Ron Fromm receives the first annual FDRA Lifetime Achievement Award. LVCC, FN Caf) Lounge

**Load-Date:** February 16, 2012

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# EXHIBIT 17



## *Bunking With the Stars*

The New York Times

January 23, 2014 Thursday, Late Edition - Final

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**Byline:** By SHEILA MARIKAR

### **Body**

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PARK CITY, Utah -- The leftover lobster was up to no good.

It was Sunday, the fourth night of the Sundance Film Festival, and the 10 young men and women staying at the house rented by Fingerprint Communications, a public relations firm, were feeling a little loopy. Sleep deprived and on a diet of red-velvet-flavored vodka and Red Bull, they had taken to playing with a bucket of lobsters left over from a candlelit dinner for 40 that had taken place at the house two nights before.

The handsome actor Ryan Rottman, 29, who was in Sundance to support a friend's film, stuck one in his jeans, posed for photos and solicited suggestions for a caption. ("Caught lobster at Sundance" was the crowd favorite.)

Down the hall, someone put an ear to the door of a bedroom where a couple had sneaked off to 15 minutes earlier, squealed mischievously and beckoned others to come listen, too. Upstairs, whipped cream was being sprayed on top of drinks and in people's mouths, Eminem blared, and flung beer bottle caps were stopping short of the garbage can.

Jessica Meisels, the president of Fingerprint, awoke from a nap and, with a pointed glare, began handing out trash bags. "It can get a little wild," said Ms. Meisels, whose firm organizes an Oakley snowboarding event geared for celebrities who attend Sundance. "Some mornings, I've woken up and been like" -- she motioned peaking under the covers of a bed -- "'Are you staying here?' Who are you?"

It's kind of like MTV's "The Real World," with a Hollywood-style red carpet and ski resort as a backdrop. In a ritual that plays out every January, hordes of filmmakers, celebrities, publicists, agents and assorted hangers-on descend upon Park City and, thanks to a limited number of hotel beds, many end up cohabitating in big houses that quickly turn into party lairs.

As Jackie Lann, a founder of the public relations firm the Narrative Group, put it, "It's adult spring break."

Ms. Meisels, 37, is the den mother of her company's Sundance house, a three-story stone-and-timber ski chalet overlooking Deer Valley that, during the first weekend of the film festival (which runs through Sunday), slept 12 to 15 people each night and hosted dozens more during dinner parties. The housemates were a mix of Fingerprint staff members, clients and celebrity friends of Ms. Meisels and her husband, the racecar driver Matt Halliday.

Kellan Lutz, a star of the "Twilight" film series and "The Legend of Hercules," bunked in a bedroom down the hall from the actress Krysten Ritter. "Coming here, hanging out in this environment, it's not work," Mr. Lutz said at a Saturday night dinner for his Venice Beach-inspired clothing line, Abbott + Main, which Fingerprint also represents. In addition to Mr. Rottman and Ms. Ritter, the models Chanel Iman and Ireland Baldwin were among the guests noshing on honey and truffle glazed lamb chops made by Hotel Chantelle, a Lower East Side restaurant and bar.

## Bunking With the Stars

Mr. Lutz had invited a dozen of his friends and his brother, clad in beanies and fingerless gloves, and was able to carouse freely, far away from the fan- and paparazzi-packed parties along Park City's Main Street. "If I can go somewhere to have quality time with my loved ones and some fun, it's kind of a no-brainer," he said. "And it's comfortable. At the end of the day, it's got to be comfortable."

Fostering that family vibe is a major reason that Ms. Meisels and other publicists, as well as filmmakers, actors, reporters and even movie executives, have opted to shack up in private homes during Sundance. (Ms. Meisels started renting large homes away from the Main Street hubbub five years ago, frustrated by the cramped lodging options and sidewalk crowds.)

Cost is also an issue: During the film festival, Park City hotel rates can start around \$600 a night for a bare-bones double at the Marriott and stretch well into the four figures for a suite at a luxury hotel -- and that's assuming you can find one. There are not nearly enough hotel beds for the more than 40,000 people who swarm into town for the film festival.

Of course, sleeping in the same house -- often the same room stacked with bunk beds -- with professional colleagues comes with its own challenges. Last Thursday night, at a condo shared by journalists at the base of the Park City Mountain Resort, a CNN producer contemplated how he might bring home a woman from the rapper Lil Jon's birthday party on Main Street when the bunk opposite him was occupied by someone from ABC News.

"We could always take the couch, I guess," he said.

A few years ago, Lindsay Hubbard, Fingerprint's director of hospitality, coined a term for a crawl space that female staff members would use for hooking up: the hubby cubby. "Certain people were not in their beds when they were supposed to be," she said.

And with the "work hard, play hard" attitude pervasive during the 11-day bacchanal that is Sundance, shacking up can lead to naughtier behavior.

Three years ago, two of Ms. Meisels's employees decided to let loose at Tao's pop-up nightclub before a 6 a.m. flight back to Los Angeles. When a van came to take everyone to the airport, they were nowhere to be found. They finally arrived, "reeking of alcohol," Ms. Meisels said, and made a scene while going through security, ogling a group of Mormon missionaries. They no longer work for her.

"I want my team that's working so hard to be able to enjoy themselves," Ms. Meisels said, "but if you can't act professionally, you're out."

Two years ago, a V.I.P. event planning firm hosted a party at its million-dollar Deer Valley house -- with a bedroom for cocaine use -- that was so raucous (Paris Hilton showed up at 2 a.m.), it was sued by the owner of the house for property damage and ended up having to pay \$80,000. (The firm, which did not want to sully its reputation by having its name revealed, no longer holds such fetes.)

Partying does not rule over every shared house, of course. "There are days that I don't see anyone in the house because we're all out working," said Melissa Baer of the public relations firm Sunshine Sachs, which has several clients seeking to generate buzz at Sundance, including Canon cameras, a sponsor of the festival.

Likewise, there were icicle lights, cold pizza and warm beer, but no partying at the two-bedroom Park City condo that Pivotal PR, a Los Angeles public relations firm, rented. Last Saturday around 8:30 p.m., as Main Street overflowed with people lining up to get into the 2 Chainz concert and the Grey Goose lounge, five women and two men sat with their laptops, frantically emailing editors about which celebrities attended the gifting suite it represented, filled with schwag from Sean John, ***Cat Footwear*** and Dove.

R. J. Rousso, the firm's co-president, pushed back from his computer and pressed his face into his palms. He groaned, "We have our retainer clients that are still expecting us to work; we can't tell them we can't do our weekly call because we're at Sundance."

## Bunking With the Stars

But generally, if a group of colleagues or fellow filmmakers scores a house with ample square footage, it becomes an opportunity to entertain.

As Mark Halberstein, chief executive of the online concierge service Simplenight, sees it, a private house party is more likely to be a genuine good time than some tiny club with a bouncer. His company arranges logistics for film studio executives and talent agents during Sundance. "What would you rather do?" he said. "Put up with a rude P.R. person with a clipboard saying, 'Who are you, you can't get into my dingy pop-up,' or go to a house where you'll actually have fun?"

This can mean, in the case of Fingerprint, after-parties that last all night. On Sunday night -- or was it Monday morning? -- after playing with the lobsters and going dancing at Tao, the housemates still standing shuffled to the den to listen to Lorde and play Heads Up, an iPhone trivia game. Two women found a puzzle of the Milky Way galaxy and dumped the pieces out on the carpet. "You guys are really doing this, huh?" Mr. Lutz said in disbelief.

The beer and vodka flowed, guests clomped up and down the stairs, a tall blonde in a midriff-baring shirt scrounged through the kitchen looking for a lighter and pizza. There was talk of Lindsay Lohan coming (she appeared at Sundance to announce her new film, "Inconceivable," but didn't stop by). A van of six more revelers showed up at 4:30 a.m.

"What is this place?" a guy in a fedora said in awe, taking in the massive great room. When no one answered, he wandered downstairs in search of a cigarette.

Even for the hardiest partyers, it was way past everyone's bedtime. There were still seven more days of the festival. Curled up on the couch in pajamas, Melissa Kubrin, Fingerprint's director of corporate communications -- at 31, she calls herself the firm's "Jewish mother" because she loathes going out -- was feeling the effects of sleep deprivation. "You know what? Next year, I'm going to get a hotel room by myself," she said, jokingly.

Her colleague Alex Sclavos, nestled by her side, perked up and put down her iPhone. "Can I come?" she said.

<http://www.nytimes.com/2014/01/23/fashion/Sundance-Stars-travel.html>

## Graphic

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PHOTOS: Above, a Jan. 17 party at the house rented by Fingerprint Communications for the Sundance Film Festival mixed up celebrities, sponsors, athletes, publicists and assorted hangers-on, including Kellan Lutz, who was staying there, and Ireland Baldwin, top right

and Chanel Iman, in hat above left. (E1)

Group hug: an after-dinner portrait at the Fingerprint Communications house included its president and den mother, Jessica Meisels, at front

the model Chanel Iman, second from right

and Kellan Lutz and Ireland Baldwin, top right. Below, the team from Pivotal PR at work. Bottom, from left, Matt Halliday, Seth Levine, Mr. Lutz, Ryan Rottman and Tanner Beard at a Tao pop-up party. (PHOTOGRAPHS BY CASEY KELBAUGH FOR THE NEW YORK TIMES) (E6)

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# EXHIBIT 18

## Cozy Up

Seventeen

November 1, 2014

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### **Body**

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FALLING TEMPS SHOULDN'T PUT A FREEZE ON YOUR STYLE! NOT A PROB WITH THESE HOT NEW TRENDS.

#### **FADED DENIM**

ON MODELS: (GIRL ON LEFT) **LEATHER MOTO** Lucky Brand. **FADED BUTTON-DOWNS** Silver Jeans Co., \$78, <http://www.silverjeans.com>. **SKINNY JEANS** Levi's, \$78, <http://www.levi.com>. **LEOPARD SLIP-ONS** Forever 21, \$25, select Forever 21 stores and <http://www.forever21.com>. GIRL IN CENTER: **DENIM VEST** One by One Teaspoon, \$298, <http://www.dailylook.com>. **YELLOW SHIRT** L.Bean Signature, \$44, <http://www.lbean.com>. **SLIP DRESS** DKNY, \$395, select DKNY stores. **CIRCLE SUNGLASSES** Shop Priceless, \$9, <http://www.shoppriceless.com>. **LEATHER BOOTIES** Derek Lam 10 Crosby. GIRL ON RIGHT: **PATCHES JACKET** Mavi, \$128, <http://www.mavi.com>. **OLIVE SWEATER** Marc by Marc Jacobs, \$358, Bloomingdale's. **PLAID SKIRT** Marissa Webb, \$398, Barneys New York. **LACE FLATS** Soludos, \$65, <http://www.soludos.com>. GUY ON LEFT: **BLUE VEST** Lacoste. **PRINTED BUTTON-DOWN** Levi's. **MEDIUM-WASH JEANS** Levi's. **BLACK BOOTS** Cat Footwear. GUY ON RIGHT: **DENIM BOMBER** AG. **PLAID SHIRT** American Apparel. **RED TROUSERS** JackThreads' Goodale. **BROWN BOOTS** H&M.

#### **SKINNY OVERALLS**

ON MODEL: (LEFT) **STRIPED OVERALLS** Citizens of Humanity. **PINK SWEATER** Cynthia Rowley, \$325, Cynthia Rowley stores. **RHINESTONE EARRINGS** Accessory Concierge, \$30, <http://www.accessoryconcierge.com>. **LAYERED NECKLACE** Olive + Piper, \$34, <http://www.oliveandpiper.com>. **POPSICLE PHONE CASE** Moschino, \$85, <http://www.shopbop.com>.

ON MODEL: (RIGHT) **PLAID PATCH OVERALLS** Rue21, \$40, Rue21 stores and <http://www.rue21.com>. **CAMO COAT ?** L.A.M.B. **GRAPHIC SWEATER** H&M, \$60, <http://www.hm.com>. **RED BRACELET** Gypsies & Debutantes, \$48, <http://www.gypsiesanddebutantes.com>. **FRIENDSHIP BRACELET** Forever 21, \$5, select Forever 21 stores and <http://www.forever21.com>.

#### **FUN PUFFERS**

ON MODEL: (LEFT) **YELLOW PUFFER** American Eagle Outfitters, \$130, American Eagle Outfitters stores and <http://www.ae.com>.

**KNIT SWEATER** AYR, \$195, <http://www.ayr.com>.

**BLUE SKIRT** ASOS, \$72, <http://www.asos.com>.

## Cozy Up

**JEWELLED NECKLACE** Guess, \$60, Macy's and <http://www.macys.com>.

**RUBBER WATCH** Modify Watches, \$50, <http://www.modifywatches.com>.

**BEIGE SOCKS** American Eagle Outfitters, \$13, American Eagle Outfitters stores and <http://www.ae.com>.

**SUEDE HEELS** Rebecca Minkoff, \$350, <http://www.rebeccaminkoff.com> and 866-838-6991.

ON MODEL: (CENTER) **COAT** Penfield. **DENIM BUTTON-DOWNS** Slate & Stone. **RIPPED JEANS** Denim & Supply Ralph Lauren.

ON MODEL: (RIGHT) **PRINTED PUFFER** Guess, \$178, Guess stores and <http://www.guess.com>. **PLAID BUTTON-DOWN** Bethany Mota, \$30, Aéropostale stores and <http://www.aeropostale.com> (similar styles).

**FLEECE JOGGERS** Aéropostale, \$22, Aéropostale stores and <http://www.aeropostale.com>.

**STRIPED BEANIE** American Eagle Outfitters stores and <http://www.ae.com>. **STATEMENT EARRINGS** Lulu's, \$12, <http://www.lulus.com>.

### CHIC SHEARLING

ON MODEL:

**SHEARLING COAT** Mango, \$130, Mango stores and <http://www.mango.com>. **PURPLE SWEATER** Richard Chai LOVE, \$283, <http://www.pasdedeuxny.com>. **TARTAN MINI** Kate Spade Saturday, \$120, <http://www.saturday.com>. **CHANDELIER EARRINGS** Lydell NYC, \$40, <http://www.lydellnyc.com>. **ANIMAL-PRINT SOCKS** Stance, \$12, <http://www.stance.com>.

**FUCHSIA HEELS** Lulu's, \$32, <http://www.lulus.com>.

### TRIBAL PRINT

ON MODEL: (LEFT) **FAUX-FUR JACKET** BB Dakota, \$130, <http://www.lulus.com>. **CORAL BUTTON-DOWN** American Eagle Outfitters, \$40, American Eagle Outfitters stores and <http://www.ae.com>.

**BLUE SKIRT** Rebecca Minkoff, \$298, <http://www.rebeccaminkoff.com> and 866-838-6991.

### SPARKLY EARRINGS

Lulu's, \$12, <http://www.lulus.com>.

### TURQUOISE NECKLACE

AMI Clubwear, \$17, <http://www.amiclubwear.com>.

**TRIBAL SOCKS** American Eagle Outfitters, \$8, American Eagle Outfitters stores and <http://www.ae.com>.

**WOOL BLANKET** Pendleton Woolen Mills.

ON MODEL: (RIGHT) **DENIM JACKET** Levi's. **CUFFED JEANS** Levi's. **PRINTED BUTTON-DOWN** Denim & Supply Ralph Lauren. **BROWN BOOTS** Cat Footwear.

Fashion Stylist: Sadaf Razi at Bernstein & Andriulli.

Hair: Frank Rizzieri for R Session Pro Tools at Ray Brown Pro.

## Cozy Up

Makeup: Christina Reyna for Becca at Ray Brown Pro.

Manicure: Miss Pop for Chanel Le Vernis.

### DARK FLORALS

ON MODEL: (LEFT) **FLORAL TOP** ThreadSence, \$38, <http://www.threadsence.com>. **WHITE COLLARED SHIRT** ZooShoo, \$39, <http://www.zooshoo.com>. **RUFFLE SKIRT** Coach, \$195, select Coach stores and <http://www.coach.com>. **FELT HAT** Madewell, \$68, Madewell stores and <http://www.madewell.com>. **PRINTED SCARF** Tory Burch, \$155, Tory Burch stores and <http://www.toryburch.com>. **REFLECTIVE SUNGLASSES** Make Me Chic, \$5, <http://www.makemechic.com>. **WHITE SNEAKERS** Derek Lam 10 Crosby, \$195, <http://www.nordstrom.com>. ON MODEL: (CENTER) **FRINGE JACKET** Missguided, \$45, <http://www.missguidedus.com>. **BEIGE TURTLENECK** H&M Studio, \$80, <http://www.hm.com>. **VELVET MINI** Hollister, \$25, Hollister stores and <http://www.hollisterco.com>. **ORANGE BANDANNA** GoJane, \$3, <http://www.gojane.com>. **PLAID SCARF (AROUND WAIST)** Aéropostale, \$10, Aéropostale stores and <http://www.aeropostale.com> (similar styles). **TRIBAL SOCKS** American Eagle Outfitters, \$8, American Eagle Outfitters stores and <http://www.ae.com>. **LACE-UP BOOTIES** Tory Burch, \$395, <http://www.neimanmarcus.com>. ON MODEL: (RIGHT) **PLAID CARDIGAN** Denim & Supply Ralph Lauren, \$145, Macy's, <http://www.macys.com>, and <http://www.denimandsupply.com>. **MAXIDRESS** Almost Famous, \$25, Rainbow stores and <http://www.rainbowshops.com>. **ROSE HEADBAND** GoJane, \$12, <http://www.gojane.com>. **LEATHER BELT** Streets Ahead Inc. **PRINTED BAG** Coach.

**Load-Date:** December 8, 2014

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# **EXHIBIT 19**

# Avoiding Brand Extension Failures

POSTED ON AUGUST 12, 2011 BY PIERPONT TEAM

Do you remember Smucker's Ketchup? How about Kleenex Diapers? The two sound bizarre, but both were once serious products on retail shelves. What about Red Bull Cola? When first introduced, industry insiders speculated that it could either be the brand rollout of the year or a major disappointment. It was the latter.

These products are examples of risks a company takes when it decides to extend its brand into a new product or price category. The intentions are right – to raise revenues and improve brand image – but the downfalls can have seriously negative repercussions to the parent company's brand.

And it's not just consumer products. Those in the B2B sector also know that making this transition involves walking a fine line. Companies that have fared well have done intensive due diligence to ensure the success of their extensions.

Take for example, B2B business Caterpillar. For over three generations, the Caterpillar name was synonymous with heavy-duty industrial machinery. In 1994, the company made a bold move by extending its brand into footwear. Many thought the transition would be a huge mistake, but today heavy-duty Cat Footwear is available in over 150 countries, making it one of the largest non-athletic footwear brands in the world.

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used this information to create new products that fit within this viewpoint. In fact, the company's website features a bold statement communicating how its footwear products fit within the overall Caterpillar brand:

*"At Caterpillar, we build the machines that help our customers build a better world. The boots and shoes we build are made with the same commitment."*

So where did Red Bull go wrong? Red Bull built its brand on providing a caffeinated beverage that would carry its target market – energetic young adults – through the day and night. Young adults drink Red Bull not because they like the taste – they like the extra caffeine boost and energy it gives them. But when Red Bull developed its Cola product, it missed this key point and just tried to create another soft drink. It failed to really recognize what its brand means to its target and it tried to create a product that didn't jive with its identity. Another energy product would have likely been more successful for the brand.

Extending the brand should never be trial and error. The idea, the research, the customers' perception and the execution tactics should all be in alignment. If not, we could end up with another Cheetos-Flavored Lip Balm. Ick!

You've surely seen your share of brand extensions gone bad. Share below!

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# **EXHIBIT 20**



# Brand Extension The Benefits and Pitfalls

Bloomhead

consulting | business development | merger and acquisition

*Brand extension can either be taking product to market faster or diluting the parent brand ...*

## **BRAND: A PART OF MARKETING MIX**

Classical 4Ps (Marketing Mix: Product, Price, Promotion, Place) is in continuous use by marketing practitioners and academicians to design an integrated marketing plan. Along with STP (Segmentation, Targeting and Positioning), marketing mix plays a major role for designing marketing roadmap starting from early stage of new product development until maintaining market share. Regardless what content inside the product, how much it is priced, how intensive the promotion takes, and how large the coverage of distribution, a clear identity to distinguish the product to other products that have existed in

the market is crucial. In marketing study, such identity labeled to a product is called brand. A brand is created to foster long term chained connections between company and customers. As more alternative of products available in market, customers take bigger trust on brand they can rely on, to products that offering values closely meet their needs.

Brand is a powerful tool for marketing strategy. Luxurious brands like Gucci and Prada are negatively affected on counterfeits sold by illegal vendors in developing countries. Consumers who buy the products know dissimilarity of quality.

They, however, still make buying decisions as driven by power of brand. The typical consumers won't make purchases when no brand is attached to the counterfeited products.

A series of programs to promote products relying on brand images is called branding. Branding is crucial to increase perceived consumer value. Successful branding programs lead to brand loyalty and consequently transfer the loyalty to brand extension. Similar with humans, brand has an image as accumulations of some attributes. Physical product quality, the most tangible and easiest to detect, belongs to the collection of attributes. In the long run, however, the product quality is perceived separately from brand image. Some argues that brand image is more important than physical product quality. In executing brand extension, high profile and well known brand image is more applicable than one with low image.

### **BRAND EXTENSION AND LINE EXTENSION**

Brand extension is a part of brand management to diversify and leveraging the existing brand by entering into new product category by new product development. Positive images and strengths of existing brand / parent brand are leveraged to bring another success story for new product. Brand extension is increasingly used by companies as a part of strategy for product developments. It is viewed as one of means to attain integrated brand architecture. The use of

same brand on existing product (parent brand) for a new product in different category (extension brand) increases rate of new acceptance and purchase intention to consumer. The strategy maintains efficiencies on advertising and promotion expenditures yet still can create new market segment. Company is not in position to allocate marketing expenses at the same level as spent by the parent brand, yet may gain similar level of success. A strong reputation of parent brand can minimize risk of new product launch by taking advantages on consumers' knowledge and experiences of the established brand.

In comparison, line extension strategy is sometimes mixed up with brand extension. While taking completely different approach, line extension offers new products, under the same brand name, in the same product category. Line extension can also by extending same product and same brand with different product features (e.g. introducing new flavors and selling different sizes of packaging). From risk management perspective, brand extension poses more risk than line extension. Poorly executed extension of brand to new product categories can jeopardize current image of parent brand. In less degree of risk encountered, line extension deals only with the product itself with slight connections to the brand.



Entire processes of new product developments take significant hours and efforts to bring about a success. Particularly for some type of products having short-term product life cycle, a marketing strategy that leads to a shortcut of achievement is a preference for a marketing program. Instead of working up from a zero point, one would start from an established ground-base. From marketing view, brand extension strategy is a solid base and perceived for a main choice to continue the legacy of a successful parent brand. Also, it optimizes economic scale of company's intellectual property. However, brand extension strategy is not a risk-free and does not fully secure the results. It poses some risks since the brand associations of the parent brand must be appropriately transferred and linked to the new product. The failure of associating brand to new product can negatively affect not only to the new product, but also does affect the parent brand. The image and financial figures of parent brand may be endangered due to the failure of strategy implementation.

## **BRAND EXTENSION IN FMCG AND PHARMACEUTICAL**

For FMCG (Fast moving consumer goods) companies, the use of brand extension is increasing for last few years. Very high cost required to launch a new product becomes a major factor for company to rethink and locate different marketing approaches. Marketers find that using the same brand (of course, the

established and reputable one) in the company's portfolio to be used by new product in different category can be the answer to financial efficiencies. As this approach becomes popular and widely leveraged by more companies, supplemental risks occur as brand concentration is focused to big brands only. Too many products under a brand portfolio can also endanger overall brand image.

Two FMCG companies P&G (Procter & Gamble) and Unilever are concentrating on big brands that generate sales of more than \$1 billion. P&G recently launched two new products using brand extension: new biodegradable wipes named Kandoo, launched under Pampers parent brand, and a new product for washing cars under Mr. Clean parent brand.

Different nature and marketing practices, pharmaceutical companies tend not to implement the brand extension. Some products were in trial but resulted in little success. In branding strategy, pharmacists show a significant role. They provide main stream on how label a product name. Pharmacists fear that extending brand to different active ingredients increase chances of dispensing mistake. For instance, Panadol is the brand of generic paracetamol. Adding one or more active ingredients yet maintaining same brand of Panadol would be difficult for marketing and safety reasons. Unique approaches experienced by pharmaceutical

sectors and can be seen as a brand extension is by using two different brands for the exactly same product and for treating two different treatments. The generic name of Bupropion hydrochloride is manufactured and marketed by GSK (GlaxoSmithKline) as a brand name Wellbutrin for treating depression and as Zyban for smoking cessation.

### **BIG NAMES WITH SUCCESSFUL BRAND EXTENSION**

Not many companies can be compared to Virgin group in doing A-Z of brand extension. Virgin Group flies high with brand extension. By simply attaching name of "Virgin" in every product they market, Virgin rolls out so diverse categories. Virgin decisions to take this approach are tightly tied to the founder and CEO of the group, Richard Branson. With one single brand (Virgin), Branson and team have introduced and promoted so diverse product categories, from cola drink to wedding service and further to budget airline. A few were not running as planned, yet not so few can contribute cash inflows to the company. Founded in 1970s as a mail order record company, Virgin has now more than 200 individual companies with total \$5 billion in turnover. Recipe spread by Branson on taking his company grown so rapidly is by a simple answer: brand extension. It is the strategy to bring new products and services in market faster than ever. For Virgin, one mistake of product can dilute entire brand portfolio.

Before deciding to launch a new product with completely different from parent brand, Yamaha had developed sound reputation in manufacturing musical instruments. Perception to Yamaha musical instruments referred to engineering quality and precision. The two value creation were successfully transferred to new product and as the result, Yamaha is now one of the world's largest manufacturer of motor cycles under Yamaha Motor Company.

A very bold brand extension was taken by Caterpillar. Its move from a brand solely used for manufacturing on specialist construction and mining equipment into footwear market was highly perceived as a big mistake. However, the trial has been a big success. Available in over 150 countries, unit sales exceeded 5 million in 2001, making Cat Footwear one of the largest youth non athletic footwear brands in the world. The perception tried to transfer from the parent brand to footwear clearly demonstrate the strengths and outdoor equipment. A line in Caterpillar's website points out that "At Caterpillar, we build the machines that help our customers build a better world. The boots and shoes we build are made with the same commitment".

Nike is an example on how a brand is extended to enter some different product categories and still sustains to business competitions. With its 2004

revenues of \$12.3 billion, Nike was ranked 173 on US Fortune 500 and ranked 374 on Forbes magazine's Global 2000 for total market equity. History of company began in 1962 when a University of Oregon accounting student who also a runner for the campus, Phil Knight, started to import Onitsuka Tiger sport shoes from Japan. He envisioned conquering domination of German manufacturers which controlled U.S. athletic footwear market at that moment by marketing low price and high-tech athletic shoes. With \$500 investment of each, the young Phil formed a partnership with Bill Bowerman, the track coach at the same university, to operate a newly formed business under name Blue Ribbon Sports. The very initial marketing operation was marked by selling shoes from the back of a van at a high school track. Within 10 years of business operations, company was gaining growing market share that soon affect to the modifications of corporate name and brand logo. Nike, adopted after the Greek goddess of victor, was chosen replace previous name and a graduate student named Carolyn Davidson designed the "swoosh" logo. Design of new symbol costs \$35. In 1972, Nike approached some marathoners at Olympic trials to wear the shoes. Soon the marketing program worked well and Nike began an advertising debut promoting to public that some marathoners wore Nike's shoes. To optimize it continuous market expansion, Nike went public and took the company to IPO (Initial Public Offering). Targeting diverse markets from men

and women to children, Nike also targets different sport categories. Product categories of running, basketball, volleyball, golf, soccer, baseball and recreational media are some of total categories set by management. In 2000, Nike introduced a series of electronic gadgets. Ahead of time, Nike was already running in diverse product categories of athletic shoes, watches and apparel. The brand extension transferred by Nike mostly fit perceptions and image of parent brand into consumers' mind.

#### **PERCEPTION OF PARENT BRAND**

The perception of parent brand transferred inside consumer mind strongly influence acceptance of product extension associated with the brand. Images transferred to consumer minds are perceived and received positively if both, product transfer ability and company transfer ability, address value levels of parent brand. Product transfer ability indicates how features of products in parent brand portfolio are transferable to new product extension. Meanwhile, company transfer ability denotes company environments (i.e. people, facilities and skills) in making the product extension. For instance, assume Nike plans to extend its brand name by introducing a new product extension in personal computer category. Consumers mind may be directed to how effectively company's existing resources is transferable to making personal computer.

Perception inside consumer mind plays an important role. As more alternatives available before purchase decision is made, consumer without consciously reconciling their experiences with other products of the same brand. The product, whose parent brand has been established and is triggered with immediate perception and associations, is likely to have better chance for final selection rather choosing completely unfamiliar brand.

For instance, Volvo is perceived with luxury and safety, while McDonald is associated with fast service and standardization. This original and grand perception of parent brand is critical and need to be transferred correctly to new products. Bic, stationery manufacturer based in French, took failed step when extending its brand. Originally as a pen maker, Bic embraced successful brand extension into shaving equipment and cigarette lighters. The success of prior two products stimulated Bic to enter another entirely different product category by launching perfume. Sony, which is associated with strong quality of audio and visual devices, makes smooth transfer of the perceptions when introducing a new category of personal computer with label Vaio.

### **VALUE CREATION OF PRODUCT EXTENSION**

Level of value creation delivered by product extension is a major influential to sustain long term result to the strategy. Creating values are

applied either through physical product or emotional experiences; or at higher level can be both. In deciding which values put into the product, company should consider from multi perspectives of customers. At retailers point, products offering value benefits of maximizing shelf space are likely to offer positive financial returns to retailers. Challenging point of value created to retailers deal with offering broad variety of products with constrained space they have.

Brand management is responsible to manage entire processes of brand life cycle, from creation, development to elimination of the brand. Consumer goods multinational company, Unilever, has recently taken a restructuring on the brand portfolio. By reducing 1,600 to 400 brands, Unilever streamlines its brand varieties in order to be ahead of global competition. The more number of products managed in a company brand portfolio increases level of risk faced due to unsuccessful programs of product extension. In greater impact, it can jeopardize a business unit or company existence. Correlation of 2 functions, span of control and number of products in a brand, provides a framework to devise a brand extension strategy. More products handled by a brand manager decrease the span of control. It brings a linear correlation with brand risks. To lower risk, brand manager is likely to extend brand portfolio with a moderate

number of extension, which also reduce span of control issues.

### **DOWNSIDE: BRAND DILUTION**

Brand dilution occurs when consumers lose the original grasp of brand perception on their minds and no longer associate the brand with a specific product. For instance, Cadbury may experience brand dilution by losing its strong identity of chocolate and candy bar by running a number of different categories like mashed potatoes, powdered milk and soups. Too broad varieties of product categories run under same brand can frustrate consumers in thinking which variations of products that actually fit to their perceptions. Even though today's consumers are selective in their buying habits and expect innovation, the reality of brand extension success is still low. This is because most of new product extensions are not unique and do not satisfy consumer needs.

There are some factors that lead to brand dilution. Among those include perception in consumer minds comparing between parent brand and product extension, level of familiarity with parent brand, fit level transferred from parent brand to extension and consumer's perception to new product. Level of brand loyalty shown by a customer can switch to radical degree for brand extension case. When loyalty and level of familiarity with parent brand is high, new product extension failure may greatly diminish trust level to entire brand portfolio. In turn, low

familiarity to brand affects low dilution when product failure occurs in new extension.

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# **EXHIBIT 21**



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# Living at a ski resort means I'm forced to trudge through snow and ice as part of my daily commute — here are the boots I can't live without

**Suzie Dundas**

Feb 20, 2020, 12:43 PM



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just throwing on a standard pair of boots or tennis shoes.

**A reliable pair of winter boots should offer protection from the elements, provide enough traction to safely navigate patches of ice, and be comfortable to wear all day.**

**Here are the winter boots I can't live without, with picks from Danner, Cat, and Forsake.**

**For more general recommendations, take a look at our picks of the [best winter boots for either women or men](#).**

To say Lake Tahoe in the northern Sierra Nevada mountains is snowy during the winter is an understatement. With an average snowfall somewhere in the range of 200 to 215 inches per year, it's a haven for skiers, snowboarders, or anyone yearning for several feet of soft powder.

For everyone else, navigating the accumulated snow takes a careful approach — and the right collection of snow-specific attire. As a resident of Lake Tahoe, I've learned that one of the most important pieces of gear is footwear. It's not unusual for me to walk out of my front door in the morning and find snow up to my knees. Even the snowbanks can easily be as tall as houses.

Over the years, I've tried various pairs of snow boots to find what works the best in conquering Lake Tahoe's cold, snowy, and icy conditions. Whether it's a pair of boots for everyday wear or something to relax in after a day on the slopes, there's a pair fit for anyone's snow-filled lifestyle. Here are five of my favorite, including pairs from brands like Danner, Cat, and Forsake





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**Best for wood stacking and snow shoveling: [Cat Stormers](#)**

**Best for dinner or a night out: [Forsake Alma](#)**

**Best for post-ski relief: [Puff 'N' Chill](#)**

## **Best for everyday winter wear**

Suz e Dundas Business Insider

**Danner's Arctic 600 Chelsea is my everyday winter boot, perfect for running errands, walking the dog, or spending the morning working from a coffee shop.**



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Since the bottom of the shoe is made entirely of rubber, they have excellent grip on icy roads and sidewalks. Danner refers to it as its

Arctic Grip, and while I haven't tested them on something as sheer as a glacier, they do make me feel stable in any icy conditions.

My favorite part of these boots is that they're insulated. I wear them snowshoeing in frigid conditions and never get cold as they're filled with 200g of PrimaLoft Gold insulation. PrimaLoft Gold insulation is a synthetic material that maintains heat even when wet — the whole boot is completely waterproof, anyways but this is still a great feature. My feet have never been wet wearing these.

There are two downsides, however. The Arctic 600 Chelsea retails for around \$200 and while they're durable enough to last, it's still a hefty price tag for some consumers. The other drawback is its style — it may not appeal to all wearers. A more traditional laced style is available, though the boot as a whole is a bit chunky, not entirely unlike a pair of Doc Martins.

**Pros:** Waterproof, insulated, slip-on style, very grippy outsole

**Cons:** Expensive, only one color/style available for women



**Danner Arctic 600 Chelsea Boots (Mens)**



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\$199.99 FROM DICK'S SPORTING GOODS

### Best for deep snow and spring mud

Suz e Dundas Bus ness Ins der

### LaCrosse Footwear's Alpha Boot is perfect for shoulder seasons when snow is melting and dirt turns to mud.

It's not unusual for me to wake up to a foot of fresh snow, but that doesn't mean anything I have to do that day gets put on hold. For heavy snow days, it's important to have a tall waterproof boot. While rain boots may occasionally work, the thin rubber leaves my toes



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fact they function better, too. Their combo of rubber and neoprene makes them as waterproof as can be, even when my foot is completely submerged in water. They're a good option for spring

skiing days when warm temperatures and sunny skies mean roads and parking lots are muddy and slushy by early afternoon.

I find that tying and untying laces on tall boots is annoying, especially if they're covered in snow, so I appreciate that these boots are pull-on. It takes no time to get them on if my dog decides he wants to run through the snow at 6 a.m. or if I have to grab something out of my car late at night.

The Alpha line is one of the brand's most popular offerings, so LaCrosse offers several styles and options within the category. I have the Alpha Lite, which is for warmer conditions, so I need to wear a thick ski sock with it in chilly weather. There's an insulated version available for freezing climates like Canada or North Dakota.

**Pros:** Tall, completely waterproof, equestrian-inspired style

**Cons:** More expensive if you want the insulated version, tight fit for anyone with larger calves



### LaCrosse Alpha Thermal Insulated Boot (Womens)

\$159.99 FROM DICK'S SPORTING



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## Best for wood stacking and snow shoveling



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In winter, some tasks call for extremely durable and protective footwear. At our home, we have a wood-burning stove to heat the house, which means we're always stacking and chopping wood — and I wear the [Cat Stormer boots](#) to protect my feet while doing so.

I also toss these shoes in my trunk when I'm driving in poor weather. If I slide off the road, end up in deep snow, or have to maneuver out of ice and mud with spinning wheels, it helps to have a shoe that I know protects my feet. Though it's never happened, these boots would also be ideal for if I needed to walk a bit to call for roadside assistance, which could easily happen if there's a snowy fender-bender in an area without cell service.

These boots fall more on the workwear side, so style-wise, they won't appeal to everyone. But for the harder parts of mountain life, they're seriously handy. Some might recognize that "Cat" is short for Caterpillar, and yes, it's the same brand that makes that heavy-duty construction equipment.

They come in a steel- or soft-toe option, so you can even choose your level of protection. They're also completely vegan, making them an excellent choice for anyone trying to stay away from animal products.

**Pros:** Great foot protection, available in a variety of colors and styles, unisex, waterproof

**Cons:** Heavy, runs a little large





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## Best for dinner or a night out



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and ice, I can't put water resistance and warmth on the back burner. This rules out many boots from more style-focused brands.

Fortunately, outdoor companies realized the need to mesh a dressier style with protection from the elements. My current favorite is the [Alma Boot from Forsake](#). They have a sophisticated, modern look, thanks to a tall wedge heel and a choice of three understated colors. I wear them most often with skinny jeans but they lend themselves to just about any winter outfit, and look great with a long wool jacket.

Most importantly, they're warm, and the moisture-wicking fabric on the inside ensures my feet stay dry even if I start to overheat. It also has a comfortable inner foam liner that cradles my foot, making it comfortable when walking long distances. Despite the tall wedge, there's no pain on my heels or ball of my foot when walking on hard surfaces, either. The laces are a bit short but that's a slight annoyance that's easy to overcome.

**Pros:** Waterproof, more urban/elegant, wedge heel

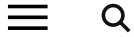
**Cons:** Slightly narrow, can come untied, only women's sizes



**Forsake Alma Boot (Womens)**

\$89.98 FROM BACKCOUNTRY





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Suz e Dundas Business Insider

## **Sanuk's Puff N Chill gives your feet a comfortable break at the end of a long day of being shoved into ski or snowboard boots.**

While living at a ski resort can have its challenges, there's a major perk: skiing and snowboarding every day. But as anyone will tell you, ski boots are incredibly uncomfortable on your toes. A tight fit is necessary but it can lead to sore spots, poor circulation, and tired feet which is why I always throw [Sanuk's Puff N Chill](#) boot into my ski bag.

These slip-boots have a rubber outsole, so they're extra-grippy on snow and ice, plus a foam footbed that contours to your foot. Slipping these on after wearing ski boots all day feels like walking on clouds. Since they're insulated with a fluffy foam fill, they're also quite warm in chilly conditions. They have a wide toe-box, so feet can relax a bit after being shoved into narrow boots. As someone who has wide feet,



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when I get home. On the o -chance I rip or destroy them, they're relatively a ordable to replace. On sale, you can usually find them around \$30-\$40.

The most obvious downside of these is that they aren't waterproof, so I can't wear them on really wet or rainy days. At resorts, it snows far more often than it rains, so this is rarely a problem but skiers who often contend with rain might want to check the forecast before packing these as their apres-ski boot.

**Pros:** Extremely comfortable, machine washable, plenty of styles/colors, a ordable

**Cons:** Not waterproof, not as grippy as a true hiking boot



Sanuk Puff 'N' Chill Boot (Womens)

\$61.14 FROM AMAZON



Sanuk Puff 'N' Chill Boot (Mens)

\$59.73 FROM REI



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# **EXHIBIT 22**

## Built for Better: Cat Footwear Donates Boots and Resources for "Bunks Across America" Event



Two children wear Cat Eyewear (Inspects) while helping build beds with Sleep in Heavenly Peace, made possible in part by Cat Footwear. (Photo: Business Wire)



June 19, 2019 01:00 PM Eastern Daylight Time

ROCKFORD, Mich.--(BUSINESS WIRE)--The results are in, and children all over the country will be sleeping in new beds thanks to the largest Build Day with [Sleep in Heavenly Peace](#) (SHP). Cat Footwear donated supplies and resources to help SHP build more than 2,700 bunk beds as part of its "Bunks Across America" nationwide Build Day on June 15. This means more than 5,000 kids will no longer have to sleep on the floor.

Kids all over the country will have beds thanks to [#SleepInHeavenlyPeace](#) and [@CatFootwear](#).

Tweet this

Cat Footwear gave more than 100 pairs of boots to SHP chapter presidents all over the country. In addition, the company donated 3,000 pairs of gloves courtesy of Cat Gloves (Boss Manufacturing) and 3,000 pairs of protective eyewear from Cat Eyewear (Inspects) for the volunteers who gave their time to build beds for kids in need. Through the end of June, Cat Footwear is also donating \$5 for every purchase of men's Fairbanks and women's Ellie shoes.

"The 2019 Build Day was a testament to what 'Build for Better' means to us at Cat Footwear - the ingenuity and community spirit of people all over the country," said Janice Tennant, Chief Marketing Officer at Cat Footwear. "People like Luke Mickelson, the SHP founder, and all the volunteers are true heroes for giving their time and efforts to this cause. It's something we're proud to champion and hope to support for years to come."

Sleep in Heavenly Peace is a group of volunteers dedicated to building, assembling and delivering top-notch bunk beds to children and families in need. The group says all children deserve a safe, comfortable place to lay their heads.

### About Cat Footwear

Cat Footwear produces shoes and boots that represent the long-standing values of the Cat® and Caterpillar® brands. Known globally for manufacturing high quality work and rugged casual footwear, the company is committed to developing innovative comfort, durability and technology features and championing progress for a better future. Cat Footwear is a division of Wolverine Worldwide, a global licensee of Caterpillar Inc. Brand and product information is available online at [www.catfootwear.com](http://www.catfootwear.com).

### About Wolverine Worldwide

<https://www.businesswire.com/news/home/20190619005594/en/Built-Cat-Footwear-Donates-Boots-Resources-Bunks>



CAT FOOTWEAR

### Release Summary

Children all over the country will be sleeping in new beds thanks to Sleep in Heavenly Peace (SHP) and Cat Footwear.

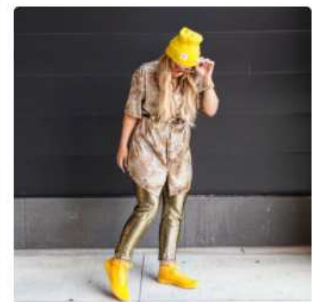
Tweets by [@CatFootwear](#)

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SHOP CODE: [ow.ly/nzpZ50Bu2kO](https://ow.ly/nzpZ50Bu2kO)

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Sep 20, 2020

Cat Footwear  
[@CatFootwear](#)

Take charge of your weekend and turn those setbacks into comebacks. Keep dreaming, keep planning, #KEEPGOING. [ow.ly/6wys50Bu2df](https://ow.ly/6wys50Bu2df)

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Sep 19, 2020

Cat Footwear Retweeted

CaterpillarInc  
[@CaterpillarInc](#)

The US West Coast is going through a really tough time right now. And that's an understatement. We're inspired by those who jumped in to help and put their communities first — firefighters, first responders and dozer operators clearing the land to help stop the fires. Incredible

With a commitment to service and product excellence, Wolverine Worldwide is one of the world's leading marketers of branded casual, active lifestyle, work, outdoor sport and uniform footwear and apparel. The Company's portfolio of highly recognized brands includes: Bates®, Chaco®, Hush Puppies®, HYTEST®, Keds®, Merrell®, Saucony®, Soft Style®, Sperry Top-Sider® and Wolverine®. The Company also is the exclusive footwear licensee of the well-known brands Cat®, and Harley-Davidson®. The Company's products are carried by leading retailers in the U.S. and globally in 190 countries and territories. For additional information, please visit our website, [www.wolverineworldwide.com](http://www.wolverineworldwide.com)

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Sep 16, 2020

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# **EXHIBIT 23**

## Cat footwear introduces ExcavatorXL work boots

August 30, 2018



*Cat Footwear is celebrating the tenth anniversary of SuperDuty iTechnology.*

In celebration of the 10-year anniversary of SuperDuty iTechnology, Cat Footwear has released the new Excavator XL line of safety boots.

The global footwear manufacturer's initial iTechnology was known as the first work boot to merge durability with athletic comfort.

The new Excavator XL iTech builds on its footwear legacy by also offering a new EaseHD (heavy duty) footbed, a rubber bumper on the toe box for extended wear and performance and an extended contoured last for even more room and all-day comfort.

As well, the boots include added thickness in the heel and forefoot to improve comfort, balance, and support of weight.

The ExcavatorXL boot series include a 15 cm, 20 cm and pull-on style, which are available in stores and online this month.

"At Cat Footwear, we build," said Kim Page, vice president of product Development for Cat Footwear. "Ten years ago, we set the standard for a boot that was built for the work site, yet wore like an athletic shoe, and today, we're further harnessing the elements of durability and boldness to give our Earthmovers a super duty boot that does it all."

Cat Footwear designed the boots with a composite safety toe, TecTuff material for abrasion resistance and an ergonomically positioned ankle pod for protection and stability.

For the outsole, the boots include a molded siping and squeegee tread design to repel liquid in order to maximize traction. As well, the company's Ladder Grip technology helps to grip ladder rungs.

The boots retail for US\$170 to US\$190.

Cat Footwear is a division of Wolverine Worldwide, a global licensee of Caterpillar Inc. Wolverine Worldwide is one of the world's largest marketers of branded casual, active lifestyle, work, outdoor sport and uniform footwear and apparel.



### You may also like:

- [This Cat S61 smartphone features 3 built-in jobsite tools](#)
- [Cat unveils new 814K wheel dozer](#)
- [10 ways contractors can maintain happy employees](#)

# **EXHIBIT 24**

# Shoe of the Week: A Work Boot That Keeps Things Light (Really)

BY [SHANNON ADDUCCI](#)

## Cat's Excavator Superlite work boot.

CREDIT: COURTESY OF CAT FOOTWEAR

For decades, the mark of a good work boot could be determined by its weight. A hefty pair often meant it had all the requisite technical tools to protect a worker's feet, from steel toes to sturdy uppers.

But Cat Footwear's new Excavator Superlite challenges that old chestnut. The brand reworked the boot's midsole to be significantly lighter, using waterproof, full-grain leather, an abrasion-resistant rubber outsole and toe bumper. Available for men and women alike, the boot gives new meaning to being a lightweight.



### Cat's Excavator Superlite work boot.

CREDIT: COURTESY OF CAT FOOTWEAR

#### To buy: [Cat Footwear Excavator Superlite women's work boot, \\$155.](#)

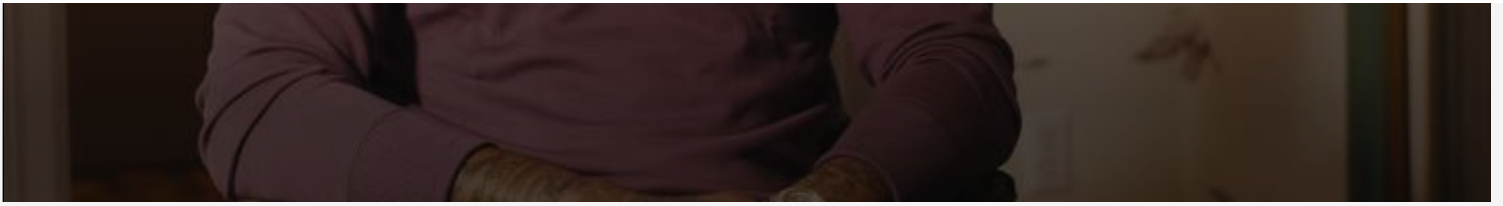
To prove all of this, the brand sent pairs of the boots to a group of construction workers in Detroit to have them test out all of the functions on the job. The boot may look a bit chunky, with that bulbous rubberized toe, but it's as lightweight as many of the sneakers currently on the market (let's also not forget how bulky athletic shoes have become over the years — we're looking at you, [Balenciaga Triple S](#)).

Over the past year, Cat has been expanding its repertoire to bridge the gap between its technical work boots and lifestyle options. The result is not only the Excavator Superlite but a series of [boots aimed at other types of work](#), like those who work in environmental science and require a boot for muckier conditions.

These hybrid styles have also helped Cat to dip its toes into the fashion world. [The brand recently collaborated with Heron Preston for his fall '20 men's collection](#), which debuted at Paris Fashion Week in January. The designer used Cat's iconic Stormer boot in all white. "Cat represents the men and the women who build the cities that we live in," Preston told FN in January. "It's made for the doers our the world. That is streetwear to me that is what inspires me.

## PJ Tucker Remembers Kobe Bryant

Houston Rockets basketball star PJ Tucker talks about the late Kobe Bryant's influence and legacy.



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# **EXHIBIT 25**

# Craig Green Takes on the Adidas Superstar More News From Paris Men's Fashion Week

BY [STEPHANIE HIRSCHMILLER](#)



Craig Green's Adidas Superstar sneakers.

CREDIT: CRAIG GREEN

## Craig Green

The British designer switched up his sneaker affiliations from Nike to Adidas this season giving the sports label's Superstar and Copa styles a typically craft-spun makeover. "We created the Superstar stripes by building up the lines with embroidery," the designer told FN. "We used the line-stitch quilting technique that has been part of our brand language from the very beginning," he noted. The Copa boots were fashioned superhero style in a satin quilted embroidery, he said. And yes, versions of both will go into production. You're welcome.





Craig Green's Adidas Superstar sneakers.

CREDIT: CRAIG GREEN

## Both Paris

In a buzzy presentation at the brand's Marais showroom, the anglo Chinese French footwear label launched a capsule collection with LA-based menswear brand Second Layer which featured both shoes and clothing. Footwear styles were a Gao Combat and Gao Creeper while there were also coats, jackets, sweatshirts, t-shirts and caps that played on the two brands' workwear roots. Elsewhere Both introduced a new series of Gao Runner inspired women's heels, plus menswear versions of its thigh high rubber biker boots platform versions of signature sneaker styles. It also debuted a glow in the dark rubber material to make sure you can always find your feet.



## Watch on FN

### Designer Kerby Jean-Raymond on Cultural Appropriation

In an interview with FN, Pyer Moss designer Kerby Jean-Raymond says the fashion industry has a long way to go.



## Malone Souliers

Mary Alice Malone has expanded her men's line for fall. Building on the original dress shoe of last season, she's done mules, step-down slippers, classic ankle boots and double monk straps too. The monks officially come in women's sizing as well, but the designer said she's been getting a lot of female requests regarding the other styles too. Want a shot at the collection before everyone else? Head to London. "Harrods is relaunching their men's shoe department for February /March, so we're doing them an exclusive early drop of our fall '20," revealed Malone.



### Malone Souliers fall '20.

CREDIT: MALONE SOULIERS

CamperLab celebrated the debut collection of new creative director Achilles Gabriel. The former Marni footwear designer also has his own shoe and ready-to-wear label Ion. "The whole idea was to bring things back to the brand's Mallorcan heritage, but in a surreal version. I wanted to imply more handicrafts but to make it more human and warm," he said. Hero shoes were work boots in sunshine yellow and sky blue and puffy Tabi sandals that came with socks in the same color.



**Boots from Camper Lab's fall '20 collection.**

CREDIT: COURTESY OF CAMPER LAB

## Heron Preston

The designer collaborated with iconic American workwear label Caterpillar. His take on the Authentic Cat Footwear Stormers work boots came with rubber uppers and neoprene shafts in signature Preston colors of orange, khaki, black and white. The partnership also extended to outerwear, hoodies, T-shirts and hats.

"Cat represents the men and the women who build the cities that we live in," he said. "It's made for the doers our the world. That is streetwear to me that is what inspires me."

While the footwear was sustainable in that "they're made in really durable materials so you can wear them forever," Preston's fall collection also featured a capsule called Uniform, which he describes as a dedicated space for research, experimentation and development around sustainability. He uses the platform to explore traceability, transparency, certified vendors and factories, and recycled and organic materials.

"I believe in human ingenuity," he says. "Even though things may feel daunting, if we all come together we can come up with solutions we didn't even think existed."



**Model on the runway for Heron Preston's fall '20 show in Paris.**

CREDIT: ALBERTO MADDALONI

## **Vêtements**

So what does Vêtements look like without Demna Gvasalia? Pretty much the same as it did before. The show was a parade of the brand's greatest hits: flame boots, cigarette lighter heels, Wolford logo hosiery et al.

The casting was clever though. It featured a line-up of fake celebrities from Kate Moss and Naomi Campbell to Rihanna and Gwyneth Paltrow. The Paltrow lookalike fell over. Twice. Which may or may not have been intentional.

Props also for the invite: a tiny torch which projected the show address when illuminated.



A Kate Moss lookalike on the Vêtements runway.

CREDIT: SHUTTERSTOCK

## Clarks

British shoemaker Clarks Originals has teamed up with Japanese streetwear brand Neighborhood on two of its most iconic styles, the Wallabee and the Desert Trek. The former comes in black ballistic nylon combined with a suede vamp and GORE-TEX Li-Ning while the latter is reimagined with the Neighborhood print on gray suede. Both styles have been updated with Vibram soles for superior grip.



## Clarks Originals x Neighbourhood

CREDIT: CLARKS

## Pierre Hardy

Pierre Hardy introduced a new skate shoe for fall '20 and emblazoned sneakers and city boots with bandana prints. Done the Pierre Hardy way, of course: he reimagined the print by introducing geometric cubes and little cubic flowers.

He was evoking a state of mind, "a feeling of youth and simplicity," he explained. "The is also the idea of liberty with a skateboard where you don't have to depend on a car or the traffic. You can go wherever you want. It's a great feeling." There has been an ongoing transport strike in Paris since the beginning of December so this is certainly something with which we can all identify.

"I'm a kid from the '70s so gender fluidity is something we experimented with a lot of times and in many ways," said the designer of the genderless movement. For him, it's not so much about labeling, "it's more I don't care, I like it, I wear it, I take it. It's an easiness. Gender fluidity can become compulsive, high maintenance."

In keeping with the heels for men trend, he did introduce a new 6-centimeter heel on some of his boots though. "This guy is sexier," he said, noting that while it was only a couple of inches higher than usual. "The margin to play for boys is much narrower compared with that for a woman."



**Boots from Pierre Hardy's fall '20 collection.**

CREDIT: COURTESY OF PIERRE HARDY

## **Rokh X Asics**

LVMH prize winning designer Rok Hwang of Rokh teamed up with Asics on a limited edition sneaker capsule which showcased at Paris's la Gaîté Lyrique theater with an evening of live music performances and interactive installations. "We started this collaboration and communication very organically and genuinely for the love of technology and innovation," said Hwang. "Asics is a company with strong vision and technology; Rokh's artisan craft and innovation has come together to build this story and collaboration." The unisex collection of 100 pairs will be sold exclusively at Dover Street Market London.





Rokh X Asics, fall '20, Paris Men's Fashion Week.

CREDIT: ROKH

## John Lobb

In a departure from their brand's usual presentation format, John Lobb CEO Philippe Gonzales and creative director Paula Gerbase toasted fall '20 with an intimate dinner at a grand hotel particulier in Paris, once owned by the mistress of the emperor Napoleon. The collection celebrated the 75th anniversary of its famous William double monk strap and both historic and contemporary versions were displayed via some ingenious keyhole installations where the shoes appeared in a giant ball pit like a children's play park.

Talk turned to sustainability. Lobb, said Gerbase, is sustainable by dint of its timeless quality. "It lasts a lifetime," she said adding that there is a shoe shine service in the store and the brand also uses off cuts for the linings and interworkings. Moreover customers can take in their worn out soles which are sent back to the factory, completely disassembled, related and reassembled. So you'll get back your original upper but with a new, lining, sole and heel. "It will feel like a new shoe but with your journey embedded in the leather," she said. "We don't want you to buy the product over and over, we want you to love and care for it."

The evening ended outside on the terrace where blanket wrapped guests were serenaded by traditional Cornish choir, Fisherman's Friend, with rousing renditions of ditties such as "What Shall we do with the Drunken Sailor." The Hermes owned brand may hail from Northampton in England but the countryside of Cornwall is its spiritual home as the first shoe was inspired by coastal walks around the cliffs.



**Shoes from John Lobb's fall '20 launch dinner in Paris.**

CREDIT: COURTESY OF JON LOBB

## **Christian Louboutin**

While Christian Louboutin's 60-mm studded square-toe boots are the label's highest yet in Milan, compared to the heels of Stefano Pilati at Pitti Uomo and [Giuseppe Zanotti](#), they were totally in step with the current vogue. While sneakers are still a brand benchmark, even the HappyRui skate shoes featured thick, elevated soles. Elsewhere, function combined with form in retro VS kicks with Velcro fastenings and laceless sneakers with grosgrain ribbon tongues.

Evening centric styles featured luxe made-in-France fabrics like velvets and jacquards shot through with Lurex, while city sandals came with studs. We'll leave the sock question to your discretion. Finally there was also a new apr s-ski snow boot collection dubbed After Snow, which came with padded uppers and the designer's signature red soles came track style for icy climes.



**Christian Louboutin fall '20, Paris Men's Fashion Week.**

CREDIT: COURTESY OF CHRISTIAN LOUBOUTIN

**Off  White**



**Off-White fall 2020 Nike Jordan 5 collab shoe, Paris Men's Fashion Week.**

CREDIT: SHUTTERSTOCK

Amongst Virgil Abloh's 34 looks, FN spotted a first look at the upcoming [Off-White X Air Jordan 5 collab](https://www.offwhite.com/collections/air-jordan-5) that's slated for release later this year. He also showed a mismatched white sneaker/black laceup combo, both of which featured blue sneaker-style soles. The designer posted a preview image of them on his Instagram feed over the weekend, captioned, "plot twist pair of shoes. this is the pair. one of each, none of the other." There is

<https://footwearnews.com/2020/runway/designers/shoes-paris-fashion-week-mens-fall-2020-1202903183/>

September 21, 2020

currently much debate among the style set about whether the sneaker has had its day and we'll see a return to more formal footwear or whether it's set to go the distance. Abloh's answer: Both.

## Sankuanz



**Sankuanz x Adidas Originals fall 2020, Paris Men's Fashion Week.**

<https://footwearnews.com/2020/runway/designers/shoes-paris-fashion-week-mens-fall-2020-1202903183/>

September 21, 2020

CREDIT: SANKUANZ

The first sneaker collab of the week popped up at Sankuanz. Designer Shangguan Zhe's collection featured a little taste of a new collaboration with Adidas Originals, set to be revealed this spring. Playing on both brands' identities, the looks combine sporty, graphic Adidas Originals codes with Sankuanz's layered, reversible designs and hallmark details.

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Nov 20, 2017, 08:30am EST

# The Best-Kept Secret Of Business Growth



**Pete Canalichio** Forbes Councils Member  
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 Leadership

POST WRITTEN BY

**Pete Canalichio**

**Pete Canalichio** is the author of Expand, Grow, Thrive, a brand expansion and licensing expert, expert witness and TEDx speaker.



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In today's business world, the pressure to grow is persistent and unwavering. A company must continue to evolve to stay innovative, relevant and competitive. In almost every individual's mind, growth is the definition of success. Whether it be a decision-maker, an investor or a customer, growth is something everyone craves to be a part of. In part, it can be explained as a psychological effect, but the reality is, if a company is not growing, it is declining.

There are many different strategies that a company will pursue in order to achieve its individual growth goals. These strategies might be: to expand on or add a new array of strengths, to explore unique territories, to strengthen competitive advantages or to explore untapped potential, to name a few.

With companies under such immense pressure to expand and grow, sometimes it is pursued with little forethought. Preplanning is necessary in order to make the correct move and without it, there can be major risks associated. These risks can include failing to realize the full potential of the core business, diversifying too far and too quickly and not redefining your core competencies once the growth has started.

In addition to not planning a strategy appropriately are the threats that are associated with not developing an approach for long-term growth. Sure, immediate growth can be very satisfying, but growth itself will peter out over time unless there is an effective and competitive long-term growth plan in place. The search for growth should not be at the expense of focus or relevance because a lack of either is potentially disastrous.

It is imperative to have a deep-rooted understanding of which type of growth is best suited for your individual company. The vast majority of growth comes from competing in the right markets and from making acquisitions that provide scale and increase market presence that will last over time.

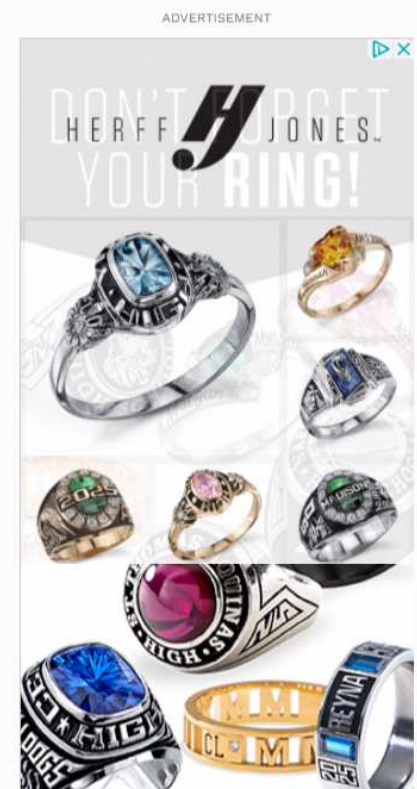
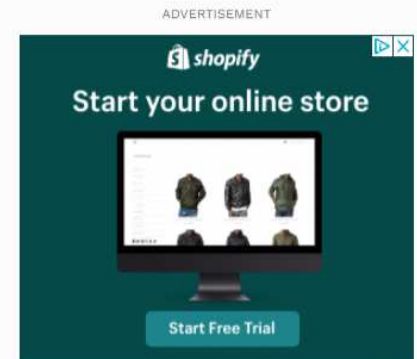
With a true understanding of the business comes the ability to step out of your comfort zone and seek new yet appropriate growth opportunities. Too often, executives choose to develop a growth strategy that is confined to only the space they feel most comfortable in, rather than in the manner that may be new but is also strategically right. A company that succeeds in growing brings flexibility as well as experience in its growth strategy. You must understand, contrary to what instinct might tell you, that there is no single defined way to move forward.

An option for growth that many are unaware of is that of brand licensing. Brand licensing itself is not actually a growth strategy, in the sense that it won't make something grow that isn't growing already. It is, however, a brand expansion strategy. And while not without risk, it can help a growing brand broaden its reach exponentially. Brand expansion, which is also known as category extension, occurs when a brand broadens its presence into markets where it has high awareness and preference but lacks the competency or capacity to succeed.

To fill the experience and capacity gap, brand owners rely on licensees. They pursue this option for a range of reasons. The most powerful reason is that, where brand extension looks to achieve product continuation, brand expansion is based on emotional continuation. The brands are, in effect, intending to carry the emotional relationship they have built with consumers from one sector to another. It's a lateral jump, intended to achieve a greater share of life.

Consider the fact that Caterpillar has been able to carry its reputation for toughness into areas that are unexpected. In an interview for a book I wrote, Kenneth Beaupre, brand advocacy and licensing manager who runs Caterpillar's licensing program, [told me](#) that the program is now active in over 150 countries and generates \$2.8 billion at retail.

That amount may be relatively small compared to Caterpillar's \$49 billion in core products and services, but it has allowed the business-to-business brand to build a very powerful direct-to-consumer connection over 25 years. Caterpillar's products, such as safety shoes and eye protection gear, have given the brand the credibility to extend into footwear, apparel, mobile devices in rugged cell and



smartphones, toys, luggage and watches.

Caterpillar's success points to the power of building on your reputation. Every brand that is looking to go beyond what it is currently known for, regardless of the mechanism it intends to use, needs an expansion point -- a pivotal characteristic that translates powerfully from one product variant to another, or from one sector to another -- to give consumers even more of what they want from the brand.

Coca-Cola has taken its message of happiness to the Olympics for almost 30 years through their lapel pin program because that particular emotion translates perfectly to such a huge global event. People in advertising often refer to the pivotal truth at the center of a brand campaign as "the big idea," but to me, the expansion point of a brand is more than an idea -- it's the single-most powerful emotion or association bonded with that brand that people have. In fact, consumers believe in it so much that they want to see it expressed for themselves across multiple aspects of their lives.

Think brand licensing can help you achieve your business growth objectives? Here are four key points to consider:

- Understand yourself as a company and thrive off of what you are good at.
- Have a plan to grow -- for now and for the future.
- Expand where it makes sense -- diversify, but don't dilute.
- Strive to be a part of something bigger.

Forbes Agency Council is an invitation-only community for executives in successful public relations, media strategy, creative and advertising agencies.

### Do I qualify?

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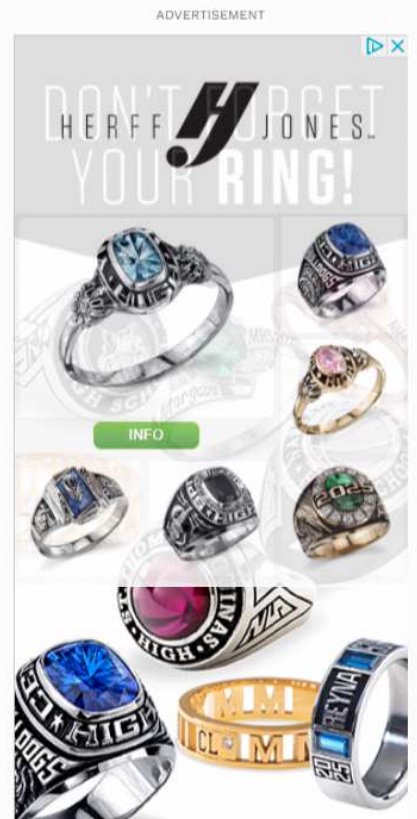
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# CAT S32 rugged phone launched at CES 2020

Gadgets Now Bureau | Jan 9, 2020, 06:56AM PT



Caterpillar Inc. or popularly known as CAT, has expanded its portfolio of tough smartphones this year at [CES 2020](#) with the launch of [CAT S32](#). The device, like other rugged smartphones from the company offers a rugged exterior. [CAT](#) claims that the smartphone has undergone

rigorous and repeated drop testing from 1.8 meters onto steel — that includes multiple drops onto every side and corner.

“Like all Cat smartphones in the range, it's put through vibration and tumble tests, salt mist conditions, and it's built to operate in high and low extremes of temperature and to survive thermal shocks,” said the company in a statement.



The [CAT S32 smartphone](#) is priced at 299 Euro and is up for sale at

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The CAT S32 offers an exterior that is said to make it resilient to harsh or outdoor environments. The device is encased in a rugged body that is IP68 rated making it dust proof and waterproof. CAT claims that it has tested it up to 1.5 meters of water for 35 minutes. Further, it is also The MIL SPEC 810G rated.

In terms of specs, the CAT S32 has a 5.5-inch HD+ display that offers a touchscreen that can be used with wet fingers or when wearing gloves. Powered by 1.8GHz quad-core Mediatek Helio A20 MT 6761D chipset, the device offers 3GB RAM and 32GB internal storage. It also offers support for microSD card.

For imaging duties, the CAT S32 has a 13MP rear camera and a 5MP front

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(PTT), SOS (Lone worker app), or enable torch or camera apps. In terms of connectivity, it offers Bluetooth 5.0 and NFC.

CAT S32		
SUMMARY	Performance	MediaTek
	Storage	32 GB
	Camera	13 MP
	Battery	4200 mAh
	Display	5.0" (12.7 cm)
	Ram	3 GB
<a href="#">SEE FULL SPECIFICATIONS</a>		

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Reuters | Updated: Jul 28, 2020, 08:45PM IST



**C**ES, the biggest global tech and gadget show, held every January in Las Vegas, will be only online in 2021 due to concerns over the coronavirus pandemic, organiser Consumer Technology Association said on Tuesday.

While big tech companies like Apple , Alphabet's Google and Samsung have separate product launch events and companies launching electronic gadgets at CES have generally been smaller, the event has been an important venue for technology companies and buyers to meet to conduct business .

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including 60,000 international attendees.

Gary Shapiro, chief executive of CTA, said the decision was made now to give companies and partners in Las Vegas time to plan ahead. "We don't think there's a vaccine that will be available and safe and tested that people are comfortable with by January," he said.

Pricing for the online CES hasn't been decided yet, Shapiro said. Tickets for CES this year ranged from \$300 to \$1,700. The digital CES event is scheduled for Jan. 6-9.

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## to launch in India on August 6

TIMESOFINDIA.COM | Jul 24, 2020, 04:33PM IST



**N**EW DELHI: Huami recently announced the launch of its smartwatch and now the company is all set to launch another product in the Indian market. The company has announced that it will launch the Amazfit PowerBuds in the country on August 6 as part of Prime day on Amazon.

The company unveiled the earbuds for the first time at CES 2020 in Las Vegas. The main highlight of the earbuds is that they come with a built-in heart rate sensor which helps in monitoring the heart rate during workout sessions and also notifies users in real time when their heart rate is high.

The earbuds also come with an IP55 rating which makes the device dust and

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The Amazō t PowerBuds come with 9mm drivers which promise to offer high-fidelity sound experience. The device comes with intuitive touch control which can be customised by the users.

The earbuds are backed by a 55mAh battery which promises to offer up to 8 hours battery backup on a single charge. On the other hand, the charging case houses the 450 mAh battery which claims to churn out 24 hours of battery backup.

The Amazō t PowerBuds come in Dynamic Black and Active White colour options in India.

Recently, Huami reduced the price of its Amazō t Verge Lite in India. Launched in 2019 with a price tag of Rs 6,999, the smartwatch can now be purchased at Rs 4,999 in the country. The smartwatch will be available with the revised price on Walmart-owned Flipkart.

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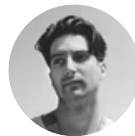




Style

# Caterpillar, Maker of Bulldozers, Wants to Sell You Chunky Sneakers Now

There's a new player in the supersized footwear game.



BY TYLER WATAMANUK

March 19, 2019

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When it comes to sneakers, throwback models and big chunky silhouettes continue to be in high demand. At this point the market is flooding with bold and nostalgic styles from all the major sneaker brands (Nike, Adidas, Reebok) as well as high fashion labels (Gucci, Our Legacy, **Off-White**). But another player, neither a sneaker brand nor fashion label, has officially entered the game of supersized footwear—and it isn't a name you'd expect: Cat. Yes, the company best known for making bulldozers and forklifts is also now in the fashion game.

The bold sneaker, produced by Cat Footwear (the fashion-focused subdivision of Caterpillar) is actually a revamped version of an archival Cat model that was first introduced back in 1996. Dubbed the “Intruder,” the chunky sneaker has been updated to include a new street-meets-performance upper, but still sticks with the same thick rubber outsole that the original had. The refreshed sneaker was launched overseas with no plans to ever be released in the United States, but Urban Outfitters reached out to asking to stock the shoe in its U.S. stores and the rest is history. The sneaker comes in black or white, and Urban Outfitters is also offering a **limited-edition maroon colorway**. On the backdrop of wild kicks populating shelves right now, the Intruder looks right at home next to Balenciaga's Triple S, **Gucci's Rython**, and definitely **Margiela's Fusion**—and at \$100, it costs only a fraction of the price. One big difference is that you're still likely to find the Intruder on an actual construction site, which isn't something you could say about the Triple S.

Is it so crazy that a company that makes bulldozers is also trying to court to sneakerheads? Kind of. But fashion's affinity for rugged utility has meant Carhartt and Dickies are interwoven with contemporary men's style right now. Caterpillar is wise to want in on the action—the brand has a collab with John Elliott for Fall/Winter 2019—and smart to start with footwear, especially a modernized throwback model that's exactly the type of shoe that everyone loves to wear these days. And if the wild world of sneakers has taught us one thing, it's that nothing is off limits—including a construction machinery company selling contemporary-looking sneakers.



**Cat "Intruder" shoe**

CAT \$100

**Buy Now**

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# **EXHIBIT 29**



GC Images

Style

## Robert Pattinson's \$40 Fall Hoodie Is About to Blow Up

The latest workwear brand about to get cosigned by cool kids everywhere.

BY LIZA CORSILLO

September 27, 2016

Robert Pattinson, onetime surly teen vampire and now legitimately cool British actor and one-half of *the coolest couple on the planet*, arrived at LAX yesterday in an all-black cozy flying fit anchored by one logo-heavy hoodie. To be specific, the sweatshirt came advertising CAT, better known as Caterpillar, best known for making backhoes, bulldozers, and tractors than cool kid-approved sportswear. So what gives?

While we're pretty certain Pattinson hasn't turned to a life on the job site, the actor is falling in line with a burgeoning workwear 2.0 trend that's bubbling up in the menswear world. To be clear, **railroad overalls** and engineer boots aren't coming back. In 2016 style-minded men are mining the wares of modern-day industrial workwear brands for wardrobe basics from wide-leg khakis (Dickies) and heavyweight tees (Carhartt). And companies that have nothing to do with style—aesthetically speaking—only need one high fashion endorsement to change the public's perception (Vetements DHL tees ring a bell?). So combine CAT's nostalgic logo recognition (and maybe every man's innate love of massive, powerful machines) with its merch's high-low appeal and it was really only a matter of time before the brand either threw their hat into the menswear ring or were dragged into it.



*\$38, available at [amazon.com](https://www.amazon.com)*

But until the brand hits critical mass or is given a pricey fashion world upgrade, the good news is you can cop plenty of CAT gear, be it Pattinson's hoodie or some **bold yellow** tees for a steal right now.

**Up Next: Fancy Coffee Tasting With 2Chainz**

# **EXHIBIT 30**



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## CATERPILLAR, MAKER OF BULLDOZERS AND TRACTORS, DROPS CHUNKY 'INTRUDER' DAD SNEAKER

Heavy duty sneakers that are rugged as hell.

ZEYNEP YENISEY · MAR 21, 2019



CLOSE X

(Photo: Caterpillar)

Iconic heavy equipment brand Caterpillar is all about construction, not [sneakers](#)...or so you would think.

For the first time since 1996, the company best known for making tractors, forklifts and bulldozers is bringing back these chunky dad sneakers called the [Intruder](#). Who knew?



*(Photo: Caterpillar)*

The shoes have a thick black rubber outsole, and the white colorway has a white upper and black and yellow accents on the front and sides.



*(Photo: Caterpillar)*

The black colorway, on the other hand, has an all black upper and white accents on the side.





(Photo: Caterpillar)

Originally released in 1996, the Intruder is making a comeback now, more than 20 years later.



(Photo: Caterpillar)

"Its thick, rubber platform outsole - a key feature of the original silhouette - looks just as fresh now as it did all those years ago," [the Cat website](#) accurately explains.





(Photo: Caterpillar)

The [design](#) looks somewhat similar to the way-too-expensive [Balenciaga Triple S kicks](#) that go for around \$900 a pair, but retailing for just \$100, these beefy shoes won't leave a big dent in your wallet – if you're into merging the chunky sneaker trend with a heavy duty company like Caterpillar.



Ad

VIRALSHARKS.NET

Remember Her? Try Not to Gasp when You See Her Now



(Photo: Caterpillar)

Interested? [Get them here.](#)



(Photo: Caterpillar)

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BY ZEYNEP YENISEY



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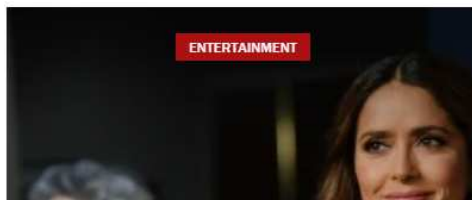
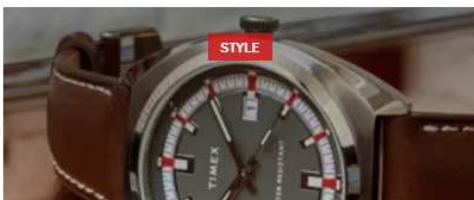
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# **EXHIBIT 31**

# Cat Footwear signs Alexi Panos and Tennille Amor as Earthmovers

Global footwear manufacturer names co-founders of non-profit "E.P.I.C." in Earthmovers Campaign

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NEWS PROVIDED BY

**Cat Footwear** →

Sep 18, 2013, 07:01 ET

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ROCKFORD, Mich., Sept. 18, 2013 /PRNewswire/ -- Cat Footwear is excited to announce the latest additions to their Earthmovers Campaign: Alexi Panos and Tennille Amor, the co-founders of E.P.I.C., a non-profit organization standing for "Everyday People Initiating Change." In keeping with Caterpillar Inc.'s tradition of hard work and fearlessness, the Earthmovers Campaign celebrates individuals who positively impact the world around them and who "move the earth" in their everyday lives. Alexi and Tennille are the epitome of this campaign, with an organization that is specifically designed to promote the individual power in all of us to make a difference, now.



Cat Footwear signs Alexi Panos and Tennille Amor of E.P.I.C. as Earthmovers. (PRNewsFoto/Cat Footwear) (PRNewsFoto/CAT FOOTWEAR)

(Photo: <http://photos.prnewswire.com/prnh/20130918/NY81725>)

With equally impressive backgrounds in the entertainment industry and budding artistic careers, Alexi and Tennille originally came together with a shared philanthropic vision. They believe that you don't have to wait until you've reached extreme levels of wealth, celebrity or power to give back, but that you can start helping those in the developing world who need our help, right now.



Currently, their non-profit organization, E.P.I.C., brings clean drinking water to villages in Africa and encourages people to realize their potential to initiate positive change each and every day. As does Cat Footwear with the Earthmovers Campaign, Alexi and Tennille also seek out and spotlight inspiring people who are creating change on their website, [www.EPICthemovement.org](http://www.EPICthemovement.org).

"When we first heard about Alexi, Tennille, and their organization, we couldn't believe how similar E.P.I.C.'s movement was to the basis of our Earthmovers campaign," says Kelly Ballou, Marketing Director for Cat Footwear, "Earthmovers are dedicated, bold, and committed to impacting the earth, and Alexi and Tennille are quite literally two confident females who look at every new day as an opportunity to initiate change."

"Our movement is based on the idea that everyday people can move the earth," says Alexi. "Our motto is *'What did you do today?'* because we believe that we each have the power to change the world, and the world needs us now," seconded Tennille.

In celebration of the Autumn/Winter 2013 collection launch, Cat Footwear will give consumers the opportunity to buy a pair of shoes and give back at the same time. With each purchase made from their direct mail catalog, buyers will receive a complimentary "What Did You Do Today?" dog tag by E.P.I.C. and Cat will donate \$5 to E.P.I.C. to help fund another well in Africa, bringing clean drinking water to a community in need.

To learn more about E.P.I.C. and the Earthmovers campaign, visit: [www.CatFootwear.com/Earthmovers](http://www.CatFootwear.com/Earthmovers) or [www.EPICtheMovement.org](http://www.EPICtheMovement.org).

For any press related inquiries contact Alyson Roy of AMP3 Public Relations via 646-827-9594 or [CatFootwear@AMP3pr.com](mailto:CatFootwear@AMP3pr.com).

#### **About The Earthmovers Campaign**

An Earthmover shows the strength, passion and courage to positively affect the world around him or her. At Cat Footwear, we celebrate the Earthmover in all of us. For more than five generations, Cat Footwear has equipped those who are dedicated to turning the status quo into the extraordinary.

#### **About Cat Footwear**

Cat Footwear is a division of Wolverine Worldwide Inc., and the global footwear licensee of Caterpillar Inc. For nearly two decades, Cat Footwear has been designing and engineering quality footwear that lives up to the hard-working reputation of the Caterpillar brand. Rich in heritage, Cat began in the industrial work boot sector, and has since grown into fashionable lifestyle collections for urban, city-dwelling men and women. As a brand, Cat focuses on quality, rugged leathers, old-fashioned craftsmanship and sophisticated details that defy their modest price tag. Today, Cat Footwear is sold in more than 150 countries worldwide. More

info: [www.CatFootwear.com](http://www.CatFootwear.com).

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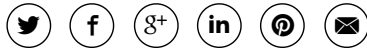
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# **EXHIBIT 32**

# Cat® Footwear Introduces Industry's First Global Workboot with d3o™ 'Intelligent Shock Absorption'

## Share Article



The first flexible external metatarsal guard work boot featuring d3o® technology

ROCKFORD, MI (PRWEB) DECEMBER 11, 2008

In keeping with the Caterpillar® legacy of innovation and design excellence, Cat Footwear introduces the world's first global industrial footwear featuring d3o™, a revolutionary material for flexible impact protection.

In partnership with the d3o™ lab, Cat Footwear is launching the first flexible external metatarsal guard work boot featuring d3o™ technology. d3o™ is a patented, shock-absorbing material with intelligent molecules that flow as you move. But upon impact, the molecules lock together to absorb shock and resist impact. Already used in protective sports gear and military apparel, the introduction of the Cat Footwear "ERGO FlexGuard" is the beginning of a strategic partnership for d3o™ in the footwear industry.

"Utilizing this innovative material in our industrial footwear proves that protection doesn't have to come in rigid, bulky styling. It is possible to achieve the same level of protection in flexible footwear that moves as you move," says Ian White, Director of Footwear Development for Cat Footwear.

The ERGO FlexGuard features an anatomically molded d3o™ metatarsal guard with the ability to bend and flex as the wearer moves through a range of motions. The metatarsal guard protects the consumer's instep and metatarsal areas when the foot is exposed to 'drop' hazards. Upon impact, d3o™ -- which is encased in leather -- absorbs shock and resists the impact, protecting the wearer from injury.

In addition to the flexible met guard, the ERGO FlexGuard boot features the patented iTechnology construction from Cat Footwear - a method of manufacturing footwear that combines workboot durability with athletic footwear comfort. With a slip-resistant rubber outsole that includes siping for improved traction, the ERGO FlexGuard provides the wearer with superior performance in safety footwear.

"We can't wait to get these boots on consumer's feet," comments White. "We are confident that the ERGO FlexGuard with d3o™ technology is going to change the way consumers think about protective footwear. Consumers can and should expect their work boots to move freely with them while providing superior protection against worksite hazards. We think the ERGO FlexGuard is just the beginning."

Cat Footwear manufactures shoes and boots that represent the long-standing values of the Caterpillar brand. Known globally for manufacturing high quality work and rugged casual footwear, the company is committed to developing innovative comfort, durability and technology features. Brand and product information available online at <http://www.catfootwear.com>.

Cat Footwear is a division of Wolverine Worldwide, Inc. (NYSE: WWW), with global headquarters in Rockford, MI., U.S.A. Cat Footwear is a global licensee of Caterpillar Inc. With a commitment to service and product excellence, Wolverine World Wide, Inc. is one of the world's leading marketers of branded casual, active lifestyle, work, outdoor sport and uniform footwear and slippers. The Company's portfolio of highly recognized brands includes: Bates®, Hush Puppies®, HYTEST®, Merrell®, Sebago®, and Wolverine®. The Company also markets footwear under popular licensed brands including CAT®, Harley-Davidson® and Stanley®. The Company's products are carried by leading retailers in the U.S. and are distributed internationally in over 140 countries. For additional information, please visit our website, <http://www.wolverineworldwide.com>.

Editor's Notes:



Cat Footwear's ERGO FlexGuard, the first flexible external metatarsal guard work boot

Utilizing this innovative material in our industrial footwear proves that protection doesn't have to come in rigid, bulky styling. It is possible to achieve the same level of protection in flexible footwear that moves as you move

## Past News Releases



· [Cat® Footwear Becomes...](#)

For more information about Cat Footwear or to request product images, please contact Kelly Ballou at 616.863.3818 or [kelly.ballou\(at\)wwwinc.com](mailto:kelly.ballou@wwwinc.com).

For more information about d3o™, visit <http://www.d3o.com> or contact Charlotte Gough at [charlotte\(at\)d3olab.com](mailto:charlotte(at)d3olab.com).

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Product Information:

ERGO FlexGuard - P89942

Classic Cat styling is combined with an ergonomically-accurate, flexible metatarsal guard. Featuring the T839 iTechnology SuperDuty rubber outsole with siping, this product combines superior slip and abrasion resistance with on-the-job performance and safety.

ASTM F2413-05 I/75 C/75 Steel Toe

Electrical hazard protection

Slip resistant outsole

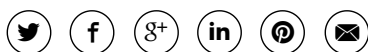
Metatarsal guard

Available at retail: July 2009

Suggested Retail: \$150

###

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CAT logo



d3o logo

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# **EXHIBIT 33**

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RETAIL SPOTLIGHTS (/REPORTS/RETAIL-REPORTS) 24 MARCH 2015

# Caterpillar

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The Cat brand is one of the most prolific in the construction and mining sectors. Its Cat logo is iconic, and Caterpillar is the world's leading manufacturer of construction and mining equipment, diesel and natural gas engines, industrial gas turbines and diesel-electric locomotives. At the same time, Caterpillar has embarked on ambitious licensing efforts throughout its history to help the brand grow beyond its roots.

"Our licensing team is relatively small, consisting of six program managers, three product analysts and one contract and royalty administrator managing our 60 licensees around the globe," Brand Advocacy and Licensing Manager Kenny Beaupre says. "Today, our programming has grown, as Cat consumer products are available in not only the freestanding retail stores but also in 100,000 retail outlets selling nearly 50 million items of Cat merchandise."

### Historic Efforts

Today, Caterpillar has agreements with key licensees who work with their distributor partners and retail partners throughout the world. But even in the company's early years, it put the Cat and Caterpillar name on various specialty items to support marketing efforts, special events and promotions. In the 1960s, it supported internal customers with promotional products and began its scale model program.

Into the mid-1980s and early 1990s, Caterpillar established a formal licensing team to focus on working with third-party licensees to enhance the company's image through consumer-oriented branded products. The goals were to increase brand awareness as well as to provide Caterpillar and Cat dealers with merchandise to support marketing efforts and special events. In addition, the company entered the footwear and workwear consumer categories.

During the mid-1990s, Caterpillar entered into a licensing relationship with Wolverine World Wide to develop industrial footwear and a casual line to include footwear for women and children.

To date, more than 120 million pairs of Cat footwear have been sold globally. Additionally, Caterpillar entered into the lifestyle apparel and additional consumer categories, launching products such as bags, watches, gloves and eyewear.

The company also entered the children's market through a program that develops smart, creative children's products that reflect the power and purpose of Cat equipment. The strategy started with core vehicle-based toys then developed into categories such as books, role-playing games and bikes.

Sponsorship of race vehicles and sporting teams was another focus. For more than 20 years, Caterpillar has been sponsoring such events worldwide with new opportunities for licensing emerging from these sponsorships.

All of this work has helped to build on Caterpillar's reputation as a genuine work brand with an authentic heritage. Its licensed merchandise is a direct reflection of the global values built into every Cat product, including quality, durability and value.

"The consumer may or may not own or operate Cat equipment, but they can now associate themselves with the powerful brand through a new product category," Beaupre says. "The brand is enduring. Retailers and consumers can count on it being there, meeting expectations over the long haul."

### A New Age



More recently, Caterpillar began its freestanding retail store footprint, launching the pilot in 2009. There are now more than 100 Cat retail stores around the world. In 2011, the company expanded into the mobile phone and accessories category and other industrial categories such as auto accessories and lights.

Growth in the footwear, phones, apparel, bags, toys and industrial products like battery chargers and jump starters were key drivers for retail sales in 2014. In all, 29 freestanding Cat lifestyle retail stores opened worldwide in 2014, and the company's lifestyle collection continues to attract new consumers.

"A corporate licensor must be true to their brand wherever they are operating in the world," Beaupre says. "As a brand grows and extends its life in the marketplace, the natural growth into new categories is closely explored and then, when appropriate, becomes an extension beyond the core work products."

The company has an internal process to determine whether a new category is a good fit for Caterpillar. The focus is on staying in alignment with the core Cat identity and looking for products where the company can transfer the same basic values of its brand to those products.

Among the priorities for Caterpillar's licensing efforts in the coming years are increasing trademark protection, working with current licensees and their distributors for increased distribution worldwide, and working with licensees to create products that reflect Cat and Caterpillar globally and are mindful and modified to reflect a region's culture.

In the retail arena, the expansion into freestanding retail stores drives the Cat lifestyle look and feel directly to its expanding consumer base and introduces the brand to a broader audience. In addition, it attracts and educates current and new consumers.

In 2015, Caterpillar will launch additional Cat retail lifestyle stores in Central and South America and China and expand distribution of Cat phones and mobile accessories including the Cat S50 rugged smartphone. Additionally, expect the Cat brand to grow in mobile apps, videos, games, tool storage and safety workwear.

"We will continue working with current licensee partners to develop exciting new styles and products that reflect Cat brand attributes," Beaupre says.

The company will carefully select new licensees and enter into categories. Everything must be consistent with the Cat brand promise, Beaupre notes. Partners must be leaders in their respective categories. Proposed products must make a connection with the Caterpillar brand, and partnerships must not expose the company to unnecessary risk.

"We will continue our close collaboration with licensees to protect the brand and preserve the brand value through the licensing agreement and product approval process," Beaupre says. "It is important that we understand regional culture and laws as they relate to merchandise and stores. We will also identify new categories and find the right partners while ensuring products align to the brand promise, making it easy for the consumer to understand the extension."

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# **EXHIBIT 34**

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# Cat S42 review: an extra rugged phone for an affordable price



The Cat S42 is an obvious choice for a tough, go-anywhere Android phone

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(Image credit: Cat)

## T3 VERDICT

The Cat S42 just has two real selling points – the ability to withstand drops, heat, cold, water, dust and more besides; and how easy it is to clean. If those would be big benefits for you, then the Cat S42 is one of the cheapest and most appealing rugged phones currently on the market.

## REASONS TO BUY

- + The low price appeals
- + Very rugged and tough
- + Curated app selection

## REASONS TO AVOID

- Slow internal processor
- Average camera setup



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BY DAVID NIELD AUGUST 06, 2020

The Cat S42 is all about being a durable and rugged phone, one of the latest handsets from the Caterpillar Inc brand (of construction machinery fame) under licence to Bullitt Group – Caterpillar Inc isn't actually making the phones, but it's the same sort of aesthetic.

In terms of the Cat range, the S42 sits somewhere in the middle, without the advanced features or higher price of something like the S62 Pro. If you need a tough phone that you can basically take anywhere you go without worrying, then this handset is worth a look.

- Check out the definitive T3 list of the [best phones](#)
- Go compact with one of the [best small phones](#) currently on sale

Sure, other phones have waterproofing and can survive the odd fall, but the Cat S42 and its wider family can take some serious punishment: we're talking about bumps and scrapes on a level that you wouldn't experience around a normal home or office.

As a result, the Cat S42 is only going to appeal to a niche audience – but if you fit into that audience then you might find it's the perfect phone pick for you. We've covered durability, battery life, performance, camera quality and more in our comprehensive Cat S42 review.

#### RECOMMENDED VIDEOS FOR YOU...

### Apple Watch 6 lines up the sci-fi upgrade we're desperate for

The Apple Watch 6 could come with an advanced new wireless antenna that is built directly into the wearable's screen, if a brand new r□

## CAT S42 REVIEW: PRICE AND AVAILABILITY

The Cat S42 is currently available to preorder in the UK for £229, direct from the [Catphones website](#) or through the [Clove retailer](#). A release in the US is planned, but as yet we're still waiting on an exact date.

Shipping in the UK is expected around

and operators from October.



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(Image credit: Future)

The Cat S42 comes wrapped in a chunky, rubberised, non-removable casing that meets IP68 (waterproofing and dustproofing) and [MIL-SPEC 810H](#) military standards – so it's certified to withstand extremes of pressure, temperature, vibrations and drops. It's a lot tougher than your average smartphone, and it shows as soon as you take it out of the box.


It certainly feels well protected and incredibly solid to hold, and the extra padding at each of the corners is a really clever touch as well. The phone doesn't feel too unwieldy – it weighs in at 220 grams or 0.49 pounds – but obviously all this additional protection adds some bulk to the handset. At 12.7 mm (0.5 inches) thick, it's not exactly going to glide into a pocket or a bag.



### Squarespace Website Builder

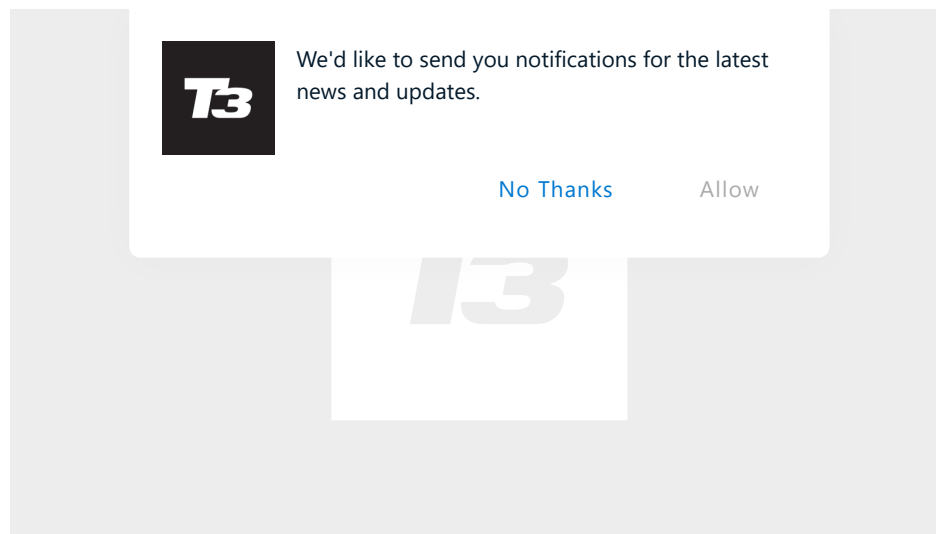
Make and manage your own professional website with Squarespace's all-in-

The relatively small 5.5-inch IPS LCD display, offering a resolution of 1440 x 720 pixels, helps keep the device compact enough for one-handed use, just about. It's one of the weaker parts of the whole Cat S42 experience, and is certainly not as bright or as crisp as even a standard mid-range phone, but it gets the job done. It's fine for browsing through documents and webpages, and even for a bit of light movie watching.

We do like the extra programmable key that the Cat S42 has included on its side: you can use it to turn the phone into a push-to-talk walkie talkie (with a suitable app), to launch any of the apps on your phone, or as a way to quickly access notifications, the  flashlight, and more. If you're out in an environment where operating your phone as normal is tricky, it can really come in handy.

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## CAT S42 REVIEW: OTHER SPECS AND FEATURES



(Image credit: Future)

The main and indeed the only reason you're going to buy the Cat S42 is because of its extra toughness, so we should start there. The phone can officially survive drops of up to 1.8 metres (5.9 feet) but unofficially we reckon it can take more punishment than that; it's also rated for lasting for 35 minutes in water at a depth of 1.5 metres (4.9 feet). From building site to nature trail, this is a handset that's going to last you.

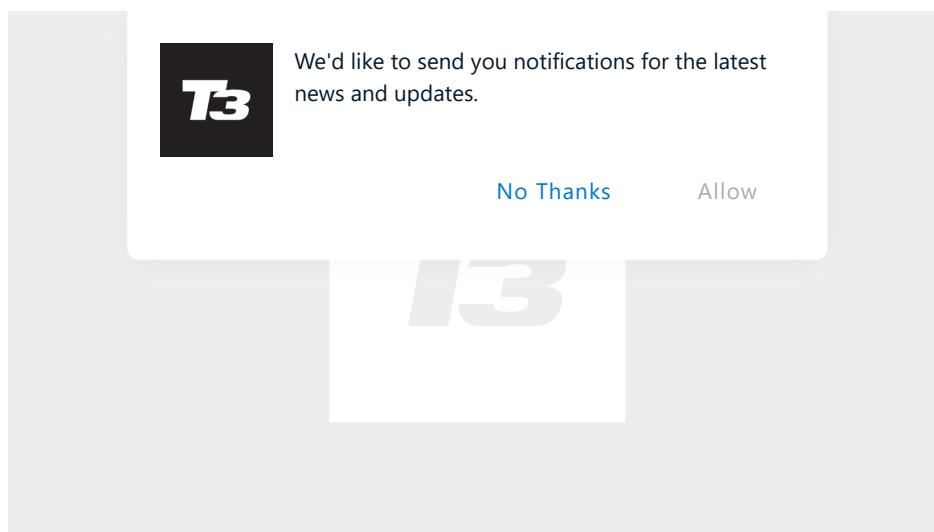
We don't feel particularly comfortable throwing gadgets around the house or the garden, but we tried to give the Cat S42 as much of a test as we could manage, lockdown and social distancing rules permitting. The claims on durability certainly seem to hold up from what we can tell, though we'll have to wait for our next wilderness adventure to give it a full test. It certainly survived drops of a significant height and being dunked in bowls of water while we were testing it. It's also worth noting that the phone is easy to clean, because you can use hot, soapy water.

The Cat S42 does make some compromises with performance – there's a budget Mediatek Helio A20 processor and just 3GB of RAM inside, which means that day-to-day performance is hardly super-speedy. While you won't come across any lag that gets in the way of your normal phone use, there are occasional millisecond delays that you'll notice, and the phone is going to struggle with the most demanding games.

There's just 32GB of internal storage, but you can expand this via a memory card if you need to. Software-wise, Android 10 is on board, with only a few little tweaks – we like the Toolbox app that guides you towards apps you might find useful (calculators, measuring tools, constructions apps and the like). For companies, the phone supports the features of [Android Enterprise](#) too, should you need them.

- We can be your guide to the very [best Android phones](#) on sale

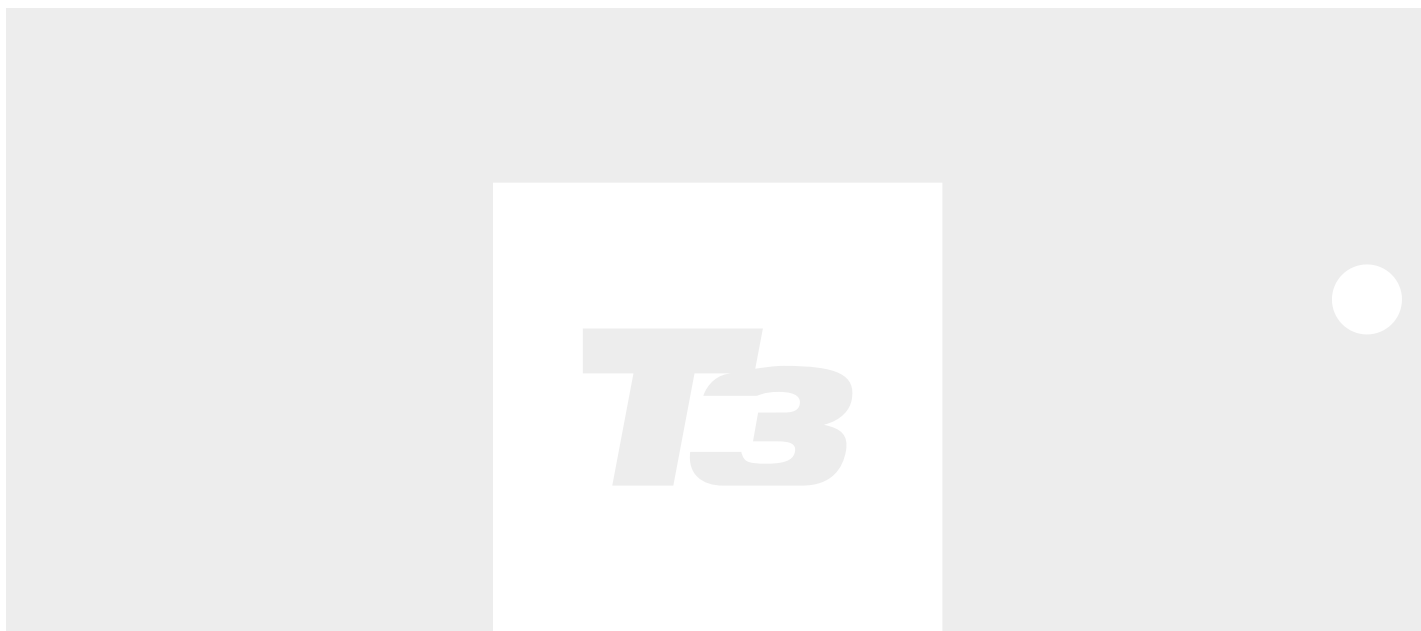
## CAT S42 REVIEW: CAMERA AND BATTERY



(Image credit: Future)

Ordinarily, the phone camera would be one of the bigger considerations when it comes to choosing a smartphone; with the Cat S42, not so much. There's a single-lens 13MP camera on the back (together with a very bright flash), and a single-lens 5MP camera on the front – both of these get the job done but not really much more than that. If you need top-of-the-line photo capabilities, don't get the Cat S42.

The phone is fine for some quick pointing and shooting, but if you need to take detailed snaps of documents or epic landscapes then you're better off looking elsewhere. Low light shots come across as pretty average, and you don't get the cool thermal camera capabilities that are available on some of the more expensive Cat phones – so no trying to spot wildlife in the garden in the dead of night.



We were very impressed with the time you get between charges from the 4,200mAh battery: the phone usually drained by less than 50 percent during a day of (light) usage, and it's not inconceivable that you could get a couple of days between charges if you're careful. In our two-hour video streaming test, the battery level dropped from 100 percent to 84 percent – media playback is hardly a priority for this phone, but that does show the Cat S42 holds up very well against other handsets in this department.

The phone also seems very good : percentage points every hour wh and low-powered processor help: microUSB connection port.



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just a small number of )cket (of course the small screen ere, and the phone uses an older

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- Our picks for the [best gaming phones](#)

## CAT S42 REVIEW: PRICE AND VERDICT



(Image credit: Cat)

The Cat S42 phone really just has the one major selling point: its toughness. If you're not interested in a rugged phone then the Cat S42 won't be on your radar, but if you are looking for something that can take more punishment and resist damage better than most handsets then this definitely appeals.

All Cat phones offer plenty of protection, but this is cheaper than most – it's the budget option if you're after a tough, easy to clean phone that is going to survive just about anything, and yet still runs everything you get on Android. We do like the curated section for app tools as well, which gives you some idea of what the Cat S42 can be used for.

Aside from the way it's made, the Cat S42 doesn't have much going for it – but then again it doesn't necessarily have to. The internal components are definitely on the budget side, the screen is small and unlikely to wow you, and the camera isn't going to take photos as well as some other phones at this price point.

You're really spending your money on all that drop protection, waterproofing, and military grade toughness – so if that's important to you then get the Cat S42 on your shortlist. If you have a bit more money to spend, check out the other rugged phones on the market, including the rest of the Cat line-up.

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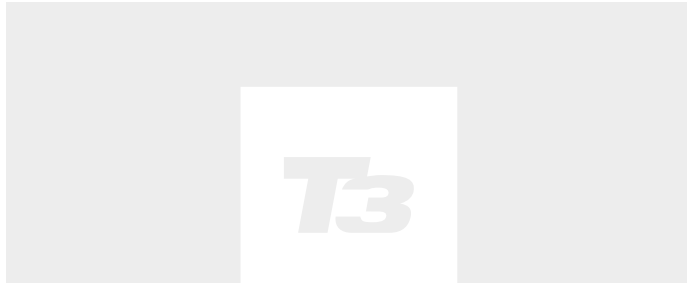
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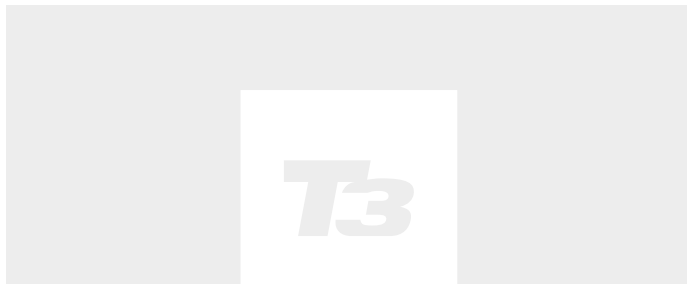
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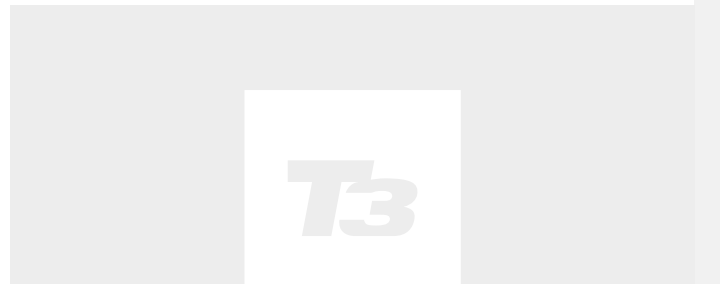
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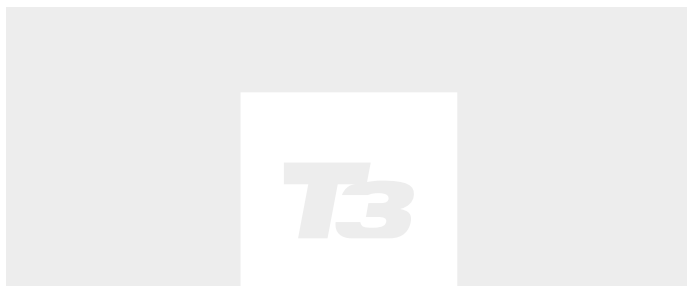
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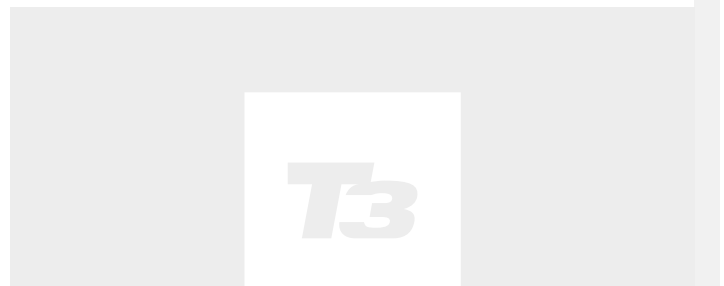
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# EXHIBIT 35



## Heron Preston and Caterpillar Rejoin to Celebrate "CAT POWER"

Authentic workwear items receive a graphic update.



**HERON PRESTON**



**HERON PRESTON**

Heron Preston



Fashion  
 Apr 20, 2021  
 3,092 Hypes  
 5 Comments  
 TEXT BY  
 Jake Silbert and Jake Silbert

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**DAT** CAT

Heron Preston's deep love for workwear stems back to his youth, manifesting in function-driven collections and collaborations with blue collar company Caterpillar, or CAT. The latest team-up between Preston and Caterpillar realizes a lived-in look atop approachable workwear silhouettes, tweaking garments borrowed directly from the Caterpillar archive in its Bozeman, Montana headquarters.

Key to the release is Caterpillar's all-caps logo, which graces a windbreaker, sweaters, shirts, carpenter pants and caps in reworked form: Preston has covered the "Diesel" portion of the slogan with white appliqué, leaving only "CAT POWER." Rather than referencing the famed singer/songwriter, Preston is demonstrating a revisionary approach to branding, rendering his own name in faded white or black while retaining his signature orange tag and "стиль" ("Style" in Russian). Experimental dye treatments and "AUTHENTIC" verbiage further toy with workwear conventions.

Shop the new Caterpillar collaboration on Heron Preston's website and at stockists like HBX.

**heronpreston**  
 688K followers
 
View profile



[View more on Instagram](#)



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Heron Preston x Caterpillar - The new collab is now available on [WWW.HERONPRESTON.COM](http://WWW.HERONPRESTON.COM)

[view all 42 comments](#)

Add a comment...

Meanwhile, Preston is currently working with Calvin Klein as a creative consultant.

[HERON PRESTON](#) [CAT](#) [CATERPILLAR](#)

ADVERTISING



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7516.16

70.19 (-0.93%)



Latest Active

1		Tapestry NYSE:TPR	0.21 (+0.46%)
2		Under Armour NYSE:...	1.60 (-5.93%)
3		Gap NYSE:GPS	0.13 (-0.54%)
4		Ralph Lauren NYSE:...	2.88 (+2.36%)
5		Columbia NasdaqGS:...	1.09 (+1.06%)

Shop on HBX



Heron Preston  
Calvin Klein X Heron Preston Sunglasses  
\$128 USD



Heron Preston  
Roll Neck Long Sleeve T-shirt  
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Heron Preston  
Split Herons T-shirt  
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Heron Preston  
Calvin Klein X Heron Preston Rinse Jeans  
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**PepperAnnGotTheSack** · 7 months ago  
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 Can i ask why a sweater cost 600\$?  
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 Nope, just hand over your hard earned money like a good sheep!  
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**44th** → Global Warning · 7 months ago  
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**corycozy** · 7 months ago  
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By Eric Brain / Oct 4, 2021

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Presented by Gentle Monster / Jul 26, 2021

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Fashion

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By Ross Dwyer / Apr 20, 2021

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From AirTags to an all-new iMac with an impressive M1 chip.

By Rosie Perper / Apr 20, 2021

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By Ross Dwyer / Apr 20, 2021



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By Jake Silbert / Apr 20, 2021

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Getting heavy Damien Hirst vibes here.

By Elliot Santiago / Apr 20, 2021

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Footwear

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By Jack Stanley / Apr 20, 2021

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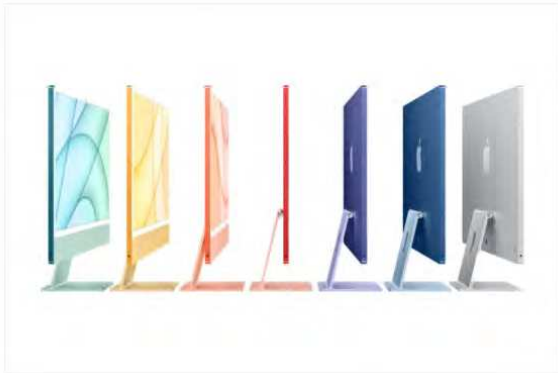
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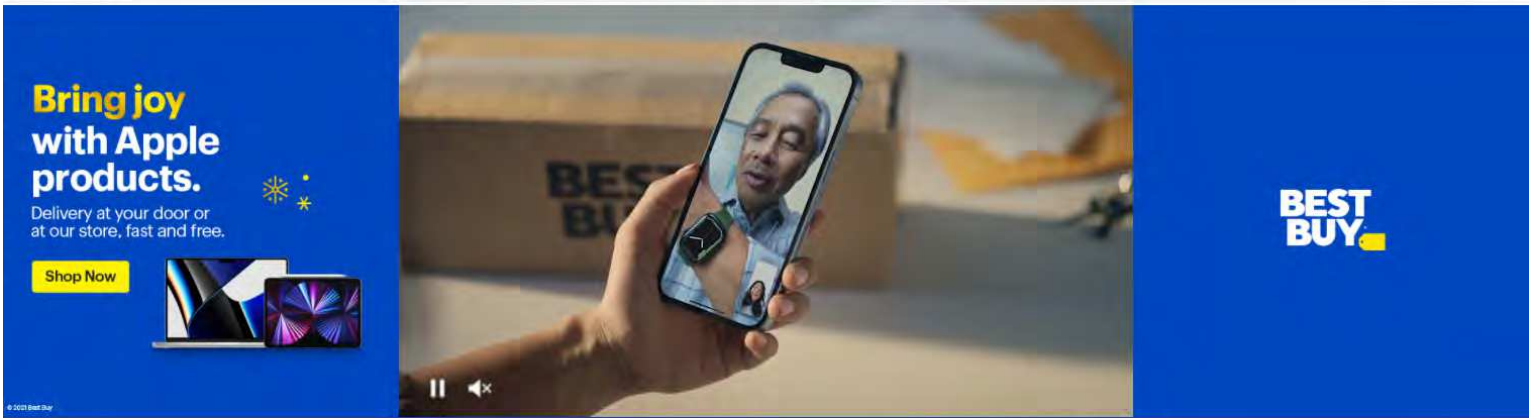
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By Jake Silbert / Apr 20, 2021

# EXHIBIT 36



# Heron Preston

SPRING 2021 READY-TO-WEAR

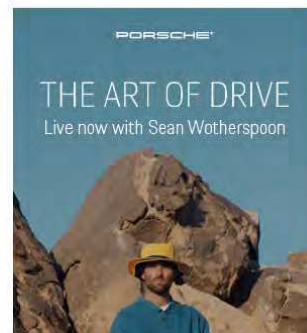
COVERAGE COLLECTION



BY LUKE LEITCH  
September 30, 2020



Marooned by travel restrictions across the Atlantic from his design team and factories at New Guards here in Milan, Heron Preston was a little frustrated by the extent to which he was obliged to craft this collection virtually. This evidenced itself most in his look book, for which the designer made prints of the digitally transferred images, then marked and arranged them as he would a running-order board at a real fashion show. He said: "I finished the look book by hand here in New York because I wanted to kind of capture this behind-the-scenes process, which I love. I've always been a hands-on person. Even before I joined New Guards, I printed my T-shirts by hand, never with machines.... I've got to have some kind of human presence there...so that's why I finished the look book this way. And that's



why you might see some dust, or a piece of hair that might have gotten stuck on the scan bed! That's real to me."

The collection that Preston took care to present beneath this patina of analogue process showed that, like so many designers, he has used his time in the great hiatus to double down, to take a look at himself and his product, and to refine his output. The results included an editing of his accessory offering to concentrate on his spirit-level heels and hard tool bag, the two pieces that speak most clearly to his unique selling position as a playful designer of elevated but authentically rooted workwear that references the equipment with which its original consumers ply their trades.

Branding and graphics were radically scaled down, even on the Caterpillar collaboration. Most workwear pieces featured a flash of orange on the left sleeve, a return, Preston said, to his early enunciation of brand language, and an act of reduction that he felt was consistent with his sense of maturation. "My 40s are just around the corner now," the 37(!)-year-old noted: "The use of graphics isn't something that I've departed from, but they are not as loud or in-your-face...when you get older, I think you just realize that you like what you like." Preston added that his ideal daily outfit—the uniform he'd never get bored of wearing (at least this year)—is something pretty close to look 24, a shorts-and-polo combination whose shirt he was adamant must be fastened by a zipper ("buttons are preppy") to reflect his workwear yen.

Other interesting realizations were expressed via the strong crocus color story, which went back to the insight that there's little point in creating elevated staples in colorways that you can easily also purchase staple-staples in. Although nothing from his excellent ongoing Levi's collaboration appeared here, Preston said, "I am taking some stories from that exercise and applying them to this collection," specifically the reverse-pocket detail on richly patched pants in raw denim whose low rate of water waste was consistent with the sustainable push also evident in the over-dyed garment-washed tailoring in ethically sourced nylons.

This newly pared-down and intellectually elevated iteration of Preston was a positive product of a season spent in enforced absence from his colleagues, and promises much for when they are finally reunited.



## COLLECTION



Look 1



Look 2



Look 3



Look 4



Look 5



Look 6



Look 7



Look 8



Look 9

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BY CHRISTIAN ALLAIRE



LIVING

Inside Ivy Getty's Fantasy Wedding  
Weekend in San Francisco

BY ALEXANDRA MACON

# EXHIBIT 37



BY NEWSWEEK

SHARE

## Best Online Shops 2022

Americans spend a lot of money online. According to the U.S. Commerce Department, during the second quarter of this year, retail sales totaled \$1.333 trillion and about \$222.4 billion or roughly 13 percent of all that spending happened online.

Online shopping and buying has long since stopped being a novelty and is now a part of the daily life of almost every American. On the internet, shoppers want the same things they look for in brick-and-mortar retailers, but they also want something else: sites that are easy to use and navigate.

To point our readers to the Best Online Shops 2022, Newsweek has once again paired with respected global data-research firm Statista. Our rankings recognize 1,000 shops across 39 categories in eight groups. This year, Fashion (Single-brand) is the largest category with 89 shops on the list. Shops in the Sport, Outdoor, Motor category had the highest average scores. The website of BLICK's Art Materials had the highest score across all the dimensions we considered. No matter what you are shopping for online, we hope you find this year's ranking helpful.

**Nancy Cooper**  
Global Editor in Chief

NEWSWEEK

Parent Category	Category	Rank	Brand	Score	Company Website
Fashion & Accessories	Accessories (e.g. Handbags, Suitcases)	1	jansport.com	8.66	www.jansport.com
Fashion & Accessories	Accessories (e.g. Handbags, Suitcases)	2	hatclub.com	8.30	www.hatclub.com
Fashion & Accessories	Accessories (e.g. Handbags, Suitcases)	3	shop.wigsbuy.com	8.17	shop.wigsbuy.com
Fashion & Accessories	Accessories (e.g. Handbags, Suitcases)	4	shop.rebag.com	8.03	shop.rebag.com
Fashion & Accessories	Accessories (e.g. Handbags, Suitcases)	5	glamourtress.com	7.99	www.glamourtress.com
Fashion & Accessories	Accessories (e.g. Handbags, Suitcases)	6	timbuk2.com	7.83	www.timbuk2.com
Fashion & Accessories	Accessories (e.g. Handbags, Suitcases)	7	verabradley.com	7.78	www.verabradley.com
Fashion & Accessories	Accessories (e.g. Handbags, Suitcases)	8	luggagepros.com	7.71	www.luggagepros.com
Fashion & Accessories	Accessories (e.g. Handbags, Suitcases)	9	herschel.com	7.58	www.herschel.com
Fashion & Accessories	Accessories (e.g. Handbags, Suitcases)	10	paulayoung.com	7.58	www.paulayoung.com

Fashion & Accessories	Accessories (e.g. Handbags, Suitcases)	11	fashionablecanes.com	7.56	www.fashionablecanes.com
Fashion & Accessories	Accessories (e.g. Handbags, Suitcases)	12	designeroptics.com	7.54	www.designeroptics.com
Fashion & Accessories	Accessories (e.g. Handbags, Suitcases)	13	neweracap.com	7.54	www.neweracap.com
Fashion & Accessories	Accessories (e.g. Handbags, Suitcases)	14	kipling-usa.com	7.43	www.kipling-usa.com
Fashion & Accessories	Fashion (multi-brand)	1	dtlr.com	8.27	www.dtlr.com
Fashion & Accessories	Fashion (multi-brand)	2	bloomingdales.com	8.23	www.bloomingdales.com
Fashion & Accessories	Fashion (multi-brand)	3	menswearhouse.com	8.08	www.menswearhouse.com
Fashion & Accessories	Fashion (multi-brand)	4	jcrew.com	8.08	www.jcrew.com
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Fashion & Accessories	Fashion (multi-brand)	9	tillys.com	7.99	www.tillys.com
Fashion & Accessories	Fashion (multi-brand)	10	boscovs.com	7.96	www.boscovs.com
Fashion & Accessories	Fashion (multi-brand)	11	dxl.com	7.92	www.dxl.com
Fashion & Accessories	Fashion (multi-brand)	12	neimanmarcus.com	7.92	www.neimanmarcus.com
Fashion & Accessories	Fashion (multi-brand)	13	bootbarn.com	7.90	www.bootbarn.com
Fashion & Accessories	Fashion (multi-brand)	14	urbanoutfitters.com	7.88	www.urbanoutfitters.com
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Fashion & Accessories	Fashion (multi-brand)	24	carbon38.com	7.70	www.carbon38.com
Fashion & Accessories	Fashion (multi-brand)	25	buckle.com	7.68	www.buckle.com
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Fashion & Accessories	Fashion (multi-brand)	33	rockabilia.com	7.50	www.rockabilia.com
Fashion & Accessories	Fashion (multi-brand)	34	6pm.com	7.49	www.6pm.com
Fashion & Accessories	Fashion (multi-brand)	35	karmaloop.com	7.45	www.karmaloop.com
Fashion & Accessories	Fashion (multi-brand)	36	sheplers.com	7.44	www.sheplers.com
Fashion & Accessories	Fashion (multi-brand)	37	huckberry.com	7.44	www.huckberry.com
Fashion & Accessories	Fashion (single brand)	1	jockey.com	8.37	www.jockey.com
Fashion & Accessories	Fashion (single brand)	2	shopjustice.com	8.37	www.shopjustice.com
Fashion & Accessories	Fashion (single brand)	3	landsend.com	8.29	www.landsend.com
Fashion & Accessories	Fashion (single brand)	4	theory.com	8.27	www.theory.com
Fashion & Accessories	Fashion (single brand)	5	g-star.com	8.26	www.g-star.com
Fashion & Accessories	Fashion (single brand)	6	haggar.com	8.26	www.haggar.com
Fashion & Accessories	Fashion (single brand)	7	lifeisgood.com	8.26	www.lifeisgood.com
Fashion & Accessories	Fashion (single brand)	8	vineyardvines.com	8.24	www.vineyardvines.com
Fashion & Accessories	Fashion (single brand)	9	stevemadden.com	8.22	www.stevemadden.com
Fashion & Accessories	Fashion (single brand)	10	charlestyrwhitt.com	8.22	www.charlestyrwhitt.com
Fashion & Accessories	Fashion (single brand)	11	dickies.com	8.17	www.dickies.com
Fashion & Accessories	Fashion (single brand)	12	forever21.com	8.16	www.forever21.com
Fashion & Accessories	Fashion (single brand)	13	luckybrand.com	8.15	www.luckybrand.com
Fashion & Accessories	Fashion (single brand)	14	wrangler.com	8.15	www.wrangler.com



Fashion & Accessories	Fashion (single brand)	15	hm.com	8.15	<a href="http://www.hm.com">www.hm.com</a>
Fashion & Accessories	Fashion (single brand)	16	hugoboss.com	8.15	<a href="http://www.hugoboss.com">www.hugoboss.com</a>
Fashion & Accessories	Fashion (single brand)	17	wilsonleather.com	8.14	<a href="http://www.wilsonleather.com">www.wilsonleather.com</a>
Fashion & Accessories	Fashion (single brand)	18	katespade.com	8.12	<a href="http://www.katespade.com">www.katespade.com</a>
Fashion & Accessories	Fashion (single brand)	19	hottopic.com	8.12	<a href="http://www.hottopic.com">www.hottopic.com</a>
Fashion & Accessories	Fashion (single brand)	20	petermillar.com	8.10	<a href="http://www.petermillar.com">www.petermillar.com</a>
Fashion & Accessories	Fashion (single brand)	21	smartwool.com	8.09	<a href="http://www.smartwool.com">www.smartwool.com</a>
Fashion & Accessories	Fashion (single brand)	22	bodenusa.com	8.08	<a href="http://www.bodenusa.com">www.bodenusa.com</a>
Fashion & Accessories	Fashion (single brand)	23	gruntstyle.com	8.06	<a href="http://www.gruntstyle.com">www.gruntstyle.com</a>
Fashion & Accessories	Fashion (single brand)	24	justfab.com	8.06	<a href="http://www.justfab.com">www.justfab.com</a>
Fashion & Accessories	Fashion (single brand)	25	rag-bone.com	8.05	<a href="http://www.rag-bone.com">www.rag-bone.com</a>
Fashion & Accessories	Fashion (single brand)	26	eastessence.com	8.04	<a href="http://www.eastessence.com">www.eastessence.com</a>
Fashion & Accessories	Fashion (single brand)	27	lee.com	8.03	<a href="http://www.lee.com">www.lee.com</a>
Fashion & Accessories	Fashion (single brand)	28	lacoste.com	8.03	<a href="http://www.lacoste.com">www.lacoste.com</a>
Fashion & Accessories	Fashion (single brand)	29	rue21.com	8.02	<a href="http://www.rue21.com">www.rue21.com</a>
Fashion & Accessories	Fashion (single brand)	30	jjill.com	8.02	<a href="http://www.jjill.com">www.jjill.com</a>
Fashion & Accessories	Fashion (single brand)	31	mangooutlet.com	8.01	<a href="http://www.mangooutlet.com">www.mangooutlet.com</a>
Fashion & Accessories	Fashion (single brand)	32	levi.com	8.00	<a href="http://www.levi.com">www.levi.com</a>
Fashion & Accessories	Fashion (single brand)	33	carhartt.com	7.99	<a href="http://www.carhartt.com">www.carhartt.com</a>
Fashion & Accessories	Fashion (single brand)	34	ae.com	7.98	<a href="http://www.ae.com">www.ae.com</a>
Fashion & Accessories	Fashion (single brand)	35	losangelesapparel.net	7.98	<a href="http://www.losangelesapparel.net">www.losangelesapparel.net</a>
Fashion & Accessories	Fashion (single brand)	36	prana.com	7.96	<a href="http://www.prana.com">www.prana.com</a>
Fashion & Accessories	Fashion (single brand)	37	michaelkors.com	7.95	<a href="http://www.michaelkors.com">www.michaelkors.com</a>
Fashion & Accessories	Fashion (single brand)	38	express.com	7.94	<a href="http://www.express.com">www.express.com</a>
Fashion & Accessories	Fashion (single brand)	39	janieandjack.com	7.93	<a href="http://www.janieandjack.com">www.janieandjack.com</a>
Fashion & Accessories	Fashion (single brand)	40	ariat.com	7.92	<a href="http://www.ariat.com">www.ariat.com</a>
Fashion & Accessories	Fashion (single brand)	41	scotch-soda.com	7.91	<a href="http://www.scotch-soda.com">www.scotch-soda.com</a>
Fashion & Accessories	Fashion (single brand)	42	blair.com	7.91	<a href="http://www.blair.com">www.blair.com</a>
Fashion & Accessories	Fashion (single brand)	43	shop.mango.com	7.89	<a href="http://shop.mango.com">shop.mango.com</a>
Fashion & Accessories	Fashion (single brand)	44	nautica.com	7.89	<a href="http://www.nautica.com">www.nautica.com</a>
Fashion & Accessories	Fashion (single brand)	45	jjshouse.com	7.88	<a href="http://www.jjshouse.com">www.jjshouse.com</a>
Fashion & Accessories	Fashion (single brand)	46	josbank.com	7.86	<a href="http://www.josbank.com">www.josbank.com</a>
Fashion & Accessories	Fashion (single brand)	47	dockers.com	7.84	<a href="http://www.dockers.com">www.dockers.com</a>
Fashion & Accessories	Fashion (single brand)	48	agacistore.com	7.84	<a href="http://www.agacistore.com">www.agacistore.com</a>
Fashion & Accessories	Fashion (single brand)	49	diesel.com	7.83	<a href="http://www.diesel.com">www.diesel.com</a>
Fashion & Accessories	Fashion (single brand)	50	paulfredrick.com	7.82	<a href="http://www.paulfredrick.com">www.paulfredrick.com</a>
Fashion & Accessories	Fashion (single brand)	51	legendarywhitetails.com	7.81	<a href="http://www.legendarywhitetails.com">www.legendarywhitetails.com</a>
Fashion & Accessories	Fashion (single brand)	52	tommyjohn.com	7.81	<a href="http://www.tommyjohn.com">www.tommyjohn.com</a>
Fashion & Accessories	Fashion (single brand)	53	originalpenguin.com	7.80	<a href="http://www.originalpenguin.com">www.originalpenguin.com</a>
Fashion & Accessories	Fashion (single brand)	54	bonobos.com	7.80	<a href="http://www.bonobos.com">www.bonobos.com</a>
Fashion & Accessories	Fashion (single brand)	55	stylewe.com	7.80	<a href="http://www.stylewe.com">www.stylewe.com</a>
Fashion & Accessories	Fashion (single brand)	56	gap.com	7.79	<a href="http://www.gap.com">www.gap.com</a>
Fashion & Accessories	Fashion (single brand)	57	uniqlo.com	7.77	<a href="http://www.uniqlo.com">www.uniqlo.com</a>
Fashion & Accessories	Fashion (single brand)	58	gapfactory.com	7.74	<a href="http://www.gapfactory.com">www.gapfactory.com</a>
Fashion & Accessories	Fashion (single brand)	59	vincecamuto.com	7.73	<a href="http://www.vincecamuto.com">www.vincecamuto.com</a>
Fashion & Accessories	Fashion (single brand)	60	aeropostale.com	7.73	<a href="http://www.aeropostale.com">www.aeropostale.com</a>
Fashion & Accessories	Fashion (single brand)	61	us.louisvuitton.com	7.73	<a href="http://us.louisvuitton.com">us.louisvuitton.com</a>
Fashion & Accessories	Fashion (single brand)	62	quiksilver.com	7.72	<a href="http://www.quiksilver.com">www.quiksilver.com</a>
Fashion & Accessories	Fashion (single brand)	63	ericdress.com	7.69	<a href="http://www.ericdress.com">www.ericdress.com</a>
Fashion & Accessories	Fashion (single brand)	64	nydj.com	7.69	<a href="http://www.nydj.com">www.nydj.com</a>
Fashion & Accessories	Fashion (single brand)	65	tbdress.com	7.68	<a href="http://www.tbdress.com">www.tbdress.com</a>
Fashion & Accessories	Fashion (single brand)	66	stance.com	7.67	<a href="http://www.stance.com">www.stance.com</a>
Fashion & Accessories	Fashion (single brand)	67	kennethcole.com	7.66	<a href="http://www.kennethcole.com">www.kennethcole.com</a>
Fashion & Accessories	Fashion (single brand)	68	untuckit.com	7.65	<a href="http://www.untuckit.com">www.untuckit.com</a>
Fashion & Accessories	Fashion (single brand)	69	bershka.com	7.64	<a href="http://www.bershka.com">www.bershka.com</a>

Fashion & Accessories	Fashion (single brand)	70	fashionnova.com	7.62	<a href="http://www.fashionnova.com">www.fashionnova.com</a>
Fashion & Accessories	Fashion (single brand)	71	bananarepublic.gap.com	7.60	<a href="http://bananarepublic.gap.com">bananarepublic.gap.com</a>
Fashion & Accessories	Fashion (single brand)	72	thetiebar.com	7.60	<a href="http://www.thetiebar.com">www.thetiebar.com</a>
Fashion & Accessories	Fashion (single brand)	73	bandier.com	7.56	<a href="http://www.bandier.com">www.bandier.com</a>
Fashion & Accessories	Fashion (single brand)	74	fruit.com	7.56	<a href="http://www.fruit.com">www.fruit.com</a>
Fashion & Accessories	Fashion (single brand)	75	us.jimmychoo.com	7.56	<a href="http://us.jimmychoo.com">us.jimmychoo.com</a>
Fashion & Accessories	Fashion (single brand)	76	guessfactory.com	7.53	<a href="http://www.guessfactory.com">www.guessfactory.com</a>
Fashion & Accessories	Fashion (single brand)	77	utsavfashion.com	7.52	<a href="http://www.utsavfashion.com">www.utsavfashion.com</a>
Fashion & Accessories	Fashion (single brand)	78	ashro.com	7.51	<a href="http://www.ashro.com">www.ashro.com</a>
Fashion & Accessories	Fashion (single brand)	79	perryellis.com	7.51	<a href="http://www.perryellis.com">www.perryellis.com</a>
Fashion & Accessories	Fashion (single brand)	80	gilt.com	7.50	<a href="http://www.gilt.com">www.gilt.com</a>
Fashion & Accessories	Fashion (single brand)	81	ralphlauren.com	7.49	<a href="http://www.ralphlauren.com">www.ralphlauren.com</a>
Fashion & Accessories	Fashion (single brand)	82	us.romwe.com	7.48	<a href="http://us.romwe.com">us.romwe.com</a>
Fashion & Accessories	Fashion (single brand)	83	us.burberry.com	7.47	<a href="http://us.burberry.com">us.burberry.com</a>
Fashion & Accessories	Fashion (single brand)	84	johnvarvatos.com	7.47	<a href="http://www.johnvarvatos.com">www.johnvarvatos.com</a>
Fashion & Accessories	Fashion (single brand)	85	hanes.com	7.47	<a href="http://www.hanes.com">www.hanes.com</a>
Fashion & Accessories	Fashion (single brand)	86	volcom.com	7.46	<a href="http://www.volcom.com">www.volcom.com</a>
Fashion & Accessories	Fashion (single brand)	87	thereformation.com	7.46	<a href="http://www.thereformation.com">www.thereformation.com</a>
Fashion & Accessories	Fashion (single brand)	88	tipsyelves.com	7.45	<a href="http://www.tipsyelves.com">www.tipsyelves.com</a>
Fashion & Accessories	Fashion (single brand)	89	apc-us.com	7.44	<a href="http://www.apc-us.com">www.apc-us.com</a>
Fashion & Accessories	Jewelry	1	ross-simons.com	8.56	<a href="http://www.ross-simons.com">www.ross-simons.com</a>
Fashion & Accessories	Jewelry	2	kay.com	8.50	<a href="http://www.kay.com">www.kay.com</a>
Fashion & Accessories	Jewelry	3	jamesavery.com	8.36	<a href="http://www.jamesavery.com">www.jamesavery.com</a>
Fashion & Accessories	Jewelry	4	superjeweler.com	8.35	<a href="http://www.superjeweler.com">www.superjeweler.com</a>
Fashion & Accessories	Jewelry	5	brilliantearth.com	8.34	<a href="http://www.brilliantearth.com">www.brilliantearth.com</a>
Fashion & Accessories	Jewelry	6	jewlr.com	8.32	<a href="http://www.jewlr.com">www.jewlr.com</a>
Fashion & Accessories	Jewelry	7	angara.com	8.29	<a href="http://www.angara.com">www.angara.com</a>
Fashion & Accessories	Jewelry	8	us.pandora.net	8.28	<a href="http://www.pandora.net">www.pandora.net</a>
Fashion & Accessories	Jewelry	9	itshot.com	8.26	<a href="http://www.itshot.com">www.itshot.com</a>
Fashion & Accessories	Jewelry	10	thegldshop.com	8.18	<a href="http://www.thegldshop.com">www.thegldshop.com</a>
Fashion & Accessories	Jewelry	11	shaneco.com	8.18	<a href="http://www.shaneco.com">www.shaneco.com</a>
Fashion & Accessories	Jewelry	12	bluenile.com	8.15	<a href="http://www.bluenile.com">www.bluenile.com</a>
Fashion & Accessories	Jewelry	13	jamesallen.com	8.07	<a href="http://www.jamesallen.com">www.jamesallen.com</a>
Fashion & Accessories	Jewelry	14	shop.atperrys.com	8.04	<a href="http://shop.atperrys.com">shop.atperrys.com</a>
Fashion & Accessories	Jewelry	15	jtv.com	8.02	<a href="http://www.jtv.com">www.jtv.com</a>
Fashion & Accessories	Jewelry	16	alexandani.com	7.91	<a href="http://www.alexandani.com">www.alexandani.com</a>
Fashion & Accessories	Jewelry	17	helzberg.com	7.90	<a href="http://www.helzberg.com">www.helzberg.com</a>
Fashion & Accessories	Jewelry	18	larsonjewelers.com	7.89	<a href="http://www.larsonjewelers.com">www.larsonjewelers.com</a>
Fashion & Accessories	Jewelry	19	picturesongold.com	7.88	<a href="http://www.picturesongold.com">www.picturesongold.com</a>
Fashion & Accessories	Jewelry	20	claires.com	7.85	<a href="http://www.claires.com">www.claires.com</a>
Fashion & Accessories	Jewelry	21	blingjewelry.com	7.78	<a href="http://www.blingjewelry.com">www.blingjewelry.com</a>
Fashion & Accessories	Jewelry	22	dreamlandjewelry.com	7.77	<a href="http://www.dreamlandjewelry.com">www.dreamlandjewelry.com</a>
Fashion & Accessories	Jewelry	23	brilliance.com	7.76	<a href="http://www.brilliance.com">www.brilliance.com</a>
Fashion & Accessories	Jewelry	24	catholiccompany.com	7.70	<a href="http://www.catholiccompany.com">www.catholiccompany.com</a>
Fashion & Accessories	Jewelry	25	zales.com	7.69	<a href="http://www.zales.com">www.zales.com</a>
Fashion & Accessories	Jewelry	26	vancaro.com	7.66	<a href="http://www.vancaro.com">www.vancaro.com</a>
Fashion & Accessories	Jewelry	27	evesaddiction.com	7.65	<a href="http://www.evesaddiction.com">www.evesaddiction.com</a>
Fashion & Accessories	Jewelry	28	brighton.com	7.63	<a href="http://www.brighton.com">www.brighton.com</a>
Fashion & Accessories	Jewelry	29	puravidabracelets.com	7.63	<a href="http://www.puravidabracelets.com">www.puravidabracelets.com</a>
Fashion & Accessories	Jewelry	30	cartier.com	7.61	<a href="http://www.cartier.com">www.cartier.com</a>
Fashion & Accessories	Jewelry	31	myka.com	7.60	<a href="http://www.myka.com">www.myka.com</a>
Fashion & Accessories	Jewelry	32	davidyurman.com	7.53	<a href="http://www.davidyurman.com">www.davidyurman.com</a>
Fashion & Accessories	Jewelry	33	icing.com	7.53	<a href="http://www.icing.com">www.icing.com</a>
Fashion & Accessories	Jewelry	34	jared.com	7.44	<a href="http://www.jared.com">www.jared.com</a>
Fashion & Accessories	Shoes	1	birkenstock.com	8.54	<a href="http://www.birkenstock.com">www.birkenstock.com</a>

Fashion & Accessories	Shoes	2	chacos.com	8.53	<a href="http://www.chacos.com">www.chacos.com</a>
Fashion & Accessories	Shoes	3	thewalkingcompany.com	8.48	<a href="http://www.thewalkingcompany.com">www.thewalkingcompany.com</a>
Fashion & Accessories	Shoes	4	footaction.com	8.48	<a href="http://www.footaction.com">www.footaction.com</a>
Fashion & Accessories	Shoes	5	converse.com	8.38	<a href="http://www.converse.com">www.converse.com</a>
Fashion & Accessories	Shoes	6	timberland.com	8.38	<a href="http://www.timberland.com">www.timberland.com</a>
Fashion & Accessories	Shoes	7	footsmart.com	8.37	<a href="http://www.footsmart.com">www.footsmart.com</a>
Fashion & Accessories	Shoes	8	shoemall.com	8.36	<a href="http://www.shoemall.com">www.shoemall.com</a>
Fashion & Accessories	Shoes	9	footlocker.com	8.31	<a href="http://www.footlocker.com">www.footlocker.com</a>
Fashion & Accessories	Shoes	10	naturalizer.com	8.20	<a href="http://www.naturalizer.com">www.naturalizer.com</a>
Fashion & Accessories	Shoes	11	crocs.com	8.20	<a href="http://www.crocs.com">www.crocs.com</a>
Fashion & Accessories	Shoes	12	sperry.com	8.16	<a href="http://www.sperry.com">www.sperry.com</a>
Fashion & Accessories	Shoes	13	ugg.com	8.15	<a href="http://www.ugg.com">www.ugg.com</a>
Fashion & Accessories	Shoes	14	kidsfootlocker.com	8.10	<a href="http://www.kidsfootlocker.com">www.kidsfootlocker.com</a>
Fashion & Accessories	Shoes	15	clarksusa.com	8.06	<a href="http://www.clarksusa.com">www.clarksusa.com</a>
Fashion & Accessories	Shoes	16	ladyfootlocker.com	8.04	<a href="http://www.ladyfootlocker.com">www.ladyfootlocker.com</a>
Fashion & Accessories	Shoes	17	journeys.com	8.01	<a href="http://www.journeys.com">www.journeys.com</a>
Fashion & Accessories	Shoes	18	allenedmonds.com	8.00	<a href="http://www.allenedmonds.com">www.allenedmonds.com</a>
Fashion & Accessories	Shoes	19	hotter.com	8.00	<a href="http://www.hotter.com">www.hotter.com</a>
Fashion & Accessories	Shoes	20	kswiss.com	7.96	<a href="http://www.kswiss.com">www.kswiss.com</a>
Fashion & Accessories	Shoes	21	us.ecco.com	7.95	<a href="http://us.ecco.com">us.ecco.com</a>
Fashion & Accessories	Shoes	22	thefryecompany.com	7.94	<a href="http://www.thefryecompany.com">www.thefryecompany.com</a>
Fashion & Accessories	Shoes	23	johnstonmurphy.com	7.94	<a href="http://www.johnstonmurphy.com">www.johnstonmurphy.com</a>
Fashion & Accessories	Shoes	24	jimmyjazz.com	7.94	<a href="http://www.jimmyjazz.com">www.jimmyjazz.com</a>
Fashion & Accessories	Shoes	25	reef.com	7.90	<a href="http://www.reef.com">www.reef.com</a>
Fashion & Accessories	Shoes	26	catfootwear.com	7.89	<a href="http://www.catfootwear.com">www.catfootwear.com</a>
Fashion & Accessories	Shoes	27	dsw.com	7.89	<a href="http://www.dsw.com">www.dsw.com</a>
Fashion & Accessories	Shoes	28	wolverine.com	7.85	<a href="http://www.wolverine.com">www.wolverine.com</a>
Fashion & Accessories	Shoes	29	striderite.com	7.83	<a href="http://www.striderite.com">www.striderite.com</a>
Fashion & Accessories	Shoes	30	vivobarefoot.com	7.83	<a href="http://www.vivobarefoot.com">www.vivobarefoot.com</a>
Fashion & Accessories	Shoes	31	easyspirit.com	7.81	<a href="http://www.easyspirit.com">www.easyspirit.com</a>
Fashion & Accessories	Shoes	32	shiekh.com	7.78	<a href="http://www.shiekh.com">www.shiekh.com</a>
Fashion & Accessories	Shoes	33	kuruf footwear.com	7.76	<a href="http://www.kuruf footwear.com">www.kuruf footwear.com</a>
Fashion & Accessories	Shoes	34	hushpuppies.com	7.75	<a href="http://www.hushpuppies.com">www.hushpuppies.com</a>
Fashion & Accessories	Shoes	35	finishline.com	7.74	<a href="http://www.finishline.com">www.finishline.com</a>
Fashion & Accessories	Shoes	36	hibbett.com	7.74	<a href="http://www.hibbett.com">www.hibbett.com</a>
Fashion & Accessories	Shoes	37	rockport.com	7.72	<a href="http://www.rockport.com">www.rockport.com</a>
Fashion & Accessories	Shoes	38	thursdayboots.com	7.71	<a href="http://www.thursdayboots.com">www.thursdayboots.com</a>
Fashion & Accessories	Shoes	39	sorel.com	7.70	<a href="http://www.sorel.com">www.sorel.com</a>
Fashion & Accessories	Shoes	40	tallmenshoes.com	7.67	<a href="http://www.tallmenshoes.com">www.tallmenshoes.com</a>
Fashion & Accessories	Shoes	41	shoesforcrews.com	7.65	<a href="http://www.shoesforcrews.com">www.shoesforcrews.com</a>
Fashion & Accessories	Shoes	42	ghbass.com	7.63	<a href="http://www.ghbass.com">www.ghbass.com</a>
Fashion & Accessories	Shoes	43	vans.com	7.63	<a href="http://www.vans.com">www.vans.com</a>
Fashion & Accessories	Shoes	44	masseys.stoneberry.com	7.61	<a href="http://masseys.stoneberry.com">masseys.stoneberry.com</a>
Fashion & Accessories	Shoes	45	keenfootwear.com	7.61	<a href="http://www.keenfootwear.com">www.keenfootwear.com</a>
Fashion & Accessories	Shoes	46	sneakerhead.com	7.61	<a href="http://www.sneakerhead.com">www.sneakerhead.com</a>
Fashion & Accessories	Shoes	47	keds.com	7.57	<a href="http://www.keds.com">www.keds.com</a>
Fashion & Accessories	Shoes	48	drmartens.com	7.55	<a href="http://www.drmartens.com">www.drmartens.com</a>
Fashion & Accessories	Shoes	49	onlineshoes.com	7.53	<a href="http://www.onlineshoes.com">www.onlineshoes.com</a>
Fashion & Accessories	Shoes	50	zappos.com	7.49	<a href="http://www.zappos.com">www.zappos.com</a>
Fashion & Accessories	Shoes	51	fitflop.com	7.49	<a href="http://www.fitflop.com">www.fitflop.com</a>
Fashion & Accessories	Shoes	52	shoes.com	7.48	<a href="http://www.shoes.com">www.shoes.com</a>
Fashion & Accessories	Shoes	53	redwingshoes.com	7.47	<a href="http://www.redwingshoes.com">www.redwingshoes.com</a>
Fashion & Accessories	Shoes	54	sanuk.com	7.47	<a href="http://www.sanuk.com">www.sanuk.com</a>
Fashion & Accessories	Watches	1	fossil.com	8.41	<a href="http://www.fossil.com">www.fossil.com</a>
Fashion & Accessories	Watches	2	authenticwatches.com	8.09	<a href="http://www.authenticwatches.com">www.authenticwatches.com</a>

Fashion & Accessories	Watches	3	nixon.com	7.93	<a href="http://www.nixon.com">www.nixon.com</a>
Fashion & Accessories	Watches	4	jomashop.com	7.93	<a href="http://www.jomashop.com">www.jomashop.com</a>
Fashion & Accessories	Watches	5	ashford.com	7.52	<a href="http://www.ashford.com">www.ashford.com</a>
Fashion & Accessories	Watches	6	citizenwatch.com	7.51	<a href="http://www.citizenwatch.com">www.citizenwatch.com</a>
Fashion & Accessories	Watches	7	worldofwatches.com	7.47	<a href="http://www.worldofwatches.com">www.worldofwatches.com</a>
Fashion & Accessories	Women's Fashion (multi-brand)	1	fwr.com	8.42	<a href="http://www.fwr.com">www.fwr.com</a>
Fashion & Accessories	Women's Fashion (multi-brand)	2	revolve.com	8.41	<a href="http://www.revolve.com">www.revolve.com</a>
Fashion & Accessories	Women's Fashion (multi-brand)	3	roamans.com	8.16	<a href="http://www.roamans.com">www.roamans.com</a>
Fashion & Accessories	Women's Fashion (multi-brand)	4	theoutnet.com	7.99	<a href="http://www.theoutnet.com">www.theoutnet.com</a>
Fashion & Accessories	Women's Fashion (multi-brand)	5	thedressoutlet.com	7.81	<a href="http://www.thedressoutlet.com">www.thedressoutlet.com</a>
Fashion & Accessories	Women's Fashion (multi-brand)	6	garnethill.com	7.81	<a href="http://www.garnethill.com">www.garnethill.com</a>
Fashion & Accessories	Women's Fashion (multi-brand)	7	herroom.com	7.78	<a href="http://www.herroom.com">www.herroom.com</a>
Fashion & Accessories	Women's Fashion (multi-brand)	8	yoogiscloset.com	7.76	<a href="http://www.yoogiscloset.com">www.yoogiscloset.com</a>
Fashion & Accessories	Women's Fashion (multi-brand)	9	aritzia.com	7.74	<a href="http://www.aritzia.com">www.aritzia.com</a>
Fashion & Accessories	Women's Fashion (multi-brand)	10	simplydresses.com	7.74	<a href="http://www.simplydresses.com">www.simplydresses.com</a>
Fashion & Accessories	Women's Fashion (multi-brand)	11	amerimark.com	7.72	<a href="http://www.amerimark.com">www.amerimark.com</a>
Fashion & Accessories	Women's Fashion (multi-brand)	12	promgirl.com	7.65	<a href="http://www.promgirl.com">www.promgirl.com</a>
Fashion & Accessories	Women's Fashion (multi-brand)	13	freepeople.com	7.60	<a href="http://www.freepeople.com">www.freepeople.com</a>
Fashion & Accessories	Women's Fashion (multi-brand)	14	steinmart.com	7.60	<a href="http://www.steinmart.com">www.steinmart.com</a>
Fashion & Accessories	Women's Fashion (multi-brand)	15	longtallsally.com	7.44	<a href="http://www.longtallsally.com">www.longtallsally.com</a>
Fashion & Accessories	Women's Fashion (single brand)	1	chicosofftherack.com	8.49	<a href="http://www.chicosofftherack.com">www.chicosofftherack.com</a>
Fashion & Accessories	Women's Fashion (single brand)	2	shopnational.com	8.41	<a href="http://www.shopnational.com">www.shopnational.com</a>
Fashion & Accessories	Women's Fashion (single brand)	3	chicos.com	8.39	<a href="http://www.chicos.com">www.chicos.com</a>
Fashion & Accessories	Women's Fashion (single brand)	4	especiallyyours.com	8.33	<a href="http://www.especiallyyours.com">www.especiallyyours.com</a>
Fashion & Accessories	Women's Fashion (single brand)	5	leonisa.com	8.25	<a href="http://www.leonisa.com">www.leonisa.com</a>
Fashion & Accessories	Women's Fashion (single brand)	6	yandy.com	8.25	<a href="http://www.yandy.com">www.yandy.com</a>
Fashion & Accessories	Women's Fashion (single brand)	7	lulus.com	8.24	<a href="http://www.lulus.com">www.lulus.com</a>
Fashion & Accessories	Women's Fashion (single brand)	8	venus.com	8.23	<a href="http://www.venus.com">www.venus.com</a>
Fashion & Accessories	Women's Fashion (single brand)	9	barenessentials.com	8.23	<a href="http://www.barenessentials.com">www.barenessentials.com</a>
Fashion & Accessories	Women's Fashion (single brand)	10	lillypulitzer.com	8.22	<a href="http://www.lillypulitzer.com">www.lillypulitzer.com</a>
Fashion & Accessories	Women's Fashion (single brand)	11	toryburch.com	8.20	<a href="http://www.toryburch.com">www.toryburch.com</a>
Fashion & Accessories	Women's Fashion (single brand)	12	lanebryant.com	8.18	<a href="http://www.lanebryant.com">www.lanebryant.com</a>
Fashion & Accessories	Women's Fashion (single brand)	13	maurices.com	8.13	<a href="http://www.maurices.com">www.maurices.com</a>
Fashion & Accessories	Women's Fashion (single brand)	14	softsurroundings.com	8.09	<a href="http://www.softsurroundings.com">www.softsurroundings.com</a>
Fashion & Accessories	Women's Fashion (single brand)	15	bostonproper.com	8.08	<a href="http://www.bostonproper.com">www.bostonproper.com</a>
Fashion & Accessories	Women's Fashion (single brand)	16	rainbowshops.com	8.06	<a href="http://www.rainbowshops.com">www.rainbowshops.com</a>
Fashion & Accessories	Women's Fashion (single brand)	17	talbots.com	8.06	<a href="http://www.talbots.com">www.talbots.com</a>
Fashion & Accessories	Women's Fashion (single brand)	18	torrid.com	8.04	<a href="http://www.torrid.com">www.torrid.com</a>
Fashion & Accessories	Women's Fashion (single brand)	19	altardstate.com	8.02	<a href="http://www.altardstate.com">www.altardstate.com</a>
Fashion & Accessories	Women's Fashion (single brand)	20	francescas.com	8.01	<a href="http://www.francescas.com">www.francescas.com</a>
Fashion & Accessories	Women's Fashion (single brand)	21	davidsbridal.com	7.98	<a href="http://www.davidsbridal.com">www.davidsbridal.com</a>
Fashion & Accessories	Women's Fashion (single brand)	22	avenue.com	7.97	<a href="http://www.avenue.com">www.avenue.com</a>
Fashion & Accessories	Women's Fashion (single brand)	23	catherines.com	7.94	<a href="http://www.catherines.com">www.catherines.com</a>
Fashion & Accessories	Women's Fashion (single brand)	24	soma.com	7.91	<a href="http://www.soma.com">www.soma.com</a>
Fashion & Accessories	Women's Fashion (single brand)	25	catofashions.com	7.91	<a href="http://www.catofashions.com">www.catofashions.com</a>
Fashion & Accessories	Women's Fashion (single brand)	26	windsorstore.com	7.89	<a href="http://www.windsorstore.com">www.windsorstore.com</a>
Fashion & Accessories	Women's Fashion (single brand)	27	motherhood.com	7.86	<a href="http://www.motherhood.com">www.motherhood.com</a>
Fashion & Accessories	Women's Fashion (single brand)	28	christopherandbanks.com	7.86	<a href="http://www.christopherandbanks.com">www.christopherandbanks.com</a>
Fashion & Accessories	Women's Fashion (single brand)	29	bebe.com	7.85	<a href="http://www.bebe.com">www.bebe.com</a>
Fashion & Accessories	Women's Fashion (single brand)	30	victoriassecret.com	7.83	<a href="http://www.victoriassecret.com">www.victoriassecret.com</a>
Fashion & Accessories	Women's Fashion (single brand)	31	seraphine.com	7.77	<a href="http://www.seraphine.com">www.seraphine.com</a>
Fashion & Accessories	Women's Fashion (single brand)	32	betseyjohnson.com	7.77	<a href="http://www.betseyjohnson.com">www.betseyjohnson.com</a>
Fashion & Accessories	Women's Fashion (single brand)	33	charmingcharlie.com	7.74	<a href="http://www.charmingcharlie.com">www.charmingcharlie.com</a>
Fashion & Accessories	Women's Fashion (single brand)	34	gudrunsjoden.com	7.69	<a href="http://www.gudrunsjoden.com">www.gudrunsjoden.com</a>
Fashion & Accessories	Women's Fashion (single brand)	35	clothingunder10.com	7.67	<a href="http://www.clothingunder10.com">www.clothingunder10.com</a>

Fashion & Accessories	Women's Fashion (single brand)	36	eloquii.com	7.67	<a href="http://www.eloquii.com">www.eloquii.com</a>
Fashion & Accessories	Women's Fashion (single brand)	37	ashleystewart.com	7.67	<a href="http://www.ashleystewart.com">www.ashleystewart.com</a>
Fashion & Accessories	Women's Fashion (single brand)	38	thirdlove.com	7.62	<a href="http://www.thirdlove.com">www.thirdlove.com</a>
Fashion & Accessories	Women's Fashion (single brand)	39	softsurroundingsoutlet.com	7.61	<a href="http://www.softsurroundingsoutlet.com">www.softsurroundingsoutlet.com</a>
Fashion & Accessories	Women's Fashion (single brand)	40	amourvert.com	7.60	<a href="http://www.amourvert.com">www.amourvert.com</a>
Fashion & Accessories	Women's Fashion (single brand)	41	garageclothing.com	7.59	<a href="http://www.garageclothing.com">www.garageclothing.com</a>
Fashion & Accessories	Women's Fashion (single brand)	42	swimsuitsforall.com	7.56	<a href="http://www.swimsuitsforall.com">www.swimsuitsforall.com</a>
Fashion & Accessories	Women's Fashion (single brand)	43	whitehouseblackmarket.com	7.55	<a href="http://www.whitehouseblackmarket.com">www.whitehouseblackmarket.com</a>
Fashion & Accessories	Women's Fashion (single brand)	44	unique-vintage.com	7.52	<a href="http://www.unique-vintage.com">www.unique-vintage.com</a>
Fashion & Accessories	Women's Fashion (single brand)	45	onehanesplace.com	7.51	<a href="http://www.onehanesplace.com">www.onehanesplace.com</a>
Fashion & Accessories	Women's Fashion (single brand)	46	outdoorvoices.com	7.50	<a href="http://www.outdoorvoices.com">www.outdoorvoices.com</a>
Fashion & Accessories	Women's Fashion (single brand)	47	nyandcompany.com	7.50	<a href="http://www.nyandcompany.com">www.nyandcompany.com</a>
Fashion & Accessories	Women's Fashion (single brand)	48	dia.com	7.48	<a href="http://www.dia.com">www.dia.com</a>
Fashion & Accessories	Women's Fashion (single brand)	49	naturallife.com	7.48	<a href="http://www.naturallife.com">www.naturallife.com</a>
Fashion & Accessories	Women's Fashion (single brand)	50	roxy.com	7.44	<a href="http://www.roxy.com">www.roxy.com</a>
Fashion & Accessories	Women's Fashion (single brand)	51	orchardcorset.com	7.43	<a href="http://www.orchardcorset.com">www.orchardcorset.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (multi-brand)	1	maxaroma.com	8.62	<a href="http://www.maxaroma.com">www.maxaroma.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (multi-brand)	2	sephora.com	8.47	<a href="http://www.sephora.com">www.sephora.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (multi-brand)	3	westcoastshaving.com	8.39	<a href="http://www.westcoastshaving.com">www.westcoastshaving.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (multi-brand)	4	lovelyskin.com	8.39	<a href="http://www.lovelyskin.com">www.lovelyskin.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (multi-brand)	5	ulta.com	8.20	<a href="http://www.ulta.com">www.ulta.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (multi-brand)	6	sallybeauty.com	8.12	<a href="http://www.sallybeauty.com">www.sallybeauty.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (multi-brand)	7	perfumania.com	8.09	<a href="http://www.perfumania.com">www.perfumania.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (multi-brand)	8	wholesalesuppliesplus.com	8.01	<a href="http://www.wholesalesuppliesplus.com">www.wholesalesuppliesplus.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (multi-brand)	9	pharmapacks.com	8.01	<a href="http://www.pharmapacks.com">www.pharmapacks.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (multi-brand)	10	harmonfacevalues.com	8.00	<a href="http://www.harmonfacevalues.com">www.harmonfacevalues.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (multi-brand)	11	fragrancenet.com	7.99	<a href="http://www.fragrancenet.com">www.fragrancenet.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (multi-brand)	12	fsastore.com	7.78	<a href="http://www.fsastore.com">www.fsastore.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (multi-brand)	13	lookfantastic.com	7.64	<a href="http://www.lookfantastic.com">www.lookfantastic.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (multi-brand)	14	cleanitsupply.com	7.62	<a href="http://www.cleanitsupply.com">www.cleanitsupply.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (multi-brand)	15	fragrancex.com	7.56	<a href="http://www.fragrancex.com">www.fragrancex.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (multi-brand)	16	bluemercury.com	7.47	<a href="http://www.bluemercury.com">www.bluemercury.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	1	toofaced.com	8.32	<a href="http://www.toofaced.com">www.toofaced.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	2	clarinsusa.com	8.29	<a href="http://www.clarinsusa.com">www.clarinsusa.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	3	aveda.com	8.22	<a href="http://www.aveda.com">www.aveda.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	4	itcosmetics.com	8.20	<a href="http://www.itcosmetics.com">www.itcosmetics.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	5	tartecosmetics.com	8.18	<a href="http://www.tartecosmetics.com">www.tartecosmetics.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	6	livebearded.com	8.17	<a href="http://www.livebearded.com">www.livebearded.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	7	arbonne.com	8.13	<a href="http://www.arbonne.com">www.arbonne.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	8	fentybeauty.com	8.11	<a href="http://www.fentybeauty.com">www.fentybeauty.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	9	yslbeautyus.com	8.11	<a href="http://www.yslbeautyus.com">www.yslbeautyus.com</a>

Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	10	neutrogena.com	8.08	<a href="http://www.neutrogena.com">www.neutrogena.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	11	kerastase-usa.com	8.04	<a href="http://www.kerastase-usa.com">www.kerastase-usa.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	12	lancome-usa.com	8.02	<a href="http://www.lancome-usa.com">www.lancome-usa.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	13	us.caudalie.com	8.02	<a href="http://us.caudalie.com">us.caudalie.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	14	maccosmetics.com	8.02	<a href="http://www.maccosmetics.com">www.maccosmetics.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	15	esteelauder.com	8.00	<a href="http://www.esteelauder.com">www.esteelauder.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	16	origins.com	7.96	<a href="http://www.origins.com">www.origins.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	17	bathandbodyworks.com	7.90	<a href="http://www.bathandbodyworks.com">www.bathandbodyworks.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	18	philosophy.com	7.88	<a href="http://www.philosophy.com">www.philosophy.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	19	tatcha.com	7.88	<a href="http://www.tatcha.com">www.tatcha.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	20	kiehls.com	7.86	<a href="http://www.kiehls.com">www.kiehls.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	21	clinique.com	7.85	<a href="http://www.clinique.com">www.clinique.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	22	avon.com	7.83	<a href="http://www.avon.com">www.avon.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	23	us.no7beauty.com	7.83	<a href="http://us.no7beauty.com">us.no7beauty.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	24	elizabetharden.com	7.83	<a href="http://www.elizabetharden.com">www.elizabetharden.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	25	thebodyshop.com	7.79	<a href="http://www.thebodyshop.com">www.thebodyshop.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	26	loccitane.com	7.75	<a href="http://www.loccitane.com">www.loccitane.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	27	benefitcosmetics.com	7.74	<a href="http://www.benefitcosmetics.com">www.benefitcosmetics.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	28	madison-reed.com	7.70	<a href="http://www.madison-reed.com">www.madison-reed.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	29	nyxcosmetics.com	7.69	<a href="http://www.nyxcosmetics.com">www.nyxcosmetics.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	30	thrivecausemetics.com	7.68	<a href="http://www.thrivecausemetics.com">www.thrivecausemetics.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	31	paulaschoice.com	7.66	<a href="http://www.paulaschoice.com">www.paulaschoice.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	32	skinceuticals.com	7.64	<a href="http://www.skinceuticals.com">www.skinceuticals.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	33	sheamoisture.com	7.58	<a href="http://www.sheamoisture.com">www.sheamoisture.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	34	bubblybelle.com	7.57	<a href="http://www.bubblybelle.com">www.bubblybelle.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	35	honest.com	7.57	<a href="http://www.honest.com">www.honest.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	36	lushusa.com	7.56	<a href="http://www.lushusa.com">www.lushusa.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	37	morphe.com	7.53	<a href="http://www.morphe.com">www.morphe.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	38	smashbox.com	7.51	<a href="http://www.smashbox.com">www.smashbox.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	39	urbandecay.com	7.50	<a href="http://www.urbandecay.com">www.urbandecay.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	40	gillette.com	7.50	<a href="http://www.gillette.com">www.gillette.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	41	pacificabeauty.com	7.49	<a href="http://www.pacificabeauty.com">www.pacificabeauty.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	42	goop.com	7.48	<a href="http://www.goop.com">www.goop.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	43	pharmaca.com	7.45	<a href="http://www.pharmaca.com">www.pharmaca.com</a>
Food, Health & Personal Care	Drugstore products, Cosmetics (single-brand)	44	elfcosmetics.com	7.44	<a href="http://www.elfcosmetics.com">www.elfcosmetics.com</a>
Food, Health & Personal Care	Food	1	keurig.com	8.37	<a href="http://www.keurig.com">www.keurig.com</a>

Food, Health & Personal Care	Food	2	nuts.com	8.32	<a href="http://www.nuts.com">www.nuts.com</a>
Food, Health & Personal Care	Food	3	harryanddavid.com	8.29	<a href="http://www.harryanddavid.com">www.harryanddavid.com</a>
Food, Health & Personal Care	Food	4	gourmetgiftbaskets.com	8.09	<a href="http://www.gourmetgiftbaskets.com">www.gourmetgiftbaskets.com</a>
Food, Health & Personal Care	Food	5	shop.kingarthurbaking.com	8.08	<a href="http://shop.kingarthurbaking.com">shop.kingarthurbaking.com</a>
Food, Health & Personal Care	Food	6	mainelobsternow.com	8.06	<a href="http://www.maineobsternow.com">www.maineobsternow.com</a>
Food, Health & Personal Care	Food	7	gifttree.com	8.03	<a href="http://www.gifttree.com">www.gifttree.com</a>
Food, Health & Personal Care	Food	8	hickoryfarms.com	7.96	<a href="http://www.hickoryfarms.com">www.hickoryfarms.com</a>
Food, Health & Personal Care	Food	9	wsjwine.com	7.92	<a href="http://www.wsjwine.com">www.wsjwine.com</a>
Food, Health & Personal Care	Food	10	kansascitysteaks.com	7.87	<a href="http://www.kansascitysteaks.com">www.kansascitysteaks.com</a>
Food, Health & Personal Care	Food	11	lindtusa.com	7.85	<a href="http://www.lindtusa.com">www.lindtusa.com</a>
Food, Health & Personal Care	Food	12	reservebar.com	7.83	<a href="http://www.reservebar.com">www.reservebar.com</a>
Food, Health & Personal Care	Food	13	davidstea.com	7.82	<a href="http://www.davidstea.com">www.davidstea.com</a>
Food, Health & Personal Care	Food	14	harney.com	7.78	<a href="http://www.harney.com">www.harney.com</a>
Food, Health & Personal Care	Food	15	thepopcornfactory.com	7.78	<a href="http://www.thepopcornfactory.com">www.thepopcornfactory.com</a>
Food, Health & Personal Care	Food	16	mancrates.com	7.77	<a href="http://www.mancrates.com">www.mancrates.com</a>
Food, Health & Personal Care	Food	17	peets.com	7.75	<a href="http://www.peets.com">www.peets.com</a>
Food, Health & Personal Care	Food	18	igourmet.com	7.69	<a href="http://www.igourmet.com">www.igourmet.com</a>
Food, Health & Personal Care	Food	19	englishteastore.com	7.65	<a href="http://www.englishteastore.com">www.englishteastore.com</a>
Food, Health & Personal Care	Food	20	illy.com	7.60	<a href="http://www.illy.com">www.illy.com</a>
Food, Health & Personal Care	Food	21	sees.com	7.59	<a href="http://www.sees.com">www.sees.com</a>
Food, Health & Personal Care	Food	22	us.coca-cola.com	7.57	<a href="http://us.coca-cola.com">us.coca-cola.com</a>
Food, Health & Personal Care	Food	23	albertsons.com	7.49	<a href="http://www.albertsons.com">www.albertsons.com</a>
Food, Health & Personal Care	Food	24	smithsfoodanddrug.com	7.48	<a href="http://www.smithsfoodanddrug.com">www.smithsfoodanddrug.com</a>
Food, Health & Personal Care	Food	25	godiva.com	7.46	<a href="http://www.godiva.com">www.godiva.com</a>
Food, Health & Personal Care	Food	26	blackriflegcoffee.com	7.44	<a href="http://www.blackriflegcoffee.com">www.blackriflegcoffee.com</a>
Food, Health & Personal Care	Food	27	winecountrygiftbaskets.com	7.44	<a href="http://www.winecountrygiftbaskets.com">www.winecountrygiftbaskets.com</a>
Food, Health & Personal Care	Food	28	totalwine.com	7.43	<a href="http://www.totalwine.com">www.totalwine.com</a>
Food, Health & Personal Care	Health products, Food supplements	1	pureformulas.com	8.47	<a href="http://www.pureformulas.com">www.pureformulas.com</a>
Food, Health & Personal Care	Health products, Food supplements	2	vitaminworld.com	8.32	<a href="http://www.vitaminworld.com">www.vitaminworld.com</a>
Food, Health & Personal Care	Health products, Food supplements	3	nhc.com	8.31	<a href="http://www.nhc.com">www.nhc.com</a>
Food, Health & Personal Care	Health products, Food supplements	4	allstarhealth.com	8.26	<a href="http://www.allstarhealth.com">www.allstarhealth.com</a>
Food, Health & Personal Care	Health products, Food supplements	5	swansonvitamins.com	8.24	<a href="http://www.swansonvitamins.com">www.swansonvitamins.com</a>
Food, Health & Personal Care	Health products, Food supplements	6	vitaminshoppe.com	8.18	<a href="http://www.vitaminshoppe.com">www.vitaminshoppe.com</a>
Food, Health & Personal Care	Health products, Food supplements	7	tigerfitness.com	8.16	<a href="http://www.tigerfitness.com">www.tigerfitness.com</a>
Food, Health & Personal Care	Health products, Food supplements	8	us.myprotein.com	8.11	<a href="http://us.myprotein.com">us.myprotein.com</a>
Food, Health & Personal Care	Health products, Food supplements	9	vitacost.com	8.10	<a href="http://www.vitacost.com">www.vitacost.com</a>

Food, Health & Personal Care	Health products, Food supplements	10	puritan.com	8.07	<a href="http://www.puritan.com">www.puritan.com</a>
Food, Health & Personal Care	Health products, Food supplements	11	gnc.com	8.06	<a href="http://www.gnc.com">www.gnc.com</a>
Food, Health & Personal Care	Health products, Food supplements	12	pipingrock.com	7.97	<a href="http://www.pipingrock.com">www.pipingrock.com</a>
Food, Health & Personal Care	Health products, Food supplements	13	lifeextension.com	7.97	<a href="http://www.lifeextension.com">www.lifeextension.com</a>
Food, Health & Personal Care	Health products, Food supplements	14	muscleandstrength.com	7.95	<a href="http://www.muscleandstrength.com">www.muscleandstrength.com</a>
Food, Health & Personal Care	Health products, Food supplements	15	cpap.com	7.88	<a href="http://www.cpap.com">www.cpap.com</a>
Food, Health & Personal Care	Health products, Food supplements	16	a1supplements.com	7.83	<a href="http://www.a1supplements.com">www.a1supplements.com</a>
Food, Health & Personal Care	Health products, Food supplements	17	bulkapothecary.com	7.79	<a href="http://www.bulkapothecary.com">www.bulkapothecary.com</a>
Food, Health & Personal Care	Health products, Food supplements	18	purityproducts.com	7.73	<a href="http://www.purityproducts.com">www.purityproducts.com</a>
Food, Health & Personal Care	Health products, Food supplements	19	luckyvitamin.com	7.64	<a href="http://www.luckyvitamin.com">www.luckyvitamin.com</a>
Food, Health & Personal Care	Health products, Food supplements	20	globalhealing.com	7.55	<a href="http://www.globalhealing.com">www.globalhealing.com</a>
Food, Health & Personal Care	Health products, Food supplements	21	cbdmd.com	7.53	<a href="http://www.cbdmd.com">www.cbdmd.com</a>
Food, Health & Personal Care	Health products, Food supplements	22	orthofeet.com	7.50	<a href="http://www.orthofeet.com">www.orthofeet.com</a>
Food, Health & Personal Care	Medical supplies, Medication	1	riteaid.com	8.19	<a href="http://www.riteaid.com">www.riteaid.com</a>
Food, Health & Personal Care	Medical supplies, Medication	2	braceability.com	8.17	<a href="http://www.braceability.com">www.braceability.com</a>
Food, Health & Personal Care	Medical supplies, Medication	3	1800wheelchair.com	8.06	<a href="http://www.1800wheelchair.com">www.1800wheelchair.com</a>
Food, Health & Personal Care	Medical supplies, Medication	4	allegromedical.com	7.90	<a href="http://www.allegromedical.com">www.allegromedical.com</a>
Food, Health & Personal Care	Medical supplies, Medication	5	easycomforts.com	7.83	<a href="http://www.easycomforts.com">www.easycomforts.com</a>
Food, Health & Personal Care	Medical supplies, Medication	6	medmartonline.com	7.82	<a href="http://www.medmartonline.com">www.medmartonline.com</a>
Food, Health & Personal Care	Medical supplies, Medication	7	northshorecare.com	7.67	<a href="http://www.northshorecare.com">www.northshorecare.com</a>
Food, Health & Personal Care	Medical supplies, Medication	8	walgreens.com	7.65	<a href="http://www.walgreens.com">www.walgreens.com</a>
Food, Health & Personal Care	Medical supplies, Medication	9	cvs.com	7.63	<a href="http://www.cvs.com">www.cvs.com</a>
Food, Health & Personal Care	Medical supplies, Medication	10	medicalsupplydepot.com	7.55	<a href="http://www.medicalsupplydepot.com">www.medicalsupplydepot.com</a>
Food, Health & Personal Care	Opticians, Eyewear	1	readers.com	8.61	<a href="http://www.readers.com">www.readers.com</a>
Food, Health & Personal Care	Opticians, Eyewear	2	sunglasshut.com	8.36	<a href="http://www.sunglasshut.com">www.sunglasshut.com</a>
Food, Health & Personal Care	Opticians, Eyewear	3	oakley.com	8.35	<a href="http://www.oakley.com">www.oakley.com</a>
Food, Health & Personal Care	Opticians, Eyewear	4	smartbuyglasses.com	8.31	<a href="http://www.smartbuyglasses.com">www.smartbuyglasses.com</a>
Food, Health & Personal Care	Opticians, Eyewear	5	contactsdirect.com	8.28	<a href="http://www.contactsdirect.com">www.contactsdirect.com</a>
Food, Health & Personal Care	Opticians, Eyewear	6	eyebuydirect.com	8.25	<a href="http://www.eyebuydirect.com">www.eyebuydirect.com</a>
Food, Health & Personal Care	Opticians, Eyewear	7	glassesusa.com	8.21	<a href="http://www.glassesusa.com">www.glassesusa.com</a>
Food, Health & Personal Care	Opticians, Eyewear	8	sunglasswarehouse.com	8.20	<a href="http://www.sunglasswarehouse.com">www.sunglasswarehouse.com</a>
Food, Health & Personal Care	Opticians, Eyewear	9	lenscrafters.com	8.16	<a href="http://www.lenscrafters.com">www.lenscrafters.com</a>
Food, Health & Personal Care	Opticians, Eyewear	10	firmoo.com	8.13	<a href="http://www.firmoo.com">www.firmoo.com</a>
Food, Health & Personal Care	Opticians, Eyewear	11	targetoptical.com	8.00	<a href="http://www.targetoptical.com">www.targetoptical.com</a>
Food, Health & Personal Care	Opticians, Eyewear	12	contactlensing.com	7.94	<a href="http://www.contactlensing.com">www.contactlensing.com</a>
Food, Health & Personal Care	Opticians, Eyewear	13	eyeglasses.com	7.91	<a href="http://www.eyeglasses.com">www.eyeglasses.com</a>



Food, Health & Personal Care	Opticians, Eyewear	14	zennioptical.com	7.84	<a href="http://www.zennioptical.com">www.zennioptical.com</a>
Food, Health & Personal Care	Opticians, Eyewear	15	ezcontacts.com	7.81	<a href="http://www.ezcontacts.com">www.ezcontacts.com</a>
Food, Health & Personal Care	Opticians, Eyewear	16	goggles4u.com	7.80	<a href="http://www.goggles4u.com">www.goggles4u.com</a>
Food, Health & Personal Care	Opticians, Eyewear	17	framesdirect.com	7.72	<a href="http://www.framesdirect.com">www.framesdirect.com</a>
Food, Health & Personal Care	Opticians, Eyewear	18	otticanet.com	7.69	<a href="http://www.otticanet.com">www.otticanet.com</a>
Food, Health & Personal Care	Opticians, Eyewear	19	discountcontactlenses.com	7.68	<a href="http://www.discountcontactlenses.com">www.discountcontactlenses.com</a>
Food, Health & Personal Care	Opticians, Eyewear	20	sportrx.com	7.66	<a href="http://www.sportrx.com">www.sportrx.com</a>
Food, Health & Personal Care	Opticians, Eyewear	21	costadelmar.com	7.65	<a href="http://www.costadelmar.com">www.costadelmar.com</a>
Food, Health & Personal Care	Opticians, Eyewear	22	coolframes.com	7.63	<a href="http://www.coolframes.com">www.coolframes.com</a>
Food, Health & Personal Care	Opticians, Eyewear	23	lens.com	7.61	<a href="http://www.lens.com">www.lens.com</a>
Garden & Craft	Building Services (e.g. Bathroom, Kitchen)	1	faucetdirect.com	8.64	<a href="http://www.faucetdirect.com">www.faucetdirect.com</a>
Garden & Craft	Building Services (e.g. Bathroom, Kitchen)	2	decorplanet.com	8.61	<a href="http://www.decorplanet.com">www.decorplanet.com</a>
Garden & Craft	Building Services (e.g. Bathroom, Kitchen)	3	vintagetub.com	8.25	<a href="http://www.vintagetub.com">www.vintagetub.com</a>
Garden & Craft	Building Services (e.g. Bathroom, Kitchen)	4	tilebar.com	8.23	<a href="http://www.tilebar.com">www.tilebar.com</a>
Garden & Craft	Building Services (e.g. Bathroom, Kitchen)	5	smarthome.com	8.22	<a href="http://www.smarthome.com">www.smarthome.com</a>
Garden & Craft	Building Services (e.g. Bathroom, Kitchen)	6	build.com	8.17	<a href="http://www.build.com">www.build.com</a>
Garden & Craft	Building Services (e.g. Bathroom, Kitchen)	7	superbrightleds.com	8.11	<a href="http://www.superbrightleds.com">www.superbrightleds.com</a>
Garden & Craft	Building Services (e.g. Bathroom, Kitchen)	8	kitchensource.com	8.06	<a href="http://www.kitchensource.com">www.kitchensource.com</a>
Garden & Craft	Building Services (e.g. Bathroom, Kitchen)	9	architecturaldepot.com	8.05	<a href="http://www.architecturaldepot.com">www.architecturaldepot.com</a>
Garden & Craft	Building Services (e.g. Bathroom, Kitchen)	10	signaturehardware.com	7.99	<a href="http://www.signaturehardware.com">www.signaturehardware.com</a>
Garden & Craft	Building Services (e.g. Bathroom, Kitchen)	11	solidsignal.com	7.95	<a href="http://www.solidsignal.com">www.solidsignal.com</a>
Garden & Craft	Building Services (e.g. Bathroom, Kitchen)	12	1000bulbs.com	7.90	<a href="http://www.1000bulbs.com">www.1000bulbs.com</a>
Garden & Craft	Building Services (e.g. Bathroom, Kitchen)	13	lightbulbs.com	7.85	<a href="http://www.lightbulbs.com">www.lightbulbs.com</a>
Garden & Craft	Building Services (e.g. Bathroom, Kitchen)	14	acwholesalers.com	7.80	<a href="http://www.acwholesalers.com">www.acwholesalers.com</a>
Garden & Craft	Building Services (e.g. Bathroom, Kitchen)	15	altestore.com	7.51	<a href="http://www.altestore.com">www.altestore.com</a>
Garden & Craft	Building Services (e.g. Bathroom, Kitchen)	16	northlineexpress.com	7.49	<a href="http://www.northlineexpress.com">www.northlineexpress.com</a>
Garden & Craft	Building Services (e.g. Bathroom, Kitchen)	17	cleanwaterstore.com	7.49	<a href="http://www.cleanwaterstore.com">www.cleanwaterstore.com</a>
Garden & Craft	DIY, Tools, Supplies	1	weldingsuppliesfromioc.com	8.22	<a href="http://www.weldingsuppliesfromioc.com">www.weldingsuppliesfromioc.com</a>
Garden & Craft	DIY, Tools, Supplies	2	acehardware.com	8.18	<a href="http://www.acehardware.com">www.acehardware.com</a>
Garden & Craft	DIY, Tools, Supplies	3	northerntool.com	8.07	<a href="http://www.northerntool.com">www.northerntool.com</a>
Garden & Craft	DIY, Tools, Supplies	4	store.cyberweld.com	8.03	<a href="http://store.cyberweld.com">store.cyberweld.com</a>
Garden & Craft	DIY, Tools, Supplies	5	maxtool.com	7.92	<a href="http://www.maxtool.com">www.maxtool.com</a>
Garden & Craft	DIY, Tools, Supplies	6	ohiopowertool.com	7.87	<a href="http://www.ohiopowertool.com">www.ohiopowertool.com</a>
Garden & Craft	DIY, Tools, Supplies	7	garrettwade.com	7.79	<a href="http://www.garrettwade.com">www.garrettwade.com</a>
Garden & Craft	DIY, Tools, Supplies	8	toolbarn.com	7.79	<a href="http://www.toolbarn.com">www.toolbarn.com</a>
Garden & Craft	DIY, Tools, Supplies	9	lowes.com	7.78	<a href="http://www.lowes.com">www.lowes.com</a>
Garden & Craft	DIY, Tools, Supplies	10	cpooutlets.com	7.78	<a href="http://www.cpooutlets.com">www.cpooutlets.com</a>
Garden & Craft	DIY, Tools, Supplies	11	tylertool.com	7.74	<a href="http://www.tylertool.com">www.tylertool.com</a>
Garden & Craft	DIY, Tools, Supplies	12	worx.com	7.66	<a href="http://www.worx.com">www.worx.com</a>
Garden & Craft	DIY, Tools, Supplies	13	poolsuppliessuperstore.com	7.64	<a href="http://www.poolsuppliessuperstore.com">www.poolsuppliessuperstore.com</a>
Garden & Craft	DIY, Tools, Supplies	14	ereplacementparts.com	7.59	<a href="http://www.ereplacementparts.com">www.ereplacementparts.com</a>

Garden & Craft	DIY, Tools, Supplies	15	snowblowersdirect.com	7.58	<a href="http://www.snowblowersdirect.com">www.snowblowersdirect.com</a>
Garden & Craft	DIY, Tools, Supplies	16	rockler.com	7.55	<a href="http://www.rockler.com">www.rockler.com</a>
Garden & Craft	DIY, Tools, Supplies	17	cpomilwaukee.com	7.50	<a href="http://www.cpomilwaukee.com">www.cpomilwaukee.com</a>
Garden & Craft	DIY, Tools, Supplies	18	leatherman.com	7.49	<a href="http://www.leatherman.com">www.leatherman.com</a>
Garden & Craft	DIY, Tools, Supplies	19	woodcraft.com	7.47	<a href="http://www.woodcraft.com">www.woodcraft.com</a>
Garden & Craft	DIY, Tools, Supplies	20	zuralking.com	7.45	<a href="http://www.zuralking.com">www.zuralking.com</a>
Garden & Craft	Flowers, Plants	1	fiftyflowers.com	8.25	<a href="http://www.fiftyflowers.com">www.fiftyflowers.com</a>
Garden & Craft	Flowers, Plants	2	starkbros.com	8.16	<a href="http://www.starkbros.com">www.starkbros.com</a>
Garden & Craft	Flowers, Plants	3	michiganbulb.com	8.15	<a href="http://www.michiganbulb.com">www.michiganbulb.com</a>
Garden & Craft	Flowers, Plants	4	mountaincrestgardens.com	7.97	<a href="http://www.mountaincrestgardens.com">www.mountaincrestgardens.com</a>
Garden & Craft	Flowers, Plants	5	burpee.com	7.85	<a href="http://www.burpee.com">www.burpee.com</a>
Garden & Craft	Flowers, Plants	6	brecks.com	7.82	<a href="http://www.brecks.com">www.brecks.com</a>
Garden & Craft	Flowers, Plants	7	dutchbulbs.com	7.76	<a href="http://www.dutchbulbs.com">www.dutchbulbs.com</a>
Garden & Craft	Flowers, Plants	8	whiteflowerfarm.com	7.74	<a href="http://www.whiteflowerfarm.com">www.whiteflowerfarm.com</a>
Garden & Craft	Flowers, Plants	9	gurneys.com	7.73	<a href="http://www.gurneys.com">www.gurneys.com</a>
Garden & Craft	Flowers, Plants	10	brighterblooms.com	7.71	<a href="http://www.brighterblooms.com">www.brighterblooms.com</a>
Garden & Craft	Flowers, Plants	11	americanmeadows.com	7.65	<a href="http://www.americanmeadows.com">www.americanmeadows.com</a>
Garden & Craft	Flowers, Plants	12	bluestoneperennials.com	7.62	<a href="http://www.bluestoneperennials.com">www.bluestoneperennials.com</a>
Garden & Craft	Flowers, Plants	13	globalrose.com	7.61	<a href="http://www.globalrose.com">www.globalrose.com</a>
Garden & Craft	Flowers, Plants	14	springhillnursery.com	7.59	<a href="http://www.springhillnursery.com">www.springhillnursery.com</a>
Garden & Craft	Flowers, Plants	15	tytyga.com	7.46	<a href="http://www.tytyga.com">www.tytyga.com</a>
Garden & Craft	Flowers, Plants	16	1800flowers.com	7.45	<a href="http://www.1800flowers.com">www.1800flowers.com</a>
Garden & Craft	Garden furniture and supplies	1	lesliespool.com	8.17	<a href="http://www.lesliespool.com">www.lesliespool.com</a>
Garden & Craft	Garden furniture and supplies	2	shedsforlessdirect.com	8.16	<a href="http://www.shedsforlessdirect.com">www.shedsforlessdirect.com</a>
Garden & Craft	Garden furniture and supplies	3	fifthroom.com	8.02	<a href="http://www.fifthroom.com">www.fifthroom.com</a>
Garden & Craft	Garden furniture and supplies	4	greenhousemegastore.com	8.02	<a href="http://www.greenhousemegastore.com">www.greenhousemegastore.com</a>
Garden & Craft	Garden furniture and supplies	5	plowhearth.com	7.96	<a href="http://www.plowhearth.com">www.plowhearth.com</a>
Garden & Craft	Garden furniture and supplies	6	doheny.com	7.79	<a href="http://www.doheny.com">www.doheny.com</a>
Garden & Craft	Garden furniture and supplies	7	poolsupplyworld.com	7.75	<a href="http://www.poolsupplyworld.com">www.poolsupplyworld.com</a>
Garden & Craft	Garden furniture and supplies	8	hydrobuilder.com	7.74	<a href="http://www.hydrobuilder.com">www.hydrobuilder.com</a>
Garden & Craft	Garden furniture and supplies	9	spadepot.com	7.68	<a href="http://www.spadepot.com">www.spadepot.com</a>
Garden & Craft	Garden furniture and supplies	10	windandweather.com	7.54	<a href="http://www.windandweather.com">www.windandweather.com</a>
Garden & Craft	Garden furniture and supplies	11	growace.com	7.49	<a href="http://www.growace.com">www.growace.com</a>
Garden & Craft	Garden furniture and supplies	12	gardeners.com	7.48	<a href="http://www.gardeners.com">www.gardeners.com</a>
Garden & Craft	Garden furniture and supplies	13	woodlanddirect.com	7.43	<a href="http://www.woodlanddirect.com">www.woodlanddirect.com</a>
Garden & Craft	Spare parts	1	partselect.com	7.93	<a href="http://www.partselect.com">www.partselect.com</a>
Garden & Craft	Spare parts	2	partswarehouse.com	7.92	<a href="http://www.partswarehouse.com">www.partswarehouse.com</a>
Garden & Craft	Spare parts	3	dkhardware.com	7.82	<a href="http://www.dkhardware.com">www.dkhardware.com</a>
Garden & Craft	Spare parts	4	hardwaresource.com	7.78	<a href="http://www.hardwaresource.com">www.hardwaresource.com</a>
Garden & Craft	Spare parts	5	supplyhouse.com	7.76	<a href="http://www.supplyhouse.com">www.supplyhouse.com</a>
Garden & Craft	Spare parts	6	discountfilters.com	7.73	<a href="http://www.discountfilters.com">www.discountfilters.com</a>
Garden & Craft	Spare parts	7	filtersfast.com	7.67	<a href="http://www.filtersfast.com">www.filtersfast.com</a>
Garden & Craft	Spare parts	8	pelicanwater.com	7.62	<a href="http://www.pelicanwater.com">www.pelicanwater.com</a>
Garden & Craft	Spare parts	9	appliancepartspros.com	7.56	<a href="http://www.appliancepartspros.com">www.appliancepartspros.com</a>
Garden & Craft	Spare parts	10	freshwatersystems.com	7.50	<a href="http://www.freshwatersystems.com">www.freshwatersystems.com</a>
Home Living	Furniture	1	roomstogo.com	8.32	<a href="http://www.roomstogo.com">www.roomstogo.com</a>
Home Living	Furniture	2	upliftdesk.com	8.27	<a href="http://www.upliftdesk.com">www.upliftdesk.com</a>
Home Living	Furniture	3	slumberland.com	8.23	<a href="http://www.slumberland.com">www.slumberland.com</a>
Home Living	Furniture	4	us-mattress.com	8.16	<a href="http://www.us-mattress.com">www.us-mattress.com</a>
Home Living	Furniture	5	overstock.com	8.15	<a href="http://www.overstock.com">www.overstock.com</a>
Home Living	Furniture	6	dealbeds.com	8.15	<a href="http://www.dealbeds.com">www.dealbeds.com</a>
Home Living	Furniture	7	frontgate.com	8.13	<a href="http://www.frontgate.com">www.frontgate.com</a>
Home Living	Furniture	8	bellacor.com	8.08	<a href="http://www.bellacor.com">www.bellacor.com</a>
Home Living	Furniture	9	crateandbarrel.com	8.07	<a href="http://www.crateandbarrel.com">www.crateandbarrel.com</a>
Home Living	Furniture	10	cb2.com	8.00	<a href="http://www.cb2.com">www.cb2.com</a>

Home Living	Furniture	11	chairish.com	8.00	<a href="http://www.chairish.com">www.chairish.com</a>
Home Living	Furniture	12	article.com	7.99	<a href="http://www.article.com">www.article.com</a>
Home Living	Furniture	13	jossandmain.com	7.98	<a href="http://www.jossandmain.com">www.jossandmain.com</a>
Home Living	Furniture	14	potterybarn.com	7.97	<a href="http://www.potterybarn.com">www.potterybarn.com</a>
Home Living	Furniture	15	perigold.com	7.95	<a href="http://www.perigold.com">www.perigold.com</a>
Home Living	Furniture	16	wayfair.com	7.95	<a href="http://www.wayfair.com">www.wayfair.com</a>
Home Living	Furniture	17	ethanallen.com	7.93	<a href="http://www.ethanallen.com">www.ethanallen.com</a>
Home Living	Furniture	18	roomandboard.com	7.93	<a href="http://www.roomandboard.com">www.roomandboard.com</a>
Home Living	Furniture	19	personalcomfortbed.com	7.91	<a href="http://www.personalcomfortbed.com">www.personalcomfortbed.com</a>
Home Living	Furniture	20	westelm.com	7.86	<a href="http://www.westelm.com">www.westelm.com</a>
Home Living	Furniture	21	ballarddesigns.com	7.84	<a href="http://www.ballarddesigns.com">www.ballarddesigns.com</a>
Home Living	Furniture	22	pbteen.com	7.83	<a href="http://www.pbteen.com">www.pbteen.com</a>
Home Living	Furniture	23	ashleyfurniture.com	7.77	<a href="http://www.ashleyfurniture.com">www.ashleyfurniture.com</a>
Home Living	Furniture	24	casper.com	7.76	<a href="http://www.casper.com">www.casper.com</a>
Home Living	Furniture	25	allmodern.com	7.73	<a href="http://www.allmodern.com">www.allmodern.com</a>
Home Living	Furniture	26	furniturerow.com	7.73	<a href="http://www.furniturerow.com">www.furniturerow.com</a>
Home Living	Furniture	27	mybobs.com	7.72	<a href="http://www.mybobs.com">www.mybobs.com</a>
Home Living	Furniture	28	worldmarket.com	7.70	<a href="http://www.worldmarket.com">www.worldmarket.com</a>
Home Living	Furniture	29	touchofclass.com	7.67	<a href="http://www.touchofclass.com">www.touchofclass.com</a>
Home Living	Furniture	30	fully.com	7.66	<a href="http://www.fully.com">www.fully.com</a>
Home Living	Furniture	31	sleephappens.com	7.66	<a href="http://www.sleephappens.com">www.sleephappens.com</a>
Home Living	Furniture	32	rcwilley.com	7.65	<a href="http://www.rcwilley.com">www.rcwilley.com</a>
Home Living	Furniture	33	2modern.com	7.63	<a href="http://www.2modern.com">www.2modern.com</a>
Home Living	Furniture	34	purple.com	7.59	<a href="http://www.purple.com">www.purple.com</a>
Home Living	Furniture	35	serenaandlily.com	7.57	<a href="http://www.serenaandlily.com">www.serenaandlily.com</a>
Home Living	Furniture	36	luxedecor.com	7.55	<a href="http://www.luxedecor.com">www.luxedecor.com</a>
Home Living	Furniture	37	potterybarnkids.com	7.53	<a href="http://www.potterybarnkids.com">www.potterybarnkids.com</a>
Home Living	Furniture	38	shoplet.com	7.51	<a href="http://www.shoplet.com">www.shoplet.com</a>
Home Living	Furniture	39	1stopbedrooms.com	7.51	<a href="http://www.1stopbedrooms.com">www.1stopbedrooms.com</a>
Home Living	Furniture	40	onekingslane.com	7.49	<a href="http://www.onekingslane.com">www.onekingslane.com</a>
Home Living	Furniture	41	amerisleep.com	7.49	<a href="http://www.amerisleep.com">www.amerisleep.com</a>
Home Living	Furniture	42	lull.com	7.46	<a href="http://www.lull.com">www.lull.com</a>
Home Living	Furniture	43	dreamcloudsleep.com	7.45	<a href="http://www.dreamcloudsleep.com">www.dreamcloudsleep.com</a>
Home Living	Home decor and textiles	1	lampsplus.com	8.37	<a href="http://www.lampsplus.com">www.lampsplus.com</a>
Home Living	Home decor and textiles	2	save-on-crafts.com	8.28	<a href="http://www.save-on-crafts.com">www.save-on-crafts.com</a>
Home Living	Home decor and textiles	3	orientaltrading.com	8.23	<a href="http://www.orientaltrading.com">www.orientaltrading.com</a>
Home Living	Home decor and textiles	4	1800lighting.com	8.22	<a href="http://www.1800lighting.com">www.1800lighting.com</a>
Home Living	Home decor and textiles	5	lightingdirect.com	8.21	<a href="http://www.lightingdirect.com">www.lightingdirect.com</a>
Home Living	Home decor and textiles	6	yankeecandle.com	8.18	<a href="http://www.yankeecandle.com">www.yankeecandle.com</a>
Home Living	Home decor and textiles	7	balsamhill.com	8.16	<a href="http://www.balsamhill.com">www.balsamhill.com</a>
Home Living	Home decor and textiles	8	rugs.com	8.15	<a href="http://www.rugs.com">www.rugs.com</a>
Home Living	Home decor and textiles	9	rugsusa.com	8.11	<a href="http://www.rugsusa.com">www.rugsusa.com</a>
Home Living	Home decor and textiles	10	cosyhousecollection.com	8.09	<a href="http://www.cosyhousecollection.com">www.cosyhousecollection.com</a>
Home Living	Home decor and textiles	11	selectblinds.com	8.06	<a href="http://www.selectblinds.com">www.selectblinds.com</a>
Home Living	Home decor and textiles	12	efavormart.com	8.04	<a href="http://www.efavormart.com">www.efavormart.com</a>
Home Living	Home decor and textiles	13	rugs-direct.com	7.98	<a href="http://www.rugs-direct.com">www.rugs-direct.com</a>
Home Living	Home decor and textiles	14	blindsgalore.com	7.96	<a href="http://www.blindsgalore.com">www.blindsgalore.com</a>
Home Living	Home decor and textiles	15	retroplanet.com	7.95	<a href="http://www.retroplanet.com">www.retroplanet.com</a>
Home Living	Home decor and textiles	16	lightingnewyork.com	7.86	<a href="http://www.lightingnewyork.com">www.lightingnewyork.com</a>
Home Living	Home decor and textiles	17	wholesalepartysupplies.com	7.84	<a href="http://www.wholesalepartysupplies.com">www.wholesalepartysupplies.com</a>
Home Living	Home decor and textiles	18	amara.com	7.83	<a href="http://www.amara.com">www.amara.com</a>
Home Living	Home decor and textiles	19	thecompanystore.com	7.83	<a href="http://www.thecompanystore.com">www.thecompanystore.com</a>
Home Living	Home decor and textiles	20	christmascentral.com	7.83	<a href="http://www.christmascentral.com">www.christmascentral.com</a>
Home Living	Home decor and textiles	21	lumens.com	7.81	<a href="http://www.lumens.com">www.lumens.com</a>
Home Living	Home decor and textiles	22	store.moma.org	7.80	<a href="http://store.moma.org">store.moma.org</a>

Home Living	Home decor and textiles	23	grahambrown.com	7.76	<a href="http://www.grahambrown.com">www.grahambrown.com</a>
Home Living	Home decor and textiles	24	parachutehome.com	7.75	<a href="http://www.parachutehome.com">www.parachutehome.com</a>
Home Living	Home decor and textiles	25	costway.com	7.72	<a href="http://www.costway.com">www.costway.com</a>
Home Living	Home decor and textiles	26	fabricwholesaledirect.com	7.71	<a href="http://www.fabricwholesaledirect.com">www.fabricwholesaledirect.com</a>
Home Living	Home decor and textiles	27	collectionsetc.com	7.71	<a href="http://www.collectionsetc.com">www.collectionsetc.com</a>
Home Living	Home decor and textiles	28	houseofantiquehardware.com	7.68	<a href="http://www.houseofantiquehardware.com">www.houseofantiquehardware.com</a>
Home Living	Home decor and textiles	29	ylighting.com	7.60	<a href="http://www.ylighting.com">www.ylighting.com</a>
Home Living	Home decor and textiles	30	mypillow.com	7.59	<a href="http://www.mypillow.com">www.mypillow.com</a>
Home Living	Home decor and textiles	31	brylanehome.com	7.57	<a href="http://www.brylanehome.com">www.brylanehome.com</a>
Home Living	Home decor and textiles	32	lakeside.com	7.56	<a href="http://www.lakeside.com">www.lakeside.com</a>
Home Living	Home decor and textiles	33	joann.com	7.53	<a href="http://www.joann.com">www.joann.com</a>
Home Living	Home decor and textiles	34	hansenwholesale.com	7.52	<a href="http://www.hansenwholesale.com">www.hansenwholesale.com</a>
Home Living	Home decor and textiles	35	tempurpedic.com	7.52	<a href="http://www.tempurpedic.com">www.tempurpedic.com</a>
Home Living	Home decor and textiles	36	seventhavenue.com	7.52	<a href="http://www.seventhavenue.com">www.seventhavenue.com</a>
Home Living	Home decor and textiles	37	zarahome.com	7.48	<a href="http://www.zarahome.com">www.zarahome.com</a>
Home Living	Home decor and textiles	38	connectingthreads.com	7.47	<a href="http://www.connectingthreads.com">www.connectingthreads.com</a>
Home Living	Home decor and textiles	39	candlescience.com	7.45	<a href="http://www.candlescience.com">www.candlescience.com</a>
Home Living	Household appliances	1	charbroil.com	8.57	<a href="http://www.charbroil.com">www.charbroil.com</a>
Home Living	Household appliances	2	sylvane.com	8.45	<a href="http://www.sylvane.com">www.sylvane.com</a>
Home Living	Household appliances	3	appliancesconnection.com	8.41	<a href="http://www.appliancesconnection.com">www.appliancesconnection.com</a>
Home Living	Household appliances	4	lowesforpros.com	8.36	<a href="http://www.lowesforpros.com">www.lowesforpros.com</a>
Home Living	Household appliances	5	pcrichard.com	8.23	<a href="http://www.pcrichard.com">www.pcrichard.com</a>
Home Living	Household appliances	6	kitchenaid.com	8.14	<a href="http://www.kitchenaid.com">www.kitchenaid.com</a>
Home Living	Household appliances	7	compactappliance.com	8.13	<a href="http://www.compactappliance.com">www.compactappliance.com</a>
Home Living	Household appliances	8	prima-coffee.com	8.10	<a href="http://www.prima-coffee.com">www.prima-coffee.com</a>
Home Living	Household appliances	9	abt.com	7.98	<a href="http://www.abt.com">www.abt.com</a>
Home Living	Household appliances	10	hoover.com	7.89	<a href="http://www.hoover.com">www.hoover.com</a>
Home Living	Household appliances	11	beveragefactory.com	7.88	<a href="http://www.beveragefactory.com">www.beveragefactory.com</a>
Home Living	Household appliances	12	allergybuyersclub.com	7.70	<a href="http://www.allergybuyersclub.com">www.allergybuyersclub.com</a>
Home Living	Household appliances	13	dyson.com	7.56	<a href="http://www.dyson.com">www.dyson.com</a>
Home Living	Household appliances	14	goedekers.com	7.49	<a href="http://www.goedekers.com">www.goedekers.com</a>
Home Living	Household appliances	15	foodsaver.com	7.46	<a href="http://www.foodsaver.com">www.foodsaver.com</a>
Home Living	Household appliances	16	ajmadison.com	7.43	<a href="http://www.ajmadison.com">www.ajmadison.com</a>
Home Living	Household goods	1	inspireuplift.com	8.39	<a href="http://www.inspireuplift.com">www.inspireuplift.com</a>
Home Living	Household goods	2	harrietcarter.com	8.33	<a href="http://www.harrietcarter.com">www.harrietcarter.com</a>
Home Living	Household goods	3	bedbathandbeyond.com	8.32	<a href="http://www.bedbathandbeyond.com">www.bedbathandbeyond.com</a>
Home Living	Household goods	4	mileskimball.com	8.22	<a href="http://www.mileskimball.com">www.mileskimball.com</a>
Home Living	Household goods	5	bulbhead.com	8.06	<a href="http://www.bulbhead.com">www.bulbhead.com</a>
Home Living	Household goods	6	uncommongoods.com	7.96	<a href="http://www.uncommongoods.com">www.uncommongoods.com</a>
Home Living	Household goods	7	lenox.com	7.95	<a href="http://www.lenox.com">www.lenox.com</a>
Home Living	Household goods	8	zola.com	7.91	<a href="http://www.zola.com">www.zola.com</a>
Home Living	Household goods	9	williams-sonoma.com	7.85	<a href="http://www.williams-sonoma.com">www.williams-sonoma.com</a>
Home Living	Household goods	10	surlatable.com	7.81	<a href="http://www.surlatable.com">www.surlatable.com</a>
Home Living	Household goods	11	homewetbar.com	7.81	<a href="http://www.homewetbar.com">www.homewetbar.com</a>
Home Living	Household goods	12	tervis.com	7.80	<a href="http://www.tervis.com">www.tervis.com</a>
Home Living	Household goods	13	pamperedchef.com	7.76	<a href="http://www.pamperedchef.com">www.pamperedchef.com</a>
Home Living	Household goods	14	hammacher.com	7.76	<a href="http://www.hammacher.com">www.hammacher.com</a>
Home Living	Household goods	15	containerstore.com	7.76	<a href="http://www.containerstore.com">www.containerstore.com</a>
Home Living	Household goods	16	pulsetv.com	7.75	<a href="http://www.pulsetv.com">www.pulsetv.com</a>
Home Living	Household goods	17	usa.philips.com	7.71	<a href="http://usa.philips.com">usa.philips.com</a>
Home Living	Household goods	18	knifecenter.com	7.70	<a href="http://www.knifecenter.com">www.knifecenter.com</a>
Home Living	Household goods	19	pfaltzgraff.com	7.68	<a href="http://www.pfaltzgraff.com">www.pfaltzgraff.com</a>
Home Living	Household goods	20	replacements.com	7.64	<a href="http://www.replacements.com">www.replacements.com</a>
Home Living	Household goods	21	wineenthusiast.com	7.64	<a href="http://www.wineenthusiast.com">www.wineenthusiast.com</a>
Home Living	Household goods	22	corelle.com	7.57	<a href="http://www.corelle.com">www.corelle.com</a>

Home Living	Household goods	23	homebrewing.org	7.50	<a href="http://www.homebrewing.org">www.homebrewing.org</a>
Home Living	Household goods	24	mikasa.com	7.45	<a href="http://www.mikasa.com">www.mikasa.com</a>
Leisure, Games & Hobby	Arts and Crafts	1	dickblick.com	8.74	<a href="http://www.dickblick.com">www.dickblick.com</a>
Leisure, Games & Hobby	Arts and Crafts	2	utrechtart.com	8.28	<a href="http://www.utrechtart.com">www.utrechtart.com</a>
Leisure, Games & Hobby	Arts and Crafts	3	hobbylobby.com	8.22	<a href="http://www.hobbylobby.com">www.hobbylobby.com</a>
Leisure, Games & Hobby	Arts and Crafts	4	artbeads.com	8.21	<a href="http://www.artbeads.com">www.artbeads.com</a>
Leisure, Games & Hobby	Arts and Crafts	5	fabric.com	8.18	<a href="http://www.fabric.com">www.fabric.com</a>
Leisure, Games & Hobby	Arts and Crafts	6	jewelrystore.com	8.17	<a href="http://www.jewelrystore.com">www.jewelrystore.com</a>
Leisure, Games & Hobby	Arts and Crafts	7	nancysnotions.com	8.08	<a href="http://www.nancysnotions.com">www.nancysnotions.com</a>
Leisure, Games & Hobby	Arts and Crafts	8	firemountaingems.com	8.03	<a href="http://www.firemountaingems.com">www.firemountaingems.com</a>
Leisure, Games & Hobby	Arts and Crafts	9	yarnspirations.com	8.03	<a href="http://www.yarnspirations.com">www.yarnspirations.com</a>
Leisure, Games & Hobby	Arts and Crafts	10	jerrysartarama.com	8.00	<a href="http://www.jerrysartarama.com">www.jerrysartarama.com</a>
Leisure, Games & Hobby	Arts and Crafts	11	createforless.com	7.99	<a href="http://www.createforless.com">www.createforless.com</a>
Leisure, Games & Hobby	Arts and Crafts	12	scrapbook.com	7.92	<a href="http://www.scrapbook.com">www.scrapbook.com</a>
Leisure, Games & Hobby	Arts and Crafts	13	levenger.com	7.91	<a href="http://www.levenger.com">www.levenger.com</a>
Leisure, Games & Hobby	Arts and Crafts	14	marymaxim.com	7.90	<a href="http://www.marymaxim.com">www.marymaxim.com</a>
Leisure, Games & Hobby	Arts and Crafts	15	yarn.com	7.88	<a href="http://www.yarn.com">www.yarn.com</a>
Leisure, Games & Hobby	Arts and Crafts	16	woolery.com	7.84	<a href="http://www.woolery.com">www.woolery.com</a>
Leisure, Games & Hobby	Arts and Crafts	17	gouletpens.com	7.80	<a href="http://www.gouletpens.com">www.gouletpens.com</a>
Leisure, Games & Hobby	Arts and Crafts	18	jetpens.com	7.77	<a href="http://www.jetpens.com">www.jetpens.com</a>
Leisure, Games & Hobby	Arts and Crafts	19	crayola.com	7.73	<a href="http://www.crayola.com">www.crayola.com</a>
Leisure, Games & Hobby	Arts and Crafts	20	hallmark.com	7.69	<a href="http://www.hallmark.com">www.hallmark.com</a>
Leisure, Games & Hobby	Arts and Crafts	21	knitpicks.com	7.68	<a href="http://www.knitpicks.com">www.knitpicks.com</a>
Leisure, Games & Hobby	Arts and Crafts	22	somethingdelightful.com	7.65	<a href="http://www.somethingdelightful.com">www.somethingdelightful.com</a>
Leisure, Games & Hobby	Arts and Crafts	23	herrschners.com	7.65	<a href="http://www.herrschners.com">www.herrschners.com</a>
Leisure, Games & Hobby	Arts and Crafts	24	anniescatalog.com	7.61	<a href="http://www.anniescatalog.com">www.anniescatalog.com</a>
Leisure, Games & Hobby	Arts and Crafts	25	michaels.com	7.60	<a href="http://www.michaels.com">www.michaels.com</a>
Leisure, Games & Hobby	Arts and Crafts	26	tandyleather.com	7.59	<a href="http://www.tandyleather.com">www.tandyleather.com</a>
Leisure, Games & Hobby	Arts and Crafts	27	arteza.com	7.59	<a href="http://www.arteza.com">www.arteza.com</a>
Leisure, Games & Hobby	Arts and Crafts	28	factorydirectcraft.com	7.55	<a href="http://www.factorydirectcraft.com">www.factorydirectcraft.com</a>
Leisure, Games & Hobby	Arts and Crafts	29	sewingpartsonline.com	7.50	<a href="http://www.sewingpartsonline.com">www.sewingpartsonline.com</a>
Leisure, Games & Hobby	Arts and Crafts	30	erincondren.com	7.49	<a href="http://www.erincondren.com">www.erincondren.com</a>
Leisure, Games & Hobby	Collectibles	1	sdbullion.com	8.33	<a href="http://www.sdbullion.com">www.sdbullion.com</a>
Leisure, Games & Hobby	Collectibles	2	crownawards.com	8.31	<a href="http://www.crownawards.com">www.crownawards.com</a>
Leisure, Games & Hobby	Collectibles	3	jmbullion.com	8.20	<a href="http://www.jmbullion.com">www.jmbullion.com</a>
Leisure, Games & Hobby	Collectibles	4	boxlunch.com	8.15	<a href="http://www.boxlunch.com">www.boxlunch.com</a>
Leisure, Games & Hobby	Collectibles	5	apmex.com	8.11	<a href="http://www.apmex.com">www.apmex.com</a>
Leisure, Games & Hobby	Collectibles	6	shop.nhl.com	8.09	<a href="http://shop.nhl.com">shop.nhl.com</a>
Leisure, Games & Hobby	Collectibles	7	store.nba.com	8.07	<a href="http://store.nba.com">store.nba.com</a>
Leisure, Games & Hobby	Collectibles	8	littletoncoin.com	8.02	<a href="http://www.littletoncoin.com">www.littletoncoin.com</a>
Leisure, Games & Hobby	Collectibles	9	united-states-flag.com	8.01	<a href="http://www.united-states-flag.com">www.united-states-flag.com</a>
Leisure, Games & Hobby	Collectibles	10	nflshop.com	7.89	<a href="http://www.nflshop.com">www.nflshop.com</a>
Leisure, Games & Hobby	Collectibles	11	midtowncomics.com	7.86	<a href="http://www.midtowncomics.com">www.midtowncomics.com</a>
Leisure, Games & Hobby	Collectibles	12	fansedge.com	7.84	<a href="http://www.fansedge.com">www.fansedge.com</a>
Leisure, Games & Hobby	Collectibles	13	sportsmemorabilia.com	7.80	<a href="http://www.sportsmemorabilia.com">www.sportsmemorabilia.com</a>
Leisure, Games & Hobby	Collectibles	14	toywiz.com	7.75	<a href="http://www.toywiz.com">www.toywiz.com</a>
Leisure, Games & Hobby	Collectibles	15	providentmetals.com	7.74	<a href="http://www.providentmetals.com">www.providentmetals.com</a>
Leisure, Games & Hobby	Collectibles	16	silver.com	7.74	<a href="http://www.silver.com">www.silver.com</a>
Leisure, Games & Hobby	Collectibles	17	entertainmentearth.com	7.61	<a href="http://www.entertainmentearth.com">www.entertainmentearth.com</a>
Leisure, Games & Hobby	Collectibles	18	walthers.com	7.58	<a href="http://www.walthers.com">www.walthers.com</a>
Leisure, Games & Hobby	Collectibles	19	bigbadtoystore.com	7.56	<a href="http://www.bigbadtoystore.com">www.bigbadtoystore.com</a>
Leisure, Games & Hobby	Collectibles	20	medalsofamerica.com	7.52	<a href="http://www.medalsofamerica.com">www.medalsofamerica.com</a>
Leisure, Games & Hobby	Collectibles	21	fanatics.com	7.48	<a href="http://www.fanatics.com">www.fanatics.com</a>
Leisure, Games & Hobby	Collectibles	22	store.nascar.com	7.44	<a href="http://store.nascar.com">store.nascar.com</a>
Leisure, Games & Hobby	Hobby, Leisure items	1	amainhobbies.com	8.39	<a href="http://www.amainhobbies.com">www.amainhobbies.com</a>

Leisure, Games & Hobby	Hobby, Leisure items	2	seriouspuzzles.com	8.28	<a href="http://www.seriouspuzzles.com">www.seriouspuzzles.com</a>
Leisure, Games & Hobby	Hobby, Leisure items	3	rcplanet.com	8.25	<a href="http://www.rcplanet.com">www.rcplanet.com</a>
Leisure, Games & Hobby	Hobby, Leisure items	4	sportys.com	8.12	<a href="http://www.sportys.com">www.sportys.com</a>
Leisure, Games & Hobby	Hobby, Leisure items	5	jrcigars.com	7.97	<a href="http://www.jrcigars.com">www.jrcigars.com</a>
Leisure, Games & Hobby	Hobby, Leisure items	6	ansgear.com	7.93	<a href="http://www.ansgear.com">www.ansgear.com</a>
Leisure, Games & Hobby	Hobby, Leisure items	7	telescope.com	7.92	<a href="http://www.telescope.com">www.telescope.com</a>
Leisure, Games & Hobby	Hobby, Leisure items	8	spirithalloween.com	7.87	<a href="http://www.spirithalloween.com">www.spirithalloween.com</a>
Leisure, Games & Hobby	Hobby, Leisure items	9	micromark.com	7.85	<a href="http://www.micromark.com">www.micromark.com</a>
Leisure, Games & Hobby	Hobby, Leisure items	10	halloweencostumes.com	7.82	<a href="http://www.halloweencostumes.com">www.halloweencostumes.com</a>
Leisure, Games & Hobby	Hobby, Leisure items	11	modeltrainstuff.com	7.75	<a href="http://www.modeltrainstuff.com">www.modeltrainstuff.com</a>
Leisure, Games & Hobby	Hobby, Leisure items	12	thompsoncigar.com	7.70	<a href="http://www.thompsoncigar.com">www.thompsoncigar.com</a>
Leisure, Games & Hobby	Hobby, Leisure items	13	fun.com	7.69	<a href="http://www.fun.com">www.fun.com</a>
Leisure, Games & Hobby	Hobby, Leisure items	14	store.usps.com	7.65	<a href="http://store.usps.com">store.usps.com</a>
Leisure, Games & Hobby	Hobby, Leisure items	15	traxxas.com	7.50	<a href="http://www.traxxas.com">www.traxxas.com</a>
Leisure, Games & Hobby	Hobby, Leisure items	16	cigarsinternational.com	7.47	<a href="http://www.cigarsinternational.com">www.cigarsinternational.com</a>
Leisure, Games & Hobby	Hobby, Leisure items	17	sanrio.com	7.44	<a href="http://www.sanrio.com">www.sanrio.com</a>
Leisure, Games & Hobby	Hobby, Leisure items	18	famous-smoke.com	7.43	<a href="http://www.famous-smoke.com">www.famous-smoke.com</a>
Leisure, Games & Hobby	Music equipment	1	guitarcenter.com	8.30	<a href="http://www.guitarcenter.com">www.guitarcenter.com</a>
Leisure, Games & Hobby	Music equipment	2	samash.com	8.28	<a href="http://www.samash.com">www.samash.com</a>
Leisure, Games & Hobby	Music equipment	3	fullcompass.com	8.27	<a href="http://www.fullcompass.com">www.fullcompass.com</a>
Leisure, Games & Hobby	Music equipment	4	gear4music.com	8.20	<a href="http://www.gear4music.com">www.gear4music.com</a>
Leisure, Games & Hobby	Music equipment	5	stewmac.com	8.13	<a href="http://www.stewmac.com">www.stewmac.com</a>
Leisure, Games & Hobby	Music equipment	6	zzounds.com	8.06	<a href="http://www.zzounds.com">www.zzounds.com</a>
Leisure, Games & Hobby	Music equipment	7	musiciansfriend.com	7.97	<a href="http://www.musiciansfriend.com">www.musiciansfriend.com</a>
Leisure, Games & Hobby	Music equipment	8	musicarts.com	7.97	<a href="http://www.musicarts.com">www.musicarts.com</a>
Leisure, Games & Hobby	Music equipment	9	sweetwater.com	7.91	<a href="http://www.sweetwater.com">www.sweetwater.com</a>
Leisure, Games & Hobby	Music equipment	10	wwbw.com	7.86	<a href="http://www.wwbw.com">www.wwbw.com</a>
Leisure, Games & Hobby	Music equipment	11	americanmusical.com	7.85	<a href="http://www.americanmusical.com">www.americanmusical.com</a>
Leisure, Games & Hobby	Music equipment	12	kraftmusic.com	7.59	<a href="http://www.kraftmusic.com">www.kraftmusic.com</a>
Leisure, Games & Hobby	Music equipment	13	proaudiostar.com	7.56	<a href="http://www.proaudiostar.com">www.proaudiostar.com</a>
Leisure, Games & Hobby	Pet supply	1	petco.com	8.51	<a href="http://www.petco.com">www.petco.com</a>
Leisure, Games & Hobby	Pet supply	2	allivet.com	8.45	<a href="http://www.allivet.com">www.allivet.com</a>
Leisure, Games & Hobby	Pet supply	3	petwellbeing.com	8.16	<a href="http://www.petwellbeing.com">www.petwellbeing.com</a>
Leisure, Games & Hobby	Pet supply	4	petsmart.com	8.06	<a href="http://www.petsmart.com">www.petsmart.com</a>
Leisure, Games & Hobby	Pet supply	5	sstack.com	8.03	<a href="http://www.sstack.com">www.sstack.com</a>
Leisure, Games & Hobby	Pet supply	6	bulkreefsupply.com	7.99	<a href="http://www.bulkreefsupply.com">www.bulkreefsupply.com</a>
Leisure, Games & Hobby	Pet supply	7	valleyvet.com	7.99	<a href="http://www.valleyvet.com">www.valleyvet.com</a>
Leisure, Games & Hobby	Pet supply	8	smartpakequine.com	7.90	<a href="http://www.smartpakequine.com">www.smartpakequine.com</a>
Leisure, Games & Hobby	Pet supply	9	horse.com	7.89	<a href="http://www.horse.com">www.horse.com</a>
Leisure, Games & Hobby	Pet supply	10	petmountain.com	7.88	<a href="http://www.petmountain.com">www.petmountain.com</a>
Leisure, Games & Hobby	Pet supply	11	chewy.com	7.88	<a href="http://www.chewy.com">www.chewy.com</a>
Leisure, Games & Hobby	Pet supply	12	petcarerx.com	7.86	<a href="http://www.petcarerx.com">www.petcarerx.com</a>
Leisure, Games & Hobby	Pet supply	13	horseloverz.com	7.85	<a href="http://www.horseloverz.com">www.horseloverz.com</a>
Leisure, Games & Hobby	Pet supply	14	saltwaterfish.com	7.83	<a href="http://www.saltwaterfish.com">www.saltwaterfish.com</a>
Leisure, Games & Hobby	Pet supply	15	petflow.com	7.80	<a href="http://www.petflow.com">www.petflow.com</a>
Leisure, Games & Hobby	Pet supply	16	statelinetack.com	7.72	<a href="http://www.statelinetack.com">www.statelinetack.com</a>
Leisure, Games & Hobby	Pet supply	17	onlynaturalpet.com	7.71	<a href="http://www.onlynaturalpet.com">www.onlynaturalpet.com</a>
Leisure, Games & Hobby	Pet supply	18	1800petmeds.com	7.60	<a href="http://www.1800petmeds.com">www.1800petmeds.com</a>
Leisure, Games & Hobby	Pet supply	19	petsupermarket.com	7.59	<a href="http://www.petsupermarket.com">www.petsupermarket.com</a>
Leisure, Games & Hobby	Pet supply	20	marinedepot.com	7.46	<a href="http://www.marinedepot.com">www.marinedepot.com</a>
Leisure, Games & Hobby	Photo, Print	1	spreadshirt.com	8.30	<a href="http://www.spreadshirt.com">www.spreadshirt.com</a>
Leisure, Games & Hobby	Photo, Print	2	elephantstock.com	8.27	<a href="http://www.elephantstock.com">www.elephantstock.com</a>
Leisure, Games & Hobby	Photo, Print	3	personalizationmall.com	8.21	<a href="http://www.personalizationmall.com">www.personalizationmall.com</a>
Leisure, Games & Hobby	Photo, Print	4	greetingcarduniverse.com	8.19	<a href="http://www.greetingcarduniverse.com">www.greetingcarduniverse.com</a>
Leisure, Games & Hobby	Photo, Print	5	photoaffections.com	8.14	<a href="http://www.photoaffections.com">www.photoaffections.com</a>

Leisure, Games & Hobby	Photo, Print	6	currentcatalog.com	8.13	<a href="http://www.currentcatalog.com">www.currentcatalog.com</a>
Leisure, Games & Hobby	Photo, Print	7	thingsremembered.com	8.08	<a href="http://www.thingsremembered.com">www.thingsremembered.com</a>
Leisure, Games & Hobby	Photo, Print	8	pictureframes.com	8.07	<a href="http://www.pictureframes.com">www.pictureframes.com</a>
Leisure, Games & Hobby	Photo, Print	9	lovepopcards.com	7.99	<a href="http://www.lovepopcards.com">www.lovepopcards.com</a>
Leisure, Games & Hobby	Photo, Print	10	vistaprint.com	7.97	<a href="http://www.vistaprint.com">www.vistaprint.com</a>
Leisure, Games & Hobby	Photo, Print	11	houseofnames.com	7.94	<a href="http://www.houseofnames.com">www.houseofnames.com</a>
Leisure, Games & Hobby	Photo, Print	12	personalcreations.com	7.75	<a href="http://www.personalcreations.com">www.personalcreations.com</a>
Leisure, Games & Hobby	Photo, Print	13	greatbigcanvas.com	7.64	<a href="http://www.greatbigcanvas.com">www.greatbigcanvas.com</a>
Leisure, Games & Hobby	Photo, Print	14	rushordertees.com	7.62	<a href="http://www.rushordertees.com">www.rushordertees.com</a>
Leisure, Games & Hobby	Photo, Print	15	shutterfly.com	7.62	<a href="http://www.shutterfly.com">www.shutterfly.com</a>
Leisure, Games & Hobby	Photo, Print	16	psprint.com	7.59	<a href="http://www.psprint.com">www.psprint.com</a>
Leisure, Games & Hobby	Photo, Print	17	cafepress.com	7.56	<a href="http://www.cafepress.com">www.cafepress.com</a>
Leisure, Games & Hobby	Toys, Baby	1	americangirl.com	8.42	<a href="http://www.americangirl.com">www.americangirl.com</a>
Leisure, Games & Hobby	Toys, Baby	2	enfamil.com	8.35	<a href="http://www.enfamil.com">www.enfamil.com</a>
Leisure, Games & Hobby	Toys, Baby	3	shopdisney.com	8.14	<a href="http://www.shopdisney.com">www.shopdisney.com</a>
Leisure, Games & Hobby	Toys, Baby	4	fatbraintoy.com	8.10	<a href="http://www.fatbraintoy.com">www.fatbraintoy.com</a>
Leisure, Games & Hobby	Toys, Baby	5	buybuybaby.com	8.08	<a href="http://www.buybuybaby.com">www.buybuybaby.com</a>
Leisure, Games & Hobby	Toys, Baby	6	discountschoolsupply.com	8.03	<a href="http://www.discountschoolsupply.com">www.discountschoolsupply.com</a>
Leisure, Games & Hobby	Toys, Baby	7	happiestbaby.com	8.01	<a href="http://www.happiestbaby.com">www.happiestbaby.com</a>
Leisure, Games & Hobby	Toys, Baby	8	hobbytown.com	7.95	<a href="http://www.hobbytown.com">www.hobbytown.com</a>
Leisure, Games & Hobby	Toys, Baby	9	hannaandersson.com	7.95	<a href="http://www.hannaandersson.com">www.hannaandersson.com</a>
Leisure, Games & Hobby	Toys, Baby	10	primary.com	7.94	<a href="http://www.primary.com">www.primary.com</a>
Leisure, Games & Hobby	Toys, Baby	11	stevespanglerscience.com	7.89	<a href="http://www.stevespanglerscience.com">www.stevespanglerscience.com</a>
Leisure, Games & Hobby	Toys, Baby	12	lakeshorelearning.com	7.87	<a href="http://www.lakeshorelearning.com">www.lakeshorelearning.com</a>
Leisure, Games & Hobby	Toys, Baby	13	lego.com	7.69	<a href="http://www.lego.com">www.lego.com</a>
Leisure, Games & Hobby	Toys, Baby	14	albeebaby.com	7.69	<a href="http://www.albeebaby.com">www.albeebaby.com</a>
Leisure, Games & Hobby	Toys, Baby	15	melissaanddoug.com	7.68	<a href="http://www.melissaanddoug.com">www.melissaanddoug.com</a>
Leisure, Games & Hobby	Toys, Baby	16	miniaturemarket.com	7.65	<a href="http://www.miniaturemarket.com">www.miniaturemarket.com</a>
Leisure, Games & Hobby	Toys, Baby	17	childrensplace.com	7.64	<a href="http://www.childrensplace.com">www.childrensplace.com</a>
Leisure, Games & Hobby	Toys, Baby	18	aosom.com	7.64	<a href="http://www.aosom.com">www.aosom.com</a>
Leisure, Games & Hobby	Toys, Baby	19	carters.com	7.55	<a href="http://www.carters.com">www.carters.com</a>
Leisure, Games & Hobby	Toys, Baby	20	buildabear.com	7.52	<a href="http://www.buildabear.com">www.buildabear.com</a>
Leisure, Games & Hobby	Toys, Baby	21	babylist.com	7.48	<a href="http://www.babylist.com">www.babylist.com</a>
Leisure, Games & Hobby	Toys, Baby	22	oshkosh.com	7.46	<a href="http://www.oshkosh.com">www.oshkosh.com</a>
Leisure, Games & Hobby	Toys, Baby	23	teacollection.com	7.46	<a href="http://www.teacollection.com">www.teacollection.com</a>
Office, Electronics & Media	Consumer Electronics	1	worldwidestereo.com	8.49	<a href="http://www.worldwidestereo.com">www.worldwidestereo.com</a>
Office, Electronics & Media	Consumer Electronics	2	lorextechnology.com	8.33	<a href="http://www.lorextechnology.com">www.lorextechnology.com</a>
Office, Electronics & Media	Consumer Electronics	3	dell.com	8.22	<a href="http://www.dell.com">www.dell.com</a>
Office, Electronics & Media	Consumer Electronics	4	adorama.com	8.20	<a href="http://www.adorama.com">www.adorama.com</a>
Office, Electronics & Media	Consumer Electronics	5	focuscamera.com	8.20	<a href="http://www.focuscamera.com">www.focuscamera.com</a>
Office, Electronics & Media	Consumer Electronics	6	bhphotovideo.com	8.11	<a href="http://www.bhphotovideo.com">www.bhphotovideo.com</a>
Office, Electronics & Media	Consumer Electronics	7	hp.com	8.06	<a href="http://www.hp.com">www.hp.com</a>
Office, Electronics & Media	Consumer Electronics	8	ibuypower.com	8.04	<a href="http://www.ibuypower.com">www.ibuypower.com</a>
Office, Electronics & Media	Consumer Electronics	9	crutchfield.com	8.04	<a href="http://www.crutchfield.com">www.crutchfield.com</a>
Office, Electronics & Media	Consumer Electronics	10	dellrefurbished.com	8.04	<a href="http://www.dellrefurbished.com">www.dellrefurbished.com</a>
Office, Electronics & Media	Consumer Electronics	11	shop.usa.canon.com	7.99	<a href="http://shop.usa.canon.com">shop.usa.canon.com</a>
Office, Electronics & Media	Consumer Electronics	12	beachcamera.com	7.98	<a href="http://www.beachcamera.com">www.beachcamera.com</a>
Office, Electronics & Media	Consumer Electronics	13	brickhousesecurity.com	7.88	<a href="http://www.brickhousesecurity.com">www.brickhousesecurity.com</a>

Office, Electronics & Media	Consumer Electronics	14	harmanaudio.com	7.88	<a href="http://www.harmanaudio.com">www.harmanaudio.com</a>
Office, Electronics & Media	Consumer Electronics	15	samsung.com	7.87	<a href="http://www.samsung.com">www.samsung.com</a>
Office, Electronics & Media	Consumer Electronics	16	samys.com	7.87	<a href="http://www.samys.com">www.samys.com</a>
Office, Electronics & Media	Consumer Electronics	17	gamestop.com	7.87	<a href="http://www.gamestop.com">www.gamestop.com</a>
Office, Electronics & Media	Consumer Electronics	18	lukiegames.com	7.84	<a href="http://www.lukiegames.com">www.lukiegames.com</a>
Office, Electronics & Media	Consumer Electronics	19	speckproducts.com	7.78	<a href="http://www.speckproducts.com">www.speckproducts.com</a>
Office, Electronics & Media	Consumer Electronics	20	ring.com	7.66	<a href="http://www.ring.com">www.ring.com</a>
Office, Electronics & Media	Consumer Electronics	21	keh.com	7.65	<a href="http://www.keh.com">www.keh.com</a>
Office, Electronics & Media	Consumer Electronics	22	skullcandy.com	7.58	<a href="http://www.skullcandy.com">www.skullcandy.com</a>
Office, Electronics & Media	Consumer Electronics	23	projectorpeople.com	7.51	<a href="http://www.projectorpeople.com">www.projectorpeople.com</a>
Office, Electronics & Media	Consumer Electronics	24	electronicexpress.com	7.51	<a href="http://www.electronicexpress.com">www.electronicexpress.com</a>
Office, Electronics & Media	Consumer Electronics	25	matterhackers.com	7.47	<a href="http://www.matterhackers.com">www.matterhackers.com</a>
Office, Electronics & Media	Consumer Electronics	26	irobot.com	7.47	<a href="http://www.irobot.com">www.irobot.com</a>
Office, Electronics & Media	Consumer Electronics	27	fitbit.com	7.45	<a href="http://www.fitbit.com">www.fitbit.com</a>
Office, Electronics & Media	Consumer Electronics	28	buydig.com	7.44	<a href="http://www.buydig.com">www.buydig.com</a>
Office, Electronics & Media	Consumer electronics (accessories)	1	otterbox.com	8.27	<a href="http://www.otterbox.com">www.otterbox.com</a>
Office, Electronics & Media	Consumer electronics (accessories)	2	batterymart.com	8.25	<a href="http://www.batterymart.com">www.batterymart.com</a>
Office, Electronics & Media	Consumer electronics (accessories)	3	parts-express.com	8.13	<a href="http://www.parts-express.com">www.parts-express.com</a>
Office, Electronics & Media	Consumer electronics (accessories)	4	officedepot.com	8.10	<a href="http://www.officedepot.com">www.officedepot.com</a>
Office, Electronics & Media	Consumer electronics (accessories)	5	officesupply.com	8.09	<a href="http://www.officesupply.com">www.officesupply.com</a>
Office, Electronics & Media	Consumer electronics (accessories)	6	cellphonecases.com	8.07	<a href="http://www.cellphonecases.com">www.cellphonecases.com</a>
Office, Electronics & Media	Consumer electronics (accessories)	7	onlinecomponents.com	8.01	<a href="http://www.onlinecomponents.com">www.onlinecomponents.com</a>
Office, Electronics & Media	Consumer electronics (accessories)	8	lifeproof.com	8.01	<a href="http://www.lifeproof.com">www.lifeproof.com</a>
Office, Electronics & Media	Consumer electronics (accessories)	9	inkjets.com	7.90	<a href="http://www.inkjets.com">www.inkjets.com</a>
Office, Electronics & Media	Consumer electronics (accessories)	10	inkcartridges.com	7.75	<a href="http://www.inkcartridges.com">www.inkcartridges.com</a>
Office, Electronics & Media	Consumer electronics (accessories)	11	4inkjets.com	7.73	<a href="http://www.4inkjets.com">www.4inkjets.com</a>
Office, Electronics & Media	Consumer electronics (accessories)	12	batteryjunction.com	7.52	<a href="http://www.batteryjunction.com">www.batteryjunction.com</a>
Office, Electronics & Media	Consumer electronics (accessories)	13	skinit.com	7.52	<a href="http://www.skinit.com">www.skinit.com</a>
Office, Electronics & Media	Consumer electronics (accessories)	14	zagg.com	7.46	<a href="http://www.zagg.com">www.zagg.com</a>
Office, Electronics & Media	Consumer electronics (accessories)	15	velvetcaviar.com	7.44	<a href="http://www.velvetcaviar.com">www.velvetcaviar.com</a>
Office, Electronics & Media	Media (e.g. books, CD, DVD, software)	1	bookdepository.com	8.03	<a href="http://www.bookdepository.com">www.bookdepository.com</a>
Office, Electronics & Media	Media (e.g. books, CD, DVD, software)	2	rightstufanime.com	8.01	<a href="http://www.rightstufanime.com">www.rightstufanime.com</a>
Office, Electronics & Media	Media (e.g. books, CD, DVD, software)	3	deepdiscount.com	7.76	<a href="http://www.deepdiscount.com">www.deepdiscount.com</a>
Office, Electronics & Media	Media (e.g. books, CD, DVD, software)	4	thriftbooks.com	7.72	<a href="http://www.thriftbooks.com">www.thriftbooks.com</a>
Office, Electronics & Media	Media (e.g. books, CD, DVD, software)	5	lifeway.com	7.65	<a href="http://www.lifeway.com">www.lifeway.com</a>
Office, Electronics & Media	Media (e.g. books, CD, DVD, software)	6	barnesandnoble.com	7.65	<a href="http://www.barnesandnoble.com">www.barnesandnoble.com</a>



Office, Electronics & Media	Media (e.g. books, CD, DVD, software)	7	oldies.com	7.61	<a href="http://www.oldies.com">www.oldies.com</a>
Office, Electronics & Media	Media (e.g. books, CD, DVD, software)	8	christianbook.com	7.49	<a href="http://www.christianbook.com">www.christianbook.com</a>
Sport, Outdoor & Motor	Bicycle, E-Bike	1	danscomp.com	8.59	<a href="http://www.danscomp.com">www.danscomp.com</a>
Sport, Outdoor & Motor	Bicycle, E-Bike	2	performancebike.com	8.54	<a href="http://www.performancebike.com">www.performancebike.com</a>
Sport, Outdoor & Motor	Bicycle, E-Bike	3	nashbar.com	8.53	<a href="http://www.nashbar.com">www.nashbar.com</a>
Sport, Outdoor & Motor	Bicycle, E-Bike	4	competitivecyclist.com	8.32	<a href="http://www.competitivecyclist.com">www.competitivecyclist.com</a>
Sport, Outdoor & Motor	Bicycle, E-Bike	5	coloradocyclist.com	7.75	<a href="http://www.coloradocyclist.com">www.coloradocyclist.com</a>
Sport, Outdoor & Motor	Bicycle, E-Bike	6	jensonusa.com	7.68	<a href="http://www.jensonusa.com">www.jensonusa.com</a>
Sport, Outdoor & Motor	Bicycle, E-Bike	7	biketiresdirect.com	7.57	<a href="http://www.biketiresdirect.com">www.biketiresdirect.com</a>
Sport, Outdoor & Motor	Bicycle, E-Bike	8	juicedbikes.com	7.51	<a href="http://www.juicedbikes.com">www.juicedbikes.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	1	realtruck.com	8.55	<a href="http://www.realtruck.com">www.realtruck.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	2	rockymountainatvmc.com	8.40	<a href="http://www.rockymountainatvmc.com">www.rockymountainatvmc.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	3	jpcycles.com	8.32	<a href="http://www.jpcycles.com">www.jpcycles.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	4	revzilla.com	8.29	<a href="http://www.revzilla.com">www.revzilla.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	5	4wheelparts.com	8.29	<a href="http://www.4wheelparts.com">www.4wheelparts.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	6	chapmoto.com	8.26	<a href="http://www.chapmoto.com">www.chapmoto.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	7	vikingbags.com	8.20	<a href="http://www.vikingbags.com">www.vikingbags.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	8	4wd.com	8.13	<a href="http://www.4wd.com">www.4wd.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	9	topcoatproducts.com	8.12	<a href="http://www.topcoatproducts.com">www.topcoatproducts.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	10	americanmuscle.com	8.11	<a href="http://www.americanmuscle.com">www.americanmuscle.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	11	xtremediesel.com	8.11	<a href="http://www.xtremediesel.com">www.xtremediesel.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	12	roughcountry.com	8.10	<a href="http://www.roughcountry.com">www.roughcountry.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	13	btosports.com	8.10	<a href="http://www.btosports.com">www.btosports.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	14	tirebuyer.com	8.07	<a href="http://www.tirebuyer.com">www.tirebuyer.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	15	americantrucks.com	8.06	<a href="http://www.americantrucks.com">www.americantrucks.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	16	autoanything.com	8.05	<a href="http://www.autoanything.com">www.autoanything.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	17	speedwaymotors.com	8.00	<a href="http://www.speedwaymotors.com">www.speedwaymotors.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	18	autozone.com	8.00	<a href="http://www.autozone.com">www.autozone.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	19	cjponyparts.com	7.97	<a href="http://www.cjponyparts.com">www.cjponyparts.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	20	napaonline.com	7.97	<a href="http://www.napaonline.com">www.napaonline.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	21	westmarine.com	7.95	<a href="http://www.westmarine.com">www.westmarine.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	22	cyclegear.com	7.94	<a href="http://www.cyclegear.com">www.cyclegear.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	23	sidebysidestuff.com	7.93	<a href="http://www.sidebysidestuff.com">www.sidebysidestuff.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	24	leatherup.com	7.93	<a href="http://www.leatherup.com">www.leatherup.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	25	1aauto.com	7.92	<a href="http://www.1aauto.com">www.1aauto.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	26	denniskirk.com	7.91	<a href="http://www.denniskirk.com">www.denniskirk.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	27	autoaccessoriesgarage.com	7.91	<a href="http://www.autoaccessoriesgarage.com">www.autoaccessoriesgarage.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	28	opgi.com	7.90	<a href="http://www.opgi.com">www.opgi.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	29	partzilla.com	7.86	<a href="http://www.partzilla.com">www.partzilla.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	30	quadratec.com	7.85	<a href="http://www.quadratec.com">www.quadratec.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	31	buyautoparts.com	7.82	<a href="http://www.buyautoparts.com">www.buyautoparts.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	32	autoplicity.com	7.81	<a href="http://www.autoplicity.com">www.autoplicity.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	33	carid.com	7.79	<a href="http://www.carid.com">www.carid.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	34	tirerack.com	7.78	<a href="http://www.tirerack.com">www.tirerack.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	35	discountramps.com	7.78	<a href="http://www.discountramps.com">www.discountramps.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	36	shop.advanceautoparts.com	7.76	<a href="http://shop.advanceautoparts.com">shop.advanceautoparts.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	37	eastwood.com	7.75	<a href="http://www.eastwood.com">www.eastwood.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	38	autogeek.net	7.75	<a href="http://www.autogeek.net">www.autogeek.net</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	39	truckspring.com	7.74	<a href="http://www.truckspring.com">www.truckspring.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	40	boats.net	7.74	<a href="http://www.boats.net">www.boats.net</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	41	ecstuning.com	7.72	<a href="http://www.ecstuning.com">www.ecstuning.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	42	partsgeek.com	7.72	<a href="http://www.partsgeek.com">www.partsgeek.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	43	bodykits.com	7.70	<a href="http://www.bodykits.com">www.bodykits.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	44	procivic.com	7.69	<a href="http://www.procivic.com">www.procivic.com</a>

Sport, Outdoor & Motor	Car, Motorcycle, Boats	45	etrailer.com	7.64	<a href="http://www.etrailer.com">www.etrailer.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	46	motosport.com	7.63	<a href="http://www.motosport.com">www.motosport.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	47	alligatorperformance.com	7.62	<a href="http://www.alligatorperformance.com">www.alligatorperformance.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	48	discountedwheelwarehouse.com	7.59	<a href="http://www.discountedwheelwarehouse.com">www.discountedwheelwarehouse.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	49	discounttire.com	7.57	<a href="http://www.discounttire.com">www.discounttire.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	50	amsoil.com	7.57	<a href="http://www.amsoil.com">www.amsoil.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	51	jegs.com	7.56	<a href="http://www.jegs.com">www.jegs.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	52	wholesalemarine.com	7.50	<a href="http://www.wholesalemarine.com">www.wholesalemarine.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	53	cheapcycleparts.com	7.46	<a href="http://www.cheapcycleparts.com">www.cheapcycleparts.com</a>
Sport, Outdoor & Motor	Car, Motorcycle, Boats	54	summitracing.com	7.45	<a href="http://www.summitracing.com">www.summitracing.com</a>
Sport, Outdoor & Motor	Outdoor	1	sunandski.com	8.57	<a href="http://www.sunandski.com">www.sunandski.com</a>
Sport, Outdoor & Motor	Outdoor	2	thenorthface.com	8.49	<a href="http://www.thenorthface.com">www.thenorthface.com</a>
Sport, Outdoor & Motor	Outdoor	3	basspro.com	8.46	<a href="http://www.basspro.com">www.basspro.com</a>
Sport, Outdoor & Motor	Outdoor	4	tackledirect.com	8.42	<a href="http://www.tackledirect.com">www.tackledirect.com</a>
Sport, Outdoor & Motor	Outdoor	5	llbean.com	8.39	<a href="http://www.llbean.com">www.llbean.com</a>
Sport, Outdoor & Motor	Outdoor	6	rei.com	8.34	<a href="http://www.rei.com">www.rei.com</a>
Sport, Outdoor & Motor	Outdoor	7	eddiebauer.com	8.33	<a href="http://www.eddiebauer.com">www.eddiebauer.com</a>
Sport, Outdoor & Motor	Outdoor	8	merrell.com	8.33	<a href="http://www.merrell.com">www.merrell.com</a>
Sport, Outdoor & Motor	Outdoor	9	tacklewarehouse.com	8.25	<a href="http://www.tacklewarehouse.com">www.tacklewarehouse.com</a>
Sport, Outdoor & Motor	Outdoor	10	yeti.com	8.19	<a href="http://www.yeti.com">www.yeti.com</a>
Sport, Outdoor & Motor	Outdoor	11	icebreaker.com	8.13	<a href="http://www.icebreaker.com">www.icebreaker.com</a>
Sport, Outdoor & Motor	Outdoor	12	duluthtrading.com	8.09	<a href="http://www.duluthtrading.com">www.duluthtrading.com</a>
Sport, Outdoor & Motor	Outdoor	13	marmot.com	8.08	<a href="http://www.marmot.com">www.marmot.com</a>
Sport, Outdoor & Motor	Outdoor	14	camelbak.com	7.97	<a href="http://www.camelbak.com">www.camelbak.com</a>
Sport, Outdoor & Motor	Outdoor	15	evo.com	7.90	<a href="http://www.evo.com">www.evo.com</a>
Sport, Outdoor & Motor	Outdoor	16	survivalfrog.com	7.89	<a href="http://www.survivalfrog.com">www.survivalfrog.com</a>
Sport, Outdoor & Motor	Outdoor	17	campingworld.com	7.84	<a href="http://www.campingworld.com">www.campingworld.com</a>
Sport, Outdoor & Motor	Outdoor	18	burton.com	7.84	<a href="http://www.burton.com">www.burton.com</a>
Sport, Outdoor & Motor	Outdoor	19	bladehq.com	7.82	<a href="http://www.bladehq.com">www.bladehq.com</a>
Sport, Outdoor & Motor	Outdoor	20	campsaver.com	7.71	<a href="http://www.campsaver.com">www.campsaver.com</a>
Sport, Outdoor & Motor	Outdoor	21	backcountry.com	7.69	<a href="http://www.backcountry.com">www.backcountry.com</a>
Sport, Outdoor & Motor	Outdoor	22	sierra.com	7.68	<a href="http://www.sierra.com">www.sierra.com</a>
Sport, Outdoor & Motor	Outdoor	23	mountainsteals.com	7.64	<a href="http://www.mountainsteals.com">www.mountainsteals.com</a>
Sport, Outdoor & Motor	Outdoor	24	shopkarls.com	7.64	<a href="http://www.shopkarls.com">www.shopkarls.com</a>
Sport, Outdoor & Motor	Outdoor	25	fishusa.com	7.61	<a href="http://www.fishusa.com">www.fishusa.com</a>
Sport, Outdoor & Motor	Outdoor	26	filson.com	7.55	<a href="http://www.filson.com">www.filson.com</a>
Sport, Outdoor & Motor	Outdoor	27	orvis.com	7.52	<a href="http://www.orvis.com">www.orvis.com</a>
Sport, Outdoor & Motor	Outdoor	28	lowrance.com	7.52	<a href="http://www.lowrance.com">www.lowrance.com</a>
Sport, Outdoor & Motor	Outdoor	29	tacticalgear.com	7.49	<a href="http://www.tacticalgear.com">www.tacticalgear.com</a>
Sport, Outdoor & Motor	Outdoor	30	tractorsupply.com	7.49	<a href="http://www.tractorsupply.com">www.tractorsupply.com</a>
Sport, Outdoor & Motor	Sports products (general)	1	eastbay.com	8.60	<a href="http://www.eastbay.com">www.eastbay.com</a>
Sport, Outdoor & Motor	Sports products (general)	2	athleta.gap.com	8.24	<a href="http://athleta.gap.com">athleta.gap.com</a>
Sport, Outdoor & Motor	Sports products (general)	3	shop.lululemon.com	8.21	<a href="http://shop.lululemon.com">shop.lululemon.com</a>
Sport, Outdoor & Motor	Sports products (general)	4	adidas.com	8.15	<a href="http://www.adidas.com">www.adidas.com</a>
Sport, Outdoor & Motor	Sports products (general)	5	reebok.com	8.02	<a href="http://www.reebok.com">www.reebok.com</a>
Sport, Outdoor & Motor	Sports products (general)	6	underarmour.com	8.01	<a href="http://www.underarmour.com">www.underarmour.com</a>
Sport, Outdoor & Motor	Sports products (general)	7	nike.com	7.93	<a href="http://www.nike.com">www.nike.com</a>
Sport, Outdoor & Motor	Sports products (general)	8	als.com	7.90	<a href="http://www.als.com">www.als.com</a>
Sport, Outdoor & Motor	Sports products (general)	9	holabirdsports.com	7.87	<a href="http://www.holabirdsports.com">www.holabirdsports.com</a>
Sport, Outdoor & Motor	Sports products (general)	10	us.puma.com	7.85	<a href="http://us.puma.com">us.puma.com</a>
Sport, Outdoor & Motor	Sports products (general)	11	dickssportinggoods.com	7.81	<a href="http://www.dickssportinggoods.com">www.dickssportinggoods.com</a>
Sport, Outdoor & Motor	Sports products (general)	12	olympiasports.net	7.66	<a href="http://www.olympiasports.net">www.olympiasports.net</a>
Sport, Outdoor & Motor	Sports products (general)	13	academy.com	7.43	<a href="http://www.academy.com">www.academy.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	1	justbats.com	8.49	<a href="http://www.justbats.com">www.justbats.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	2	rawlings.com	8.36	<a href="http://www.rawlings.com">www.rawlings.com</a>

Sport, Outdoor & Motor	Sports products (specialized)	3	aloyoga.com	8.35	<a href="http://www.aloyoga.com">www.aloyoga.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	4	swimoutlet.com	8.32	<a href="http://www.swimoutlet.com">www.swimoutlet.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	5	the-house.com	8.19	<a href="http://www.the-house.com">www.the-house.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	6	tactics.com	8.16	<a href="http://www.tactics.com">www.tactics.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	7	dancewearsolutions.com	8.16	<a href="http://www.dancewearsolutions.com">www.dancewearsolutions.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	8	altrarunning.com	8.11	<a href="http://www.altrarunning.com">www.altrarunning.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	9	tgw.com	8.03	<a href="http://www.tgw.com">www.tgw.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	10	runningwarehouse.com	8.02	<a href="http://www.runningwarehouse.com">www.runningwarehouse.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	11	slugger.com	8.00	<a href="http://www.slugger.com">www.slugger.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	12	store.trxtraining.com	7.96	<a href="http://store.trxtraining.com">store.trxtraining.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	13	ozonebilliards.com	7.95	<a href="http://www.ozonebilliards.com">www.ozonebilliards.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	14	saucony.com	7.95	<a href="http://www.saucony.com">www.saucony.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	15	roadrunnersports.com	7.91	<a href="http://www.roadrunnersports.com">www.roadrunnersports.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	16	skatewarehouse.com	7.91	<a href="http://www.skatewarehouse.com">www.skatewarehouse.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	17	nrs.com	7.90	<a href="http://www.nrs.com">www.nrs.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	18	golfgalaxy.com	7.85	<a href="http://www.golfgalaxy.com">www.golfgalaxy.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	19	tennis-point.com	7.84	<a href="http://www.tennis-point.com">www.tennis-point.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	20	doversaddlery.com	7.82	<a href="http://www.doversaddlery.com">www.doversaddlery.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	21	billabong.com	7.80	<a href="http://www.billabong.com">www.billabong.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	22	centurymartialarts.com	7.78	<a href="http://www.centurymartialarts.com">www.centurymartialarts.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	23	baseballexpress.com	7.77	<a href="http://www.baseballexpress.com">www.baseballexpress.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	24	baseballsavings.com	7.77	<a href="http://www.baseballsavings.com">www.baseballsavings.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	25	3balls.com	7.75	<a href="http://www.3balls.com">www.3balls.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	26	tennis-warehouse.com	7.71	<a href="http://www.tennis-warehouse.com">www.tennis-warehouse.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	27	skis.com	7.69	<a href="http://www.skis.com">www.skis.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	28	pgatoursuperstore.com	7.67	<a href="http://www.pgatoursuperstore.com">www.pgatoursuperstore.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	29	manduka.com	7.62	<a href="http://www.manduka.com">www.manduka.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	30	demarini.com	7.57	<a href="http://www.demarini.com">www.demarini.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	31	fitnessfactory.com	7.56	<a href="http://www.fitnessfactory.com">www.fitnessfactory.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	32	titleboxing.com	7.54	<a href="http://www.titleboxing.com">www.titleboxing.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	33	globalgolf.com	7.54	<a href="http://www.globalgolf.com">www.globalgolf.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	34	chicksaddlery.com	7.53	<a href="http://www.chicksaddlery.com">www.chicksaddlery.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	35	callawaygolfpreowned.com	7.52	<a href="http://www.callawaygolfpreowned.com">www.callawaygolfpreowned.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	36	tennisexpress.com	7.50	<a href="http://www.tennisexpress.com">www.tennisexpress.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	37	soccer.com	7.50	<a href="http://www.soccer.com">www.soccer.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	38	brooksrunning.com	7.48	<a href="http://www.brooksrunning.com">www.brooksrunning.com</a>
Sport, Outdoor & Motor	Sports products (specialized)	39	rvca.com	7.45	<a href="http://www.rvca.com">www.rvca.com</a>
Universal Provider	General	1	vermontcountrystore.com	8.53	<a href="http://www.vermontcountrystore.com">www.vermontcountrystore.com</a>
Universal Provider	General	2	walmart.com	8.15	<a href="http://www.walmart.com">www.walmart.com</a>
Universal Provider	General	3	sciplus.com	8.06	<a href="http://www.sciplus.com">www.sciplus.com</a>
Universal Provider	General	4	ltdcommodities.com	7.99	<a href="http://www.ltdcommodities.com">www.ltdcommodities.com</a>
Universal Provider	General	5	sears.com	7.98	<a href="http://www.sears.com">www.sears.com</a>
Universal Provider	General	6	bjs.com	7.95	<a href="http://www.bjs.com">www.bjs.com</a>
Universal Provider	General	7	brandsmartusa.com	7.91	<a href="http://www.brandsmartusa.com">www.brandsmartusa.com</a>
Universal Provider	General	8	hsn.com	7.90	<a href="http://www.hsn.com">www.hsn.com</a>
Universal Provider	General	9	shophq.com	7.81	<a href="http://www.shophq.com">www.shophq.com</a>
Universal Provider	General	10	dealgenius.com	7.80	<a href="http://www.dealgenius.com">www.dealgenius.com</a>
Universal Provider	General	11	qvc.com	7.75	<a href="http://www.qvc.com">www.qvc.com</a>
Universal Provider	General	12	signals.com	7.73	<a href="http://www.signals.com">www.signals.com</a>
Universal Provider	General	13	conns.com	7.66	<a href="http://www.conns.com">www.conns.com</a>
Universal Provider	General	14	sharperimage.com	7.63	<a href="http://www.sharperimage.com">www.sharperimage.com</a>
Universal Provider	General	15	target.com	7.63	<a href="http://www.target.com">www.target.com</a>
Universal Provider	General	16	jcpenny.com	7.60	<a href="http://www.jcpenny.com">www.jcpenny.com</a>
Universal Provider	General	17	markandgraham.com	7.59	<a href="http://www.markandgraham.com">www.markandgraham.com</a>
Universal Provider	General	18	farmandfleet.com	7.55	<a href="http://www.farmandfleet.com">www.farmandfleet.com</a>

Universal Provider	General	19	vat19.com	7.53	<a href="http://www.vat19.com">www.vat19.com</a>
Universal Provider	General	20	zulily.com	7.49	<a href="http://www.zulily.com">www.zulily.com</a>

### Licensing

If your company was listed in the ranking, [click here to learn more about the licensing options.](#)

### Methodology

The Best American Online Shops were identified after passing tests based on 51 criteria. A list of more than 9,500 online shops was compiled using Statista and online databases, online directories and price comparison websites. Those with the most American visitors in 2020-2021 were evaluated further. Shops selling mainly digital goods (e.g., netflix.com), subscription-based shops, C2C marketplaces (e.g., ebay.com), B2B shops, showcase websites and shops that do not display their site in English were excluded. Shops were organized according to their main offering into 39 categories. Those that passed the initial screening were tested on 41 objective criteria and 10 subjective criteria on 7 dimensions: structure and usability; trust and security; service and communication; payment; purchase and delivery; technical performance; and likelihood of purchase. A survey of approximately 6,000 American online shoppers was conducted to assess shops' appearance on 10 subjective criteria (e.g., "The homepage is very clear and well structured"). After the test phase, a sub-score for each dimension was calculated and a score out of 10 was determined for each shop. The 1,000 online shops with the highest scores were awarded "Best Online Shops 2022." [You can download the complete methodology here.](#)

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# EXHIBIT 38



BRAND MARKETING

# Crispin To Hit The City Streets For Caterpillar



PREMIUM

By [Jim Osterman](#)

AUGUST 3, 1998

Miamians Will Play Up Tough, Urban Chic of New Client's Boots  
ATLANTA—Crispin Porter & Bogusky in Miami has been awarded the advertising account of Caterpillar Footwear.

The account, which will bill approximately \$2 million in 1999, had been with the New York office of Bozell.

Crispin has handled advertising chores for Merrell Outdoor Footwear, a division of Wolverine Worldwide, for the last nine months. Wolverine is also the parent company of Caterpillar, which is located in Grand Rapids, Mich. The Merrell connection is how Crispin was able to land the additional assignment without the account being placed into formal review.

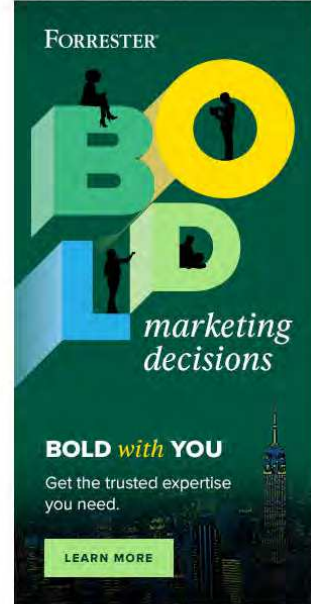
"They knew about our work through Merrell," said Jeff Steinour, vice president and director of account service for the agency. "They didn't ask us to bring [spec] work, but we did some research and took some ideas to them that they must have liked."

Though the Caterpillar line, which is licensed by earth-moving equipment manufacturer Caterpillar Inc., features a series of work boots, its appeal to the fashion sense of males 18-34 puts it in competition with brands like Timberland and Doc Marten. Caterpillar's price points range from approximately \$65 to \$150 per pair.

"We know the brand has a big urban appeal," Steinour said. "And it almost always skews male. It's an overbuilt, tough-looking line of shoes and boots."

Steinour added that the Caterpillar line does well in Europe and South America. A major part of the agency's mission will be to generate that same heat domestically.

Crispin's initial advertising work will appear in early 1999. The media



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mix has not yet been determined by the agency. "It's probably going to be a combination of outdoor and print," Steinour said. "We're also looking at some 'guerrilla' ideas—promoting the brand out on the street the same way a lot of rap groups have." The client's long-term marketing objectives include taking the brand global by the year 2000, according to the agency. Other brands under the Wolverine umbrella include Hush Puppies, Harley-Davidson Boots, and Coleman Outdoor Footwear .

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**JIM OSTERMAN**

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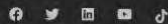
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NOV

# Cat Footwear Makes a Scene in Los Angeles With Spring Styles

By Charlie Carballo



Footwear

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Cat Footwear boots.

CREDIT: COURTESY OF CAT FOOTWEAR.

Looking to spark buzz for its spring '17 line, Caterpillar Footwear brought its Make a



Cat Footwear boots.

CREDIT: COURTESY OF CAT FOOTWEAR.

Looking to spark buzz for its spring '17 line, Caterpillar Footwear brought its Make a Scene Tour to Los Angeles retailer Sportie LA on Wednesday, showcasing its new lifestyle collection of day-to-night looks, as well as rugged styles for winter '16.

The multi-city program supported a contest to win a custom pair of Cat Boots designed by mixed-media artist Ivan Orama. Social media and digital-driven initiatives are "key" strategies for the brand, Chief Marketing Officer Dani Zizak told **Footwear News**.



Cat boots custom-designed by mixed-media artist Ivan Orama at Sportie LA's Cat Footwear launch event.

CREDIT: COURTESY OF CAT FOOTWEAR.



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The 12 Best Walking Shoes for Women in 2021



Cat Footwear styles at Sportie LA.

CREDIT: COURTESY OF CAT FOOTWEAR.

“Through activations like our cross-country ‘Make A Scene Tour,’ we’re creating content for these channels that is engaging and shows our brand in action,” Zizak explained.

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Some options on display from the label’s spring line incorporate Cat’s proprietary EASE technology, which will be in 52 percent of Cat’s inventory — a percentage that will grow, according to the brand. The technology enhances comfort, absorbs shock and returns energy. Along with a comfort-focused push, the brand will continue to offer athleisure fare.

“We first saw the adoption of blue jeans and denim as an everyday style, no longer reserved for casual Friday,” Zizak said. “Now, we’re seeing that shift with footwear, not just as a passing trend, but as a way of life. Our Earthmoving consumer is young and driven, so we set out to deliver product that will cater to that 24-hour lifestyle while still being inherent to Cat Footwear’s bold point of view.”



Cat Footwear at Sportie LA.

CREDIT: COURTESY OF CAT FOOTWEAR.



Cat Footwear at Sportie LA.

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# EXHIBIT 40

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# Extra Butter Is Getting Its First Boot Collaboration

By Barbara Schneider-Levy



Cat Footwear x Extra Butter partners the two iconic labels.

CREDIT: COURTESY OF BRAND

Cat Footwear, which takes its name from the heavy-duty equipment brand, is next in



Cat Footwear x Extra Butter partners the two iconic labels.

CREDIT: COURTESY OF BRAND

Cat Footwear, which takes its name from the heavy-duty equipment brand, is next in line for a collaboration with high-profile New York retailer Extra Butter. The two are partnering on a rugged men's boot, inspired by Cat's iconic Colorado style, set to launch on Nov. 18.

The Cat Footwear x Extra Butter Urban Delta boot boasts a 3-D embroidered "Extra" and "Butter" across the strap of each boot, with a heat-embossed Caterpillar call-out at the back. The upper is detailed in a mix of high-abrasion ballistic nylon, full-grain leather, and microperforated suede. It also sports reflective laces, a cross strap buckle and clip, and a semitranslucent outsole.

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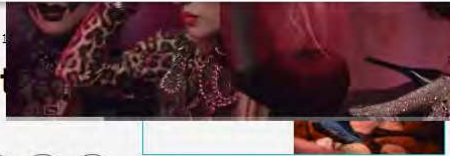
- Extra Butter & Adidas Bring on the Nostalgia With a 'Happy Gilmore' Collection in Honor of the Film's 25th Anniversary



Cat Footwear x Extra Butter introduces its first-ever collaboration.

CREDIT: COURTESY OF BRAND

The single style will retail for \$160 and will be sold online and in-store at Extra Butter at 125 Orchard St.



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"For the past 25 years, Cat Footwear has been building product inspired by the bold attitude of Caterpillar Inc., empowering a lifestyle of making moves and getting things done," said Bernie Gross, creative director of Extra Butter. "Their flagship Colorado boot packs a lot of history, and we wanted to reintroduce the work horse boot to our elevated customer with a design that fits their fashion lifestyle sensibilities — shattering all prior perceptions of a workboot. Urban meets tactical, but still for the hardest of mentalities. While Extra Butter has released a few 'sneaker boots' in the past, we're excited to release this as our first true boot collaboration."

Added Dani Zizak, chief marketing officer for Cat Footwear: "Being bold is a state of mind, and it's also contagious. When like-minded brands who share the same fiery attitude and willpower lock arms, the sum is greater than their parts, and sparks happen. We were eager to collaborate with an equally bold brand like Extra Butter, who has built its name on its unique approach to eyeing key trends and providing a superior retail experience."

**Want more?**

[Extra Butter Is Getting Its First Ever Boot Collaboration](#)

[10 Sneaker Collabs That Define Extra Butter's Decade in Business](#)

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# EXHIBIT 41



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COURTESY OF CAT

Style

# These CAT Sneakers Are All Over Instagram

And they live up to the hype.

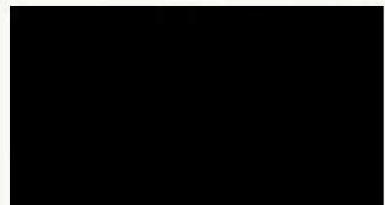


BY ALYSSA HARDY  
FEBRUARY 28, 2019

Here's a sentence I never thought I would say: I have a pair of Tractor sneakers and they are one of the coolest pairs of sneakers I've ever owned. CAT, the yellow tractor brand that you've probably seen breaking pavement on a highway near you, just released a new collection of dad sneakers that are as practical as they are trendy, and everyone on Instagram is wearing them.

While **dad sneakers** have been one of the biggest trends for the last several years with **Balenciaga** and **Gucci** putting them on runways, these heavy duty kicks are taking the concept to the next, more literal level. The bottom of the sneaker looks

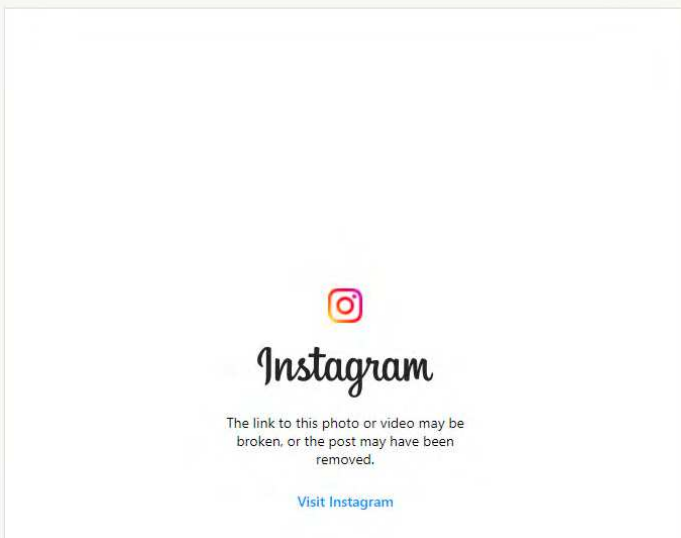
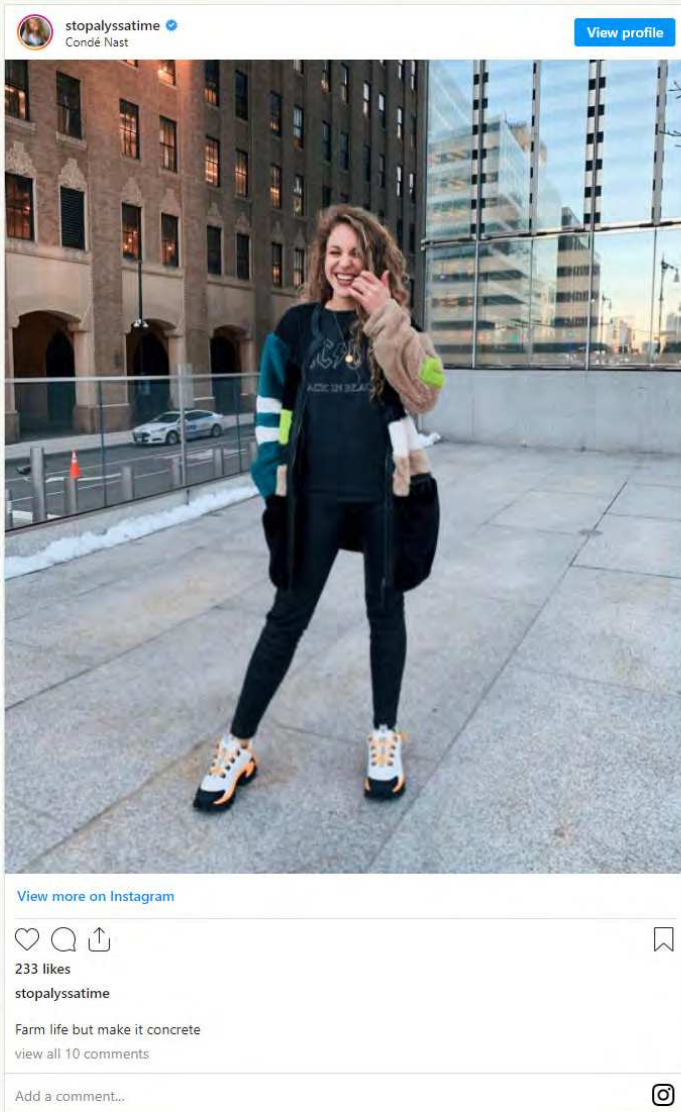
WATCH



— and smells TBH — like a tire. It's truly a tractor, but make it fashion.

As a person who loves a little lift in her shoes (read: a **heel or platform**), I've actually found these sneakers to be the perfect balance of both worlds. They look great with a pair of leather leggings, wide leg jeans, or even a cute mini dress. The moral of the story: I may never be near or use a tractor in the near future living in New York City, but I certainly love the shoes.

See how our favorite influencers are styling the shoes and how to get them for yourself.



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# EXHIBIT 42

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FEB 28

# Cat Footwear Drops Its New Sneaker Silhouette Using an Unexpected Seller

By Claudia Miller



Cat Footwear Raider Sport. CREDIT: COURTESY OF CAT



Cat Footwear Raider Sport. CREDIT: COURTESY OF CAT

Cat Footwear is enlisting a few unexpected vendors to help with its newest sneaker drop.

The brand released limited pairs of its new Raider Sport sneaker through 50 popular sellers on Depop, a London-based peer-to-peer social shopping site — the first launch of its kind on the app. The silhouette comes in a variety of shades with uppers ranging from bright white to mixed pink tones, sold for \$99 across all accounts before the shoes officially launch on March 2.

As part of Cat Footwear's "Build for Better" charitable initiative, all of the proceeds from the social activation on Depop will go towards the Youth Urban Art Foundation, an organization aiming to engage vulnerable and disadvantaged youth with music and arts.

"We have always worked closely with a range of creatives and communities in our work with the Re-powered collection, so collaborating with Depop sellers felt like the next outlet to explore with our consumers..." said Gemma Little, Cat Footwear's international brand marketing manager in a press release. "The beauty of Depop is that it is such a social marketplace, and really celebrates originality. We wanted to launch our new silhouette straight into the captive audience of sellers that make up the creative Depop community so that these consumers would experience the product first."

### Want more?

Cat Footwear's New Customers Carry Science Degrees, Not Hammers

Cat Footwear Makes a Scene in Los Angeles With Spring Styles

Cat Footwear Hosts Global Art Contest Using Its Colorado Boot

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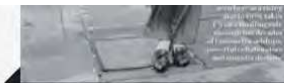
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# EXHIBIT 43



## Heron Preston Taps CAT for a Take on the Stormer Boot

Is this the perfect winter shoe?



Heron Preston



Footwear

Oct 9, 2020

4,043 Hypes

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CAT  
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After unveiling his [Spring/Summer 2021 collection of premium workwear staples](#), Heron Preston now links with durable footwear aficionados CAT for a collaborative take on its Stormer Boots.

A classic ankle-high silhouette, Stormer Boots have been a constant in the arsenal of the American brand since their inception. Crafted from rubber and featuring an archetypal padded collar, pull-loops and a heel collar, each boot has been designed to be as comfortable as they are protective.

Boasting the logos of each brand on the side and on the midsole, each boot arrives in a black/orange colorway.

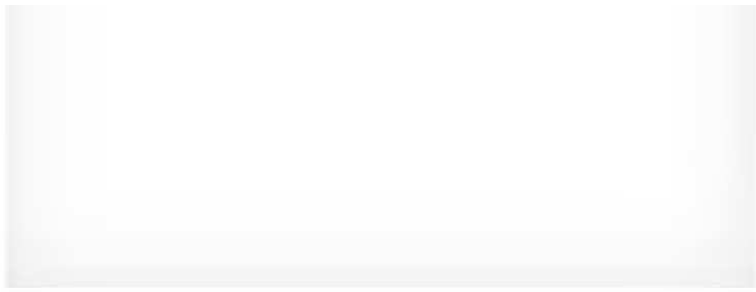
The Heron Preston x Caterpillar Boots are available for pre-order now from the [Heron Preston website](#), retailing at €385 (approximately \$450 USD).

In other news, [Finnish brand Tarvas](#) has dropped its line-up of weather-resistant sneakers.

[HERON PRESTON](#)
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### CAT Updates Workwear Staples With CAT WWR FW21 Collection

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By Jack Stanley / Oct 26, 2021

3,301 Hypes 2 Comments



Fashion

### Heron Preston and Caterpillar Rejoin to Celebrate "CAT POWER"

Authentic workwear items receive a graphic update.

By Jake Silbert / Apr 20, 2021

3,093 Hypes 5 Comments



Fashion

### Heron Preston For Calvin Klein Season 2 Is a Reminder of What's Essential

Purposeful and recognizable pieces designed for everyday wear.

By Tayler Willson / Oct 21, 2021

8,091 Hypes 9 Comments



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### Heron Preston Enlists Zellerfeld to Create 3D-Printed HERON01 Slip-On Sneaker

It can even be customized to fit your foot perfectly by using an iPhone foot scan.

By Eric Brain / Oct 4, 2021

9,624 Hypes 3 Comments



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### KEEN and ELNEST CREATIVE ACTIVITY Head Back 13,000 Years for Jōmon-Inspired Clogs

Collage uppers featuring images of stone tools and clay figurines.

By Ambrose Leung / Oct 9, 2020

A vertical promotional banner for PACSUN. At the top, it says 'PACSUN'. Below that, 'BLACK FRIDAY LIMITED TIME DEALS'. The main text is '40% OFF Sitewide' in large white letters. Below that, '+FREE SHIPPING ON ALL ORDERS'. At the bottom, a blue button says 'SHOP NOW'. The background features a woman's face and a man in a dark setting.



2,290 Hypes 0 Comments



Fashion

## adidas, Kering and Stella McCartney Invest in Mushroom-Based Leather Alternative

Forming the "Mylo Consortium" and investing a seven-figure sum.

By Jack Stanley / Oct 9, 2020

10,836 Hypes 8 Comments



Entertainment

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Adding a facet of the supernatural in the upcoming season.

By Sophie Caraan / Oct 9, 2020

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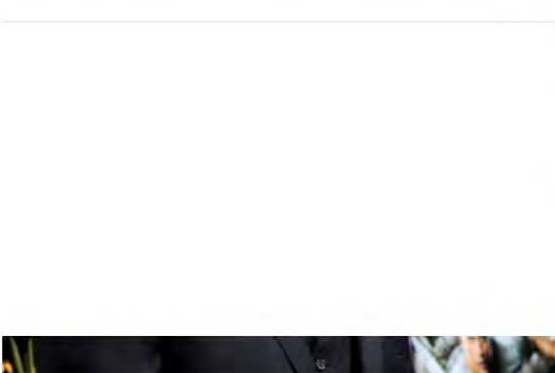
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By Nicolaus Li / Oct 9, 2020

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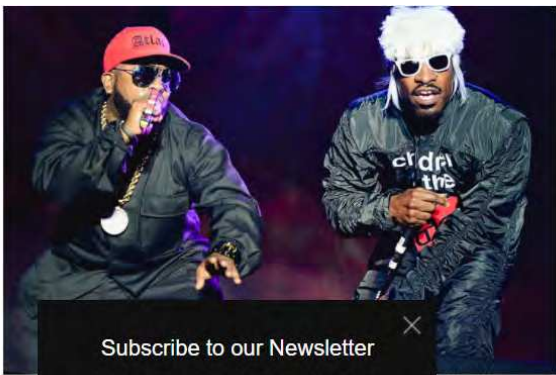
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By Ambrose Leung / Oct 9, 2020

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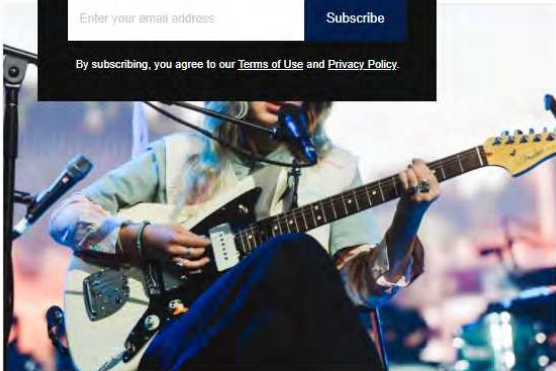
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By Nicolaus Li / Oct 9, 2020



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By Tayler Willson / Oct 9, 2020



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# EXHIBIT 44



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Caterpillar: Building Better with Licensing



Caterpillar is adding strength to its licensing program with new collabs and unique product partnerships.

Barbara Sax | Jul 02, 2021

Since 1925, the Caterpillar name has been synonymous with high-performance products built to last. Caterpillar's Cat brand is one of the most valuable brands in the world and the Cat logo has become an icon, often worn as a badge symbolizing hard work, grit and a get-it-done attitude.

With a heritage that encompasses decades of steadfast performance and reliability across the industry it serves as well as global recognition, Caterpillar is poised for an expanded licensing presence.

"Under our flagship Caterpillar and Cat brands, we develop products and experiences that help our customers be more successful at work, at home and everywhere in between," says Kenny Beaupre, manager, brand licensing, marketing and brand, Caterpillar.

After 95-plus years in business, Cat customers have come to expect strength, durability and

"Under our flagship Caterpillar and Cat brands, we develop products and experiences that help our customers be more successful at work, at home and everywhere in between," says Kenny Beaupre, manager, brand licensing, marketing and brand, Caterpillar.

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After 95-plus years in business, Cat customers have come to expect strength, durability and quality from Cat-branded products, whether it's the brand's large earthmoving equipment or its various licensed products. Co-branded products and brand collaborations have been a part of the brand's portfolio since the late 1980s, but the company has been ramping up its licensed partnerships.







## Elle Décor to Release from Pepperfly in India

NOV 22, 2021

## The Brand Liaison Launches Roadsign Australia in North America

NOV 22, 2021



"We work hard to deliver on that expectation, especially when considering how to leverage key partnerships to improve our customers' day-to-day lives," says Beaupre. "Our licensed products have a lot in common with our core products. Our partners make products with a strong focus on quality, strength and durability."

Caterpillar is looking to forge partnerships to create goods that capture the Cat spirit, personality and DNA – products that, like Caterpillar equipment, are tough, authentic, proud, powerful and uncompromising. The brand recently teamed up with Bullitt Mobile for a line of rugged smartphones. The latest S42 Hybrid Plus smartphone's external components are blended with a silver, ion-based antimicrobial additive for exceptional germ defense – a groundbreaking feature that represents an industry first.

"These phones are durable enough to be used on the job site, and they're made for people who work hard and play hard every day," says Beaupre. "The phones are dust-proof, drop-proof and resistant to vibration, sand, salt/mist and pressure, and are designed to withstand the rigors of a building site or the challenges first responders face on the job."



In the footwear and apparel categories, Cat-licensed products feature the high-quality construction and global appeal that have become a standard for the brand. Partnerships with Wolverine Worldwide and SRIA have produced collections in the lifestyle and workwear segments that are available in nearly 150 countries and 200 Cat mono brand stores.

"Our newest licensing partnership is with Positec for top-of-the line professional grade power tools and outdoor tools," says Beaupre. "The products all feature Cat's core industrial and technical brand attributes, including cutting-edge technology. They are the first power tools to use graphene battery technology, enabling them to fully charge in just 20 minutes. Plus, they last four times longer than typical lithium ion batteries."

[Want to learn more? Check out the June issue of License Global, out now!](#)

TAGS: [CATERPILLAR](#)

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# EXHIBIT 45

REVIEWS

# The Best Waterproof Work Boots (Review & Buying Guide) in 2021

With the right pair of waterproof boots on your feet, you can do anything.




With decades of combined experience covering the latest news, reviewing the greatest gear, and advising you on your next car purchase, *The Drive* is the leading authority on all things automotive.



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BY ANDRA DELMONICO / LAST UPDATED ON APRIL 5, 2021

You work hard and give it your all, whether it's working on the car, heading to the office, or tackling the latest home improvement project. You need a pair of work boots that can keep up with you. They should be tough with durable construction and protective qualities. Your feet should feel comfortable throughout the day. Don't waste your time blindly buying work boots and then finding out too late that they just don't cut it. Set yourself and your feet upright with a pair of boots that you can depend on. This guide will help you find the perfect pair by explaining the crucial features that boots should have. Make your feet happy and put them in a quality pair of waterproof work boots.

	BEST OVERALL	BEST VALUE	HONORABLE MENTION
			
	<b>Timberland Pro Pit Boss Steel-Toe</b>	<b>Servus PVC Steel Toe Work Boots</b>	<b>Caterpillar Waterproof Steel Toe Industrial Boot</b>
	<a href="#">CHECK LATEST PRICE &gt;</a>	<a href="#">CHECK LATEST PRICE &gt;</a>	<a href="#">CHECK LATEST PRICE &gt;</a>
<b>SUMMARY</b>	These durable boots come in brown, tan, or black. They're constructed of 100 percent leather with a rubber sole. They have steel toe protection and a shaft that measures 5.5 inches from the arch.	These boots may look similar to rain boots, but they're protective work boots. They are made from PVE polyblend and injection molded. They're 100 percent waterproof.	These 100 percent leather boots have a rubber sole. The shaft measures 5.25 inches from the arch. The interior of the boots has a waterproof membrane and steel toe.
<b>PROS</b>	<ul style="list-style-type: none"> <li>Meet ANSI safety standards</li> <li>Slip, oil, and abrasion-resistant outsoles</li> </ul>	<ul style="list-style-type: none"> <li>Seamless construction</li> <li>Scalloped top-line</li> </ul>	<ul style="list-style-type: none"> <li>Breathable leather upper</li> <li>Slip-resistant outsole</li> </ul>
<b>CONS</b>	<ul style="list-style-type: none"> <li>Cuts in at the ankle</li> <li>Seam in the heel is uncomfortable</li> </ul>	<ul style="list-style-type: none"> <li>Can crack across the toe</li> <li>Sizing runs large</li> </ul>	<ul style="list-style-type: none"> <li>Lacks durability</li> <li>Steel toe uncomfortable</li> </ul>



DEPOSITPHOTOS



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## Benefits of Waterproof Work Boots

- **Safety.** Work boots have additional protective qualities built into the boot. This protects your feet from injury and stress while working or on your feet all day. This could be toe protection, insulation, and ankle supports.
- **Comfort.** You'll appreciate how comfortable these boots are. They're designed for wearing all day, so they have shock absorption and arch support built into the midsole. The upper comes up over the ankle to give them support and prevent rolling.
- **Style.** Just because these boots are safe and supportive doesn't mean they can't be stylish. The boots come in various colors and designs. Many people wear them as a fashion statement and not for their work function.



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## Types of Waterproof Work Boots

### INSULATED

If you're working in cold weather, then you need boots with insulation. This extra layer gets built into the boot and reflects your body heat towards your feet. The insulation should be compact and lightweight. This keeps the bulk and weight of the boots down, making them more comfortable. The boots should also be breathable. This prevents too much heat from building up and your feet sweating.

### STEEL TOE

If you work on a construction site or work with heavy machinery, then you're probably required to wear steel toe boots. This protective footwear has a steel plate built into the boot's toe to protect your feet from heavy falling objects. Work boots that have a steel toe and are waterproof protect your feet from work and weather hazards.

### COMPOSITE

Modern innovations have led to the development of strong and protective materials. Composites are lighter weight than steel toe yet just as protective. Some boots have additional supports through the midsole and in the upper around your ankle. For all of its benefits, some worksites still don't allow composite and require steel.

---

## Top Brands

TIMBERLAND

Founded in 1953, the [Timberland](#) name has become one of the most trusted in work boots. They produce stylish and attractive boots that are also durable, reliable, and protective. The [Timberland Pro Boots](#) have a classic look everyone loves while also being waterproof, slip-resistant, and have a steel toe.

#### WOLVERINE

Founded in 1883 in Rockford, Mich., [this legendary company](#) made a name for itself with the “1,000-mile shoe”. It has since become one of the most trusted names in industrial footwear. The [Wolverine Overpass Composite Toe Waterproof Work Boot](#) is comfortable enough to wear all day.

#### CATERPILLAR

Founded in 1925 in California, [Cat Footwear](#) makes a wide range of durable and protective work boots. The [Caterpillar Waterproof Steel Toe Boot](#) will provide you with the maximum amount of support and protection.

---

## Waterproof Work Boot Pricing

- **Under \$100:** The boots in this price range may have a simple design, but they can still adequately keep your feet dry. They tend to be made of a rubber-type material and lack lacing.
- **\$100 to \$150:** Boots in this price range are durable and dependable. They have a variety of features that will keep you dry and your feet protected.
- **\$150 and up:** The boots in this price range are packed with features and technology. They have extra features like insulation, Gore-Tex membranes, and fiberglass shanks.

---

## Key Features

#### WATERPROOF TREATMENT

The whole point of buying waterproof boots is to keep your feet dry, so look for features that can accomplish this goal. Some boots are constructed of waterproof materials. Other boots have an additional membrane liner that keeps the water out. The seams should be taped to prevent leaks. There should also be a membrane on either side of the tongue to prevent leaks from the front.

#### CONSTRUCTION

The boots you choose should have a durable construction. This prevents them from falling apart while you're wearing them. The material upper should be a strong leather or synthetic that attaches to a solid and thick sole. Reinforced or welt construction stitching should hold everything together. Extra bumpers on the toe and heel prevent premature wear.

#### SIZE

The shoes you put on your feet need to fit. Otherwise, you won't want to wear them. Boots that are too big won't support your feet and can move around while you're walking. Boots that are too small can pinch, causing blisters and pain. If they're too tight, they can cut your blood circulation off, making your feet go numb. This is dangerous.

---

## Other Considerations

- **Safety Features.** If you plan to wear your boots while working, then you'll want them to have several safety features built-in. This includes a steel toe, a non-conductive sole, and waterproofing. This will protect your feet from getting crushed and you from getting electrocuted. These boots should also have a non-slip outer sole to prevent you from losing your footing on wet or slippery surfaces.
- **Sole Construction.** The construction of the sole is important to ensure the durability and longevity of the boot. If you're wearing them for work, you'll likely be walking a lot. A poorly constructed sole will wear through quickly and develop holes. You won't be able to have the sole on a low-quality boot replaced, requiring you to buy a new pair of boots. High-quality boots will last longer and can have their soles replaced.

- **Ankle Support.** Does the pair of boots have an upper that comes up over your ankles? If so, then you have a basic level of ankle support. This prevents your ankles from rolling and ensures you have steadier foot placement. For even more support, look for boots with additional supports built into the upper. This reduces your flexibility but increases your protection.



MORE ON TACTICAL & OUTDOOR

[The Best Rubber Boots \(Review & Buying Guide\) in 2021](#)

## Best Waterproof Work Boot Reviews & Recommendations 2021

BEST OVERALL

### Timberland Pro Pit Boss Steel-Toe



CHECK LATEST PRICE

Choose from dark brown, tan, or black for your boots. The upper is 100 percent leather with a rubber sole. The boot laces up the front with durable metal eyelets and hooks. The shaft measures 5.25 inches from the arch. The heel is 1.5 inches. Protecting your toe is a steel plate. This boot meets ANSI safety standards. The sole is anti-slip and is resistant to oil and abrasions for maximum traction. The shaft collar is padded to keep your ankles comfortable. This boot has a unique comfort suspension technology to make the boot comfortable to wear for long hours.

Unfortunately, this boot could cut into your ankles. There's a seam in the heel that can be uncomfortable if your boots are too snug.

BEST VALUE

### Servus PVC Steel Toe Work Boots



[CHECK LATEST PRICE](#)

Slip this extra tall boot on and get to work. It's constructed of PVC polyblend and injection molded. You'll appreciate that it's seamless, so there are no friction points that can cause your feet to hurt. This boot is 100 percent waterproof and resistant to degrading from agricultural chemicals, fertilizers, and animal waste. The top has a scalloped top to give you more flexibility. The boot stands out for its removable footbed. It's a washable foam contour cushion to give you arch and heel support. The outsole has deep angled cleats to prevent slipping. The contoured heel cup gives you greater stability.

The downside of this boot is that it can crack across the toe with heavy use. The sizing also runs large, so you may need to size down when ordering.

**MOST SLIP-RESISTANT**

### Caterpillar Waterproof Industrial Boot



[CHECK LATEST PRICE](#)

Wear this boot for any project or adventure. It comes in either black or dark brown. The upper is constructed of 100-percent leather, and the sole is rubber. The shaft measures 5.25 inches from the arch. You'll like how breathable and comfortable this boot is. The bottom outsole is slip-resistant to give you secure footing. To keep water out, there's a waterproof membrane on the inside of the boot. Protecting your toes is a steel plate. Then the outside of the toe has an additional protective coating.

Unfortunately, this boot lacks durability. The metal eyelets can pop out, and the laces can break. It's easy to replace the lacing, and you can use the boot without the eyelets. You may also find that the steel plate in the toe is uncomfortable.

**MOST STYLISH**

### Wolverine Cabor-M



[CHECK LATEST PRICE](#)

Slip this brown leather work boot on and get to work. It's 100 percent waterproof imported leather with a rubber sole. The shaft will hit at about mid-calf on your leg and measures 15 inches around. Cushioning every step is a dual-density EPX anti-fatigue footbed. It's constructed of a high-density base layer to distribute weight evenly. Then there's a low-density EVA foam top layer to cushion your foot. The heel has a honeycomb design



to absorb shock. Then there's ribbing through the rest for flexibility.

The downside of this boot is that you can't achieve a secure fit. The boot doesn't lace up, so it doesn't secure to your foot. The shaft is also very tall, which isn't comfortable for some people.

#### HONORABLE MENTION

### Dunlop Chesapeake Boots



[CHECK LATEST PRICE](#)

Enjoy 100 percent waterproof protection with this tall Flex-O-Thane PVC boot. They're ASTM F2413-11 certified and have a steel toe. You'll appreciate how lightweight this boot is. They stand out for being 25 percent lighter than standard PVC boots. It's possible to wear this boot all day thanks to the energy-absorbing Bay-Loc outsole. This cushions your feet and absorbs shock. It also has channels on the outsole to repel and channel water to help you have secure and stable footing.

One drawback of this boot is that they are a rain boot style, making them have a loose fit. They aren't as secure on your feet as other work boots. They also don't prevent water from pouring down into the boots from the top.

#### HONORABLE MENTION

### Carhartt Waterproof Wedge Steel Toe Work Boot



[CHECK LATEST PRICE](#)

Choose from dark or light brown for the leather upper on this boot. It's made from 100 percent leather with a synthetic sole. The shaft measures an impressive 6.25 inches from the arch. The top opening of the boot measures ten inches around. This boot is compliant with ASTM F2413-18 standards. They have a steel safety toe that protects from compression hazards and electrical hazards that are up to 18,000 volts in dry conditions. This boot is different with a wedge-style sole, giving you a bit of lift to your height.

Unfortunately, this boot lacks cushion around the top of the shaft. This can result in it rubbing against your legs and becoming uncomfortable. The toe box is also small. You can fix this by sizing up.

HONORABLE MENTION

### Dr. Martens Heavy Industry Boots



[CHECK LATEST PRICE](#)

Wear this classically styled boot and look good while keeping your feet supported and secure. Choose from black and brown for your boots. The upper is 100 percent leather with a felt midsole and slip-resistant sole. The heel is approximately 1.5 inches. The tumbled leather of the upper is thick and sturdy to give you plenty of support and water resistance. Protecting your toe is a steel cap and metatarsal guard. This boot stands out because they are compliant with ASTM F2413-11 MI/75 C/75 EH standards and protect you from electrical hazards.

The downside of this boot is that they lack arch support. This makes them less than ideal for those with high arches. You may also find them to be stiff and need a long break-in period.

HONORABLE MENTION

### Rocky Ranger Waterproof Insulated Outdoor Boot



[CHECK LATEST PRICE](#)

Have the ultimate in waterproof protection with this full-grain leather and synthetic boot. They have a breathable yet also waterproof Gore-Tex fabric liner. To prevent leaks at the seams, the seams have a Goodyear welt construction. You'll be able to walk with confidence thanks to the oil-resistant rubber outsole with an aggressive tread design. Giving the boots strength and stability is a fiberglass shank. Helping the boot to look more attractive is bold brass hardware for the lace-up front. Giving your feet the ultimate comfort is a memory foam footbed. Wear this boot year round with the 800 grams of 3M Thinsulate Ultra Insulation.

Unfortunately, this boot feels heavy and clunky. However, this is to be expected considering their extra long shaft length and additional insulation layer. They aren't very breathable, and your feet can feel hot.

HONORABLE MENTION

### Under Armour Military and Tactical Boot





[CHECK LATEST PRICE](#)

Be ready for anything with this textile and synthetic tactical boot. They have a durable rubber sole with an aggressive tread. You can choose from black, desert, coyote brown, and ridge camo for your boots' color. This boot stands out for its extra tall shaft, measuring 6.75 inches from the arch. The top opening measures ten inches around, giving your leg plenty of room. Unlike other boots, this one won't wear out in the midsole. A durable layer of leather lines the inside of the shoe. The sole measures 1.5 inches, giving you plenty of protection. Despite the size of the boots, they have a lightweight feeling on your feet.

The downside of this boot is that it lacks breathability. This can cause your feet to sweat, and the boots feel moist inside.

#### HONORABLE MENTION

### Timberland Waterproof Ankle Boot



[CHECK LATEST PRICE](#)

This durable work boot comes in three colors: dark brown, black, and tan. The upper is constructed from 100 percent leather and attached to a rubber sole. The shaft measures 4.75 inches from the arch to hit just below your ankle. The leather is waterproof, and the seams are sealed to prevent leaks. The hardware is durable and rustproof. The lacing closure extends up the entire length of the boot for a secure fit. The toe has reinforcement to prevent premature wear. You'll find the additional cushion around the ankle to be soft and comfortable, making this boot great for long-term wear.

Unfortunately, this boot lacks a steel toe. This makes them less than ideal for industrial work that requires this type of foot protection.

#### Tips

- Let your boots air and dry out between each time you wear them. This prevents bacteria from growing and building up in the boots, which can cause foot health problems.
- Spray your boots with an additional waterproofing treatment. This will ensure your boots are completely waterproof.
- Consider investing in a high-quality pair of boots. They will last longer, and you can get them repaired for an even longer useful life.

#### FAQs

Q: ARE WATERPROOF WORK BOOTS WORTH IT?

Yes, waterproof work boots are worth the investment for their comfort, support, protection, and water repellent abilities. Your feet, legs, and back will feel less strained.

**Q: WHAT ARE THE BEST WATERPROOF WORK BOOTS?**

The best boots can vary depending on where and how you plan to use them. Choose a pair that fit, offer the right amount of protection, and can keep your feet dry.

**Q: ARE WATERPROOF BOOTS REALLY WATERPROOF?**

Yes and no. Some boots prevent any water from getting in by being completely sealed. Others are more water repellent, keeping light rain and water sprays out.

**Q: WHAT ARE WATERPROOF BOOTS CALLED?**

Many people call waterproof boots "rain boots" or "Wellingtons." However, neither of these are work boots and won't provide the right level of protection.

---

## Final Thoughts

The [Timberland Pro Pit Boss Steel Toe](#) is a reliable boot that meets safety standards and comes in four attractive colors. For an affordable option, the [Servus PVC Steel Toe Work Boots](#) have seamless construction and are 100 percent waterproof.

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## Stores as Comfort Remains a Top Priority

By Barbara Schneider-Levy



### Ariat Turbo 6-inch

CREDIT: ARIAT

What's selling on the work shoe market this week? Here, four key retailers weigh in on winning brands, top trends and what's not moving.

### Mark Sorenson, Co-Owner, Haneys Shoes Work, Omaha, Neb.

#### Top Three Brands

**Keen:** "Comfort features such as broader caps (toes)."

**Timberland PRO:** "Most of the styles we buy have a broader cap and nice [comfortable] insole."

**CAT:** "We sell railroad-approved brands for the Burlington Northern Railroad [workers]. The railroad handpicks the brands and styles."

**Not selling:** "The traditional heavy-duty rugged boots are not selling as well as they used to. People are going for lighter-weight looks and more comfort features."

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**Steve Smith, VP and owner,**

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## Smith and Edwards Co., Ogden, Utah

### Top Three Brands

**CAT:** "People are gravitating toward their waterproof styles and the comfort."

**Georgia:** "Name recognition."

**Ariat:** "Comfort and styling. The construction industry [workers] are buying it."

**Not selling:** "Merrell core work styles. However, within their umbrella they have a couple of tactical styles that have been doing well."

**Top Trends:** "We are selling more 8-inch than 6-inch boots. The weather has [impacted] this trend."

## Michael Kienzle, Owner, Sid Boedecker, St. Louis

### Top Three Brands

**Hy-Test:** "Number one thing we have going right now is Hy-Test's FootRest 2.0. Xergy composite-toe styles. It's all about comfort."

**Reebok:** "Tennis shoes. We do well with them with composite toes."

**Wolverine:** "Cowboy boots with safety toes for industrial wear."

**Not selling:** "Merrell safety toe styles have not done well for us. The fit is not right."

**Top trends:** "[Customers] are all looking for comfort, whether it's work shoes or tennis shoe [styles]."

## Kevin Overman, Manager, Tidewater Safety Shoes, Newport News, Va.

### Top Three Brands

**Ariat:** "The brand's starting to take over for us. The safety toe pull-on styles are really good. We're starting to sell more of them, especially since we're crossing over from summer into fall/winter."

**Timberland PRO:** "We have such a variety of styles, 30 different SKUs on the wall."

**Wolverine:** Their I-90 series has done well for us. Now they have the Boa closure that's attracting consumers."

**Not Selling:** "Athletic styles since we're getting away from summer and starting to roll into fall. When the summer first started, we were selling about 75 percent athletics, but it's now turning back the other way."



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**Top Trends:** "For us, a lot of our business is [targeted] to the shipyard [workers] across the street. These workers require waterproof footwear."

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# EXHIBIT 47



ASK A COOL PERSON | UPDATED SEPT. 2, 2020

## The Best Men's Work Boots, According to Cool Craftsmen

By Louis Cheslaw



Photo-Illustration: Courtesy of the retailer

While it's certainly been nice this summer to walk, hike, and (if you're lucky enough to have one) garden in Birkenstocks and Tevas, September's arrival means that soon enough we'll be contending with rain, cold, snow, and slush as we go about our (outdoor) business.

Enter, the work boot — a menswear staple that's as functional for intensive DIY projects as it is great-looking dressed up with a pair of jeans. As with any staple, however, for every painstakingly constructed and comfortable classic, there are even more companies making poor imitations. To find out which works boots will hold up through even the bitterest of winters, we called up eight craftsmen with exacting taste (and a couple of boot salesmen) to put together a range of options for every budget, whether you're looking for a steel-toe pair to build your work-from-home shed or just a rugged leather option that'll take you comfortably back and forth from the bodega in a downpour.

Below, 15 pairs, organized by price range and recommended by those who've worn them for years, from a gardener to a leatherworker to a literary agent who moonlights as a carpenter.

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DEAL OF THE DAY  
These 'Very Luxurious' Machine Washable Silk Pajamas Are 26 Percent Off

### Best under-\$200 work boots for men



**Zanco Waterproof 6-Inch Construction Work Boot, Wheat**

\$65

Photo: retailer

Eugene Ferreira, a salesman at Brown's Army and Navy in Jackson Heights who sells primarily to construction workers, told us that for work boots under \$75, the only brand he trusts enough to stock in his store (which has been around since 1976) is Zanco. "The level of comfort is decent, as is the glue they use and the material to make the sole," he says. "For a guy that's starting a construction job and doesn't want to spend too much money, they'll do the job."

\$65 AT WALMART



**CAT Men's Threshold Waterproof Steel Toe Work Boot**

\$94

Photo: retailer


For a pair of steel toe work boots that come in under \$100, Ferreira recommends these from Caterpillar, which are waterproof and have a slip-resistant soles for rainy days.

\$94 AT ZAPPOS


\$94 AT CAT FOOTWEAR




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~~\$88~~ NOW \$44

**Tons of Things Are Half-Off at Outdoor Voices for Black Friday**  
SEE ALL IN SALE

## L.L. Bean Men's Bean Boots, 6"

\$129

Photo: retailer

Ron Finley, a celebrated gardener who teaches his own class on [MasterClass](#), told us that these Bean boots are his "go-to. They're comfortable, waterproof, made in the U.S., and look good." Finley says he's approaching two years of owning and wearing the same pair and that they've held up and are particularly great "when things get muddy — you never have to worry about your socks getting wet."

\$129 AT L.L. BEAN



## Timberland Pro Hypercharge 6" Comp Toe Work Boots

\$150

Photo: retailer

Ferreira tells us that often, guys who impulse buy a classic, wheat-colored Timberland boot come into his store a few months later and complain about back pain. "That classic sole is not for every foot, because it's not that shock-absorbent, no matter how many insoles you use." That, he says, is where "anti-fatigue soles," come in, which are designed "to put less stress on your back, knees, and feet." These anti-fatigue boots may cost a little more, but he says they "outlast the cheaper ones. If you're buying a pair of \$50 work boots every five to eight months, you'll spend more money in the long run than one \$150 purchase which could last years."

\$150 AT ZAPPOS

\$160 AT TIMBERLAND



## Timberland Pro Reaxion Comp Toe Work Boots

\$144

Photo: retailer

Adam Levy, the co-owner of renowned workwear retailer Dave's New York (a store that's recently become something of a streetwear mecca, too) told us about these lightweight, comfortable sneaker-style boots, which also have an anti-fatigue sole. "They're superlight," he says, "and have comfortable, cushioned Aerocore midsoles. And even though they're very flexible, they have a composite toe that meets safety standards on a worksite."

\$144 AT ZAPPOS

\$150 AT TIMBERLAND

## THE WON'T RETURNABLES



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**Original Chippewa Collection Men's 6-Inch Service Utility Boot**

From \$140

Photo: retailer

When we spoke to Brian Davis, the owner of vintage menswear emporium Wooden Sleepers, about his favorite work boots two years ago, he told us these Chippewas were his preferred pair. Though the Service Boot has a cleaner, slimmer shape than your average work boot, he says they're still incredibly sturdy. "You can beat the hell out of them," he said, "and they just get better and better." At that time, Davis had already owned his pair "for years." When we checked back in with him this month, now four years into ownership, he told us he's "still kicking around in my Chippewas."

FROM \$140 AT AMAZON



**Red Wing 6-Inch Mock Toe 405**

\$180

Photo: retailer

Red Wing boots have been in production since 1905, and in the more than a century since they went into production the brand has become iconic both for the quality of its construction and the fact it still manufactures in the United States. While Red Wing boots, as you'll see below, typically cost more than \$200 (though many own theirs their entire lives), Levy tells us that their 405 shoe, which is fully waterproof, is a good option for someone who wants comfort and the workwear look but cares less about steel toes and other advanced safety features.

\$180 AT DAVE'S NEW YORK

**Best under-\$300 work boots for men**





**Danner Bull Run Luxe**

\$210

Photo: retailer

From Red Wing to Danner to Thorogood, we found that the sweet spot for work boots that are as stylish as they are functional (and won't ever need to be replaced, just repaired) lies in the just-under-\$300 range. James Lynch, a Strategist contributor and outdoorsman, wears these Danner boots while woodworking and says they can function equally well as a dress boot and a work boot. On the practical side, Lynch says their "OrthoLite footbed keeps you comfy and locked in, and the wedge sole is soft on hard surfaces and slip-resistant." And in terms of aesthetics, Lynch says their "brass eyelets have an awesome baby-blue patina that contrasts beautifully with the trademark red Danner laces, the nubuck leather is soft, comfortable, and gorgeous, and the little American flag stitched into the side lets you know they're made in America." In sum, he says, it's "the work boot that does it all."

\$210 AT REI



**Thorogood Mock Toe 8" Work Boot**

\$255

Photo: retailer

General Contractor Ethan Sale, of ES Builds, told us he's worn different versions of these Thorogood boots "for 10 years," and while he replaces them every two years due to the intensity of his work, he says a "normal" person likely wouldn't ever have to. "They're comfortable and fade beautifully," he says. (His partner noted that another reason he wears them is that they are the same boots that famous American framer Larry Haun wore.)

\$255 AT AMAZON



TIMELY THINGS



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DEAL OF THE DAY

These 'Very Luxurious'  
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### HOKA ONE ONE Tor Ultra Hi Boot, Burnt Olive

\$225

Photo: retailer

Designer and educator Tom Bonamici told us that he “wore classic work boots like Danners and Thorogoods for years but got tired of their weight and bulk, especially because I also use my work boots for hiking, hunting, and motorcycling.” The solution, he discovered, was a futuristic pair of boots from running brand Hoka One One. “I love them. They’re superlight, sneaker-comfortable, and cushioned enough to stand around on a concrete shop floor all day without a problem.”

\$225 AT END CLOTHING



### Red Wing 1907 Classic Moc

\$280

Photo: retailer

While Red Wing is best known for its 875 boots, which we’ve called a “category definer” in the past, Levy (who knows the 875s well) told us that he views the brand’s 1907 style, which costs the same, as a slight improvement. “It’s similar, with a few differences,” he says. “It has a Norwegian double welt, which means the shoe and outsole are stitched in different variations, giving you extra durability throughout. The stiffer sole is not as foamy and spongy, and the leather insole has more comfort than the inner of the 875.” Plus, he says, it comes with leather laces, which have two benefits. “A more rustic feel, and if you’re welding or using sparks, leather laces won’t melt or burn like nylon ones.”

\$280 AT DAVE'S NEW YORK



### Red Wing Heritage Blacksmith

\$299

For a slightly less rugged look that still has all the long-lasting quality of Red Wing boot, Levy recommends the brand’s Heritage Blacksmith model. “It has a clean toe, which elevates it without making it dressy, and it comes in a dyed brown leather that looks like a slightly more-relaxed black” that would look as good with jeans at a restaurant as they would working around the



house.

\$299 AT BACKCOUNTRY

## Best splurge-worthy work boots for men



**Red Wing Pecos 8188**

\$320

Photo: retailer

Odin Clack, of Texas's [Odin Leather Goods](#), told us that even as someone who works in a tannery all day, he's only needed "three pairs of these Red Wing Peco Boots over the last 22 years" and says he "still can't get enough of them. They're my go-to, everyday boot. They're suitable to wear all day long and year-round — in the heat, rain, snow, and can be dressed up or down." At most, they need "a little brushing to knock the dirt off and a little oil now and then," but Clack says that's really up to the wearer. While the Pecos are so popular that they're hard to find in stock, this model, which is currently available, is one of the three Clack owns and loves.

\$320 AT STAG



**Season Three The Ansel Boot, Black**

\$345

Chris Fenimore, a street-style photographer in New York City who captures the best men's fits across Lower Manhattan, come rain or shine, tells us these boots are "superb" and that "the company's founders took great care to make waterproof boots that look good and are highly functional. They're very comfortable and built to handle any sort of use." When it comes to sizing, Fenimore recommends going a half size down (the company says to as well). What's more, he adds, "it's just a good time to support a small business."

\$345 AT SEASON THREE

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### THE WON'T RETURNABLES



➤ The Strategist 100: Our Most Stood-Behind Gifts



### Oak Street Bootmakers Camp Boot

\$348

Photo: retailer

Another independent brand worth supporting came recommended to us by Edward Orloff, who is, as the *New York Times* put it last year, a “book agent in the morning, carpenter in the afternoon.” (He’s made shelves through his company [Rift Cabinetry](#) for everyone from Emma Straub to *Hamilton* biographer Ron Chernow). Orloff told us he’s a “fan of everything from Oak Street Bootmakers, but specifically these ones.” The Camp Boots have a nonslip sole, are fully made in the U.S.A., and are “100% recraftable,” meaning every part of the entire shoe can be repaired again and again.

\$348 AT OAK STREET BOOTMAKERS

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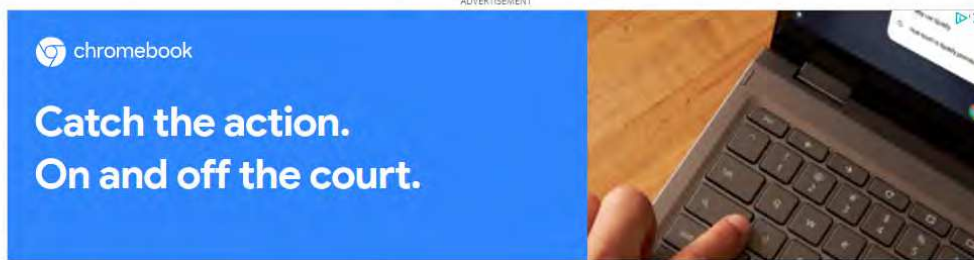
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WHAT TO BUY

# 11 casual shoes for men you can wear anywhere

By GREGG PARKER  
BESTREVIEWS | AUG 10, 2021 AT 12:27 PM



In 2020, the global sneaker market was valued at approximately \$79 billion. While sneakers used to be only for the home or athletics, there are now plenty of "smart casual" events where they're acceptable. (BestReviews)



## Quality casual shoes for men for different situations

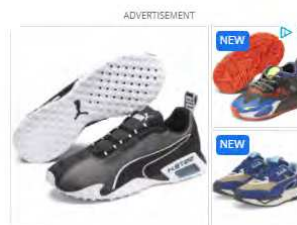
The biggest consideration for this category is versatility — these shoes need to be comfortable enough to wear at home or while running errands, yet look nice enough to keep on for a meeting or dinner at a nice restaurant.



### Best high-end casual shoes for men you can wear anywhere

Hugo Boss Saturn Low-Top Sneakers: available at [Amazon](#)

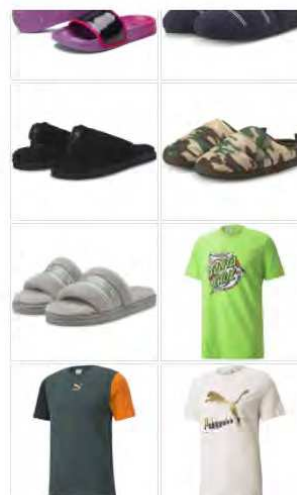
These sneakers sit low on your ankle, making them easy to slip in and out of throughout your



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day, and the memory foam insoles ensure you won't be sore after walking around in them all

### PUMA Mercedes F1 SpeedCat Motorsport Shoes in White/Mercedes Team Silver, Size 12

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### Birkenstock Bend Low: available at [Amazon](#) and [Birkenstock](#)

Available in [a variety of colors](#), such as khaki, black, silver and maroon, these sneakers don't feature distracting designs or logos, which makes them ideal for a business-casual situation. The cork mid-soles provide shock absorption, while the breathable microfiber lining keeps your feet cool, offering the top-notch comfort the brand is known for.

### Carlos Men's Gabor Leather Sneakers: available at [Amazon](#) and [Macy's](#)

The interwoven leather pattern of these sneakers provides not only breathability and texture but a classy appearance fit for its namesake, guitarist Carlos Santana. Their leather lining makes them comfortable, and the esparto rope on the lower exterior adds to the feeling of unique craftsmanship. The brand also offers a [slip-on version](#) without laces if you want something more casual.

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### Cole Haan Men's Grand Crosscourt Sneakers: available at [Amazon](#) and [Macy's](#)

These lightweight shoes are available in a variety of styles, from shiny brown and black options that can be used as your only pair of shoes on a weekend trip to breathable white versions for the summertime. No matter what, they're lightweight and made of leather, with rubber pods in the heel and toe to protect your feet no matter where you're going.

### Caterpillar Men's Woodward SD Steel Toe Work Shoe: available at [Amazon](#) and [Cat Footwear](#)

These shoes are perfect for anyone who wants to move seamlessly from working outside to impressing company without having to change shoes. The slip-resistant soles and steel toes make them great for protection, while their appearance can match a pair of designer sneakers, resulting in versatility that's tough to match.

### Coach Men's Coated Canvas Sneakers: available at [Macy's](#)

Dressing loud doesn't have to mean looking cheap. These shoes, with their bold design and designer chic, are going to get you noticed in a good way. With a mix of suede and canvas along with a transparent heel for cushioning, they'll help you look good in any situation. The one downside is they aren't easy to find in larger sizes, but if you've got small feet, you're in luck.

### Best budget-friendly casual shoes for men you can wear anywhere for under \$100

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**Kenneth Cole New York Men's Initial Step Sneaker: available at [Amazon](#)**

Dressing loud doesn't have to mean looking cheap. These shoes, with their bold design and designer chic, are going to get you noticed in a good way. With a mix of suede and canvas along with a transparent heel for cushioning, they'll help you look good in any situation. The one downside is they aren't easy to find in larger sizes, but if you've got small feet, you're in luck.

**Best budget-friendly casual shoes for men you can wear anywhere for under \$100**

**Kenneth Cole New York Men's Initial Step Sneaker: available at [Amazon](#)**

This casual offering from Kenneth Cole will make you do a double-take twice: once to verify that these great-looking shoes are in fact sneakers and not fancy Oxfords, and a second time when you see just how affordable they are. There are more than 10 color options to choose from, and they're designed to keep your feet dry and cool throughout the day.

**Adidas Stan Smith Shoes: available at [Adidas](#), [Amazon](#), [Macy's](#) and [Dick's Sporting Goods](#)**

Adidas has a wealth of **extremely cool shoes**, but most of them are choices to wear **when you want to get noticed**. Made with eco-friendly materials, these Stan Smiths are the brand's most understated offering, available in a wealth of color schemes including monochromatic white or black, so you can stand out or blend in as much as you feel like as you enjoy the bounce of the rubber outsoles.

**Cosidram Casual Luxury Sneakers: available at [Amazon](#)**

A real bargain, these hand-stitched shoes are inexpensive and available with or without laces. Designed to provide comfort while walking, they're ideal for professionals who are constantly on the move or travelers who'd prefer to bring only a single pair with them that can function in the office as well as out on the town. At this price, you could get two pairs of these for the cost of a single designer pair that's practically indistinguishable.

**Lacoste Grad Vule 120: available at [Amazon](#)**

One could go mad trying to sift through all the varieties of Lacoste-branded footwear out there, but these stand out because of their simplicity, reasonable price, durable rubber outsoles and comfortable insoles. The classic alligator emblem offers reassurance of what the brand is known for: a proper mix of style and sportiness, and a look that goes with just about anything.

**Levi's Men's Alpine Casual Sneakers: available at [Amazon](#) and [Kohl's](#)**

If you don't require dress shoes very often but need something presentable in case of emergency, Levi's offers a solid mix between athletic shoes and fashion sneakers featuring a padded collar, cotton laces and a padded footbed to keep you comfortable whether you're skateboarding with the kids or taking the in-laws out to an anniversary dinner.

Gregg Parker is a writer for BestReviews. BestReviews is a product review company with a singular mission: to help simplify your purchasing decisions and save you time and money.

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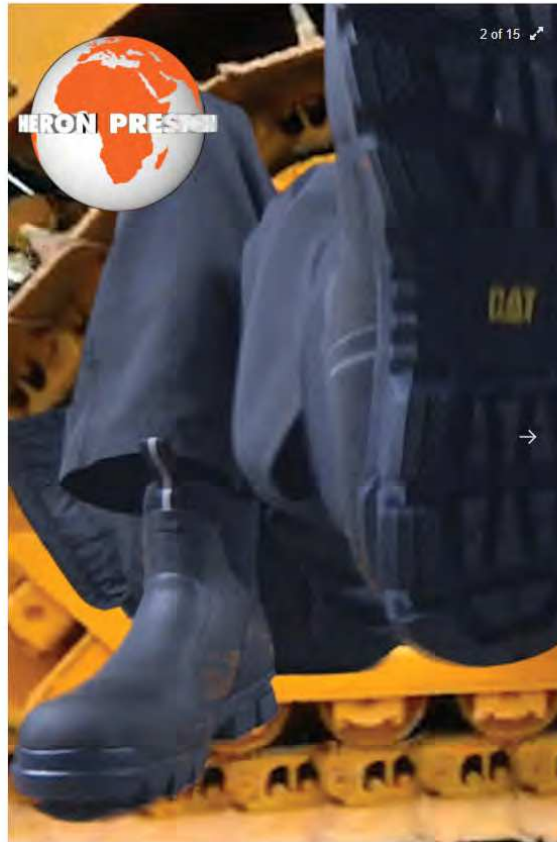


# EXHIBIT 49



## Heron Preston's Caterpillar Stormer Boot and Intruder Sneakers Are Here

Conquer anything with these on your feet.



Heron Preston

Footwear

Jan 25, 2021

7,096 Hypes

4 Comments

TEXT BY

Eric Brain

CREATIVE DIRECTOR

Drew Villani

DIRECTOR

Jarod Taber

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Heron Preston first debuted his Caterpillar footwear collaboration during his Fall/Winter 2020 show at Paris and has since teased one of the styles through a pre-order on his eponymous label's website. Now, Heron Preston and Caterpillar are in full swing, showcasing the Stormer Boot and Intruder sneaker in the new season campaign.

As we've come to learn from Preston and his work, functionality is just as key as form. A collaboration with CAT is therefore incredibly apt, not forgetting that the designer strongly believes in the importance of essential workers and how their roles play an integral part of our daily lives — something that was ever-more apparent during the pandemic.

With this in mind, Preston took inspiration from the workwear that you'd find worn on the streets and construction sites around New York City. Taking function, materials, intricate details and trims from CAT workwear designs, the designer has applied this to his boot and sneaker for something that performs just as well as it looks.

The result is a 6" Stormer Boot that's served in black and features the archetypal CAT padded collar, pull loops, rubber soles, CAT logos and Heron Preston branding. For the Intruder, the duo put the focus on a thick translucent rubber outsole, a suede detailed upper, a textured toe cap, and an orange interior as a signature of Heron Preston.

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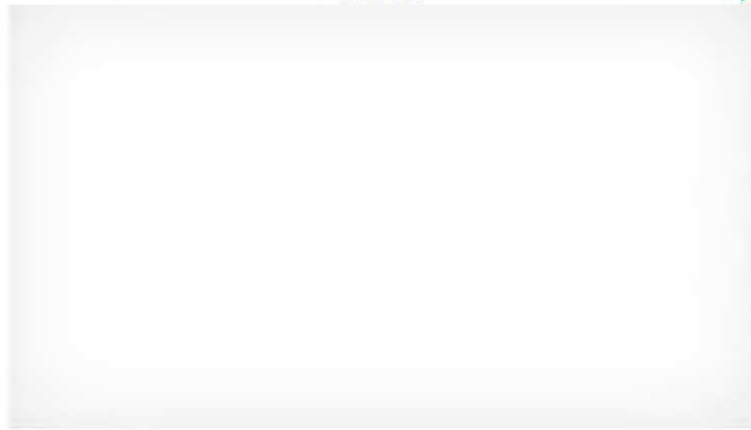
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Take a look at the Heron Preston x Caterpillar Stormer Boot and Intruder sneaker above, and pick up your favorite from [Heron Preston's website](#) and select retailers in the U.S. now.

For more footwear in the spotlight, check out [Blondey McCoy's new adidas Originals Superstar](#).

HERON PRESTON BOOTS CATERPILLAR LOOKBOOKS

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**THE CROSS** - 10 months ago  
WHACK, almost as whack as virgil  
2 ^ | v - Reply - Share

**Bob Scoogles** - 10 months ago  
Heron still recycling the same lame shit huh  
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**makaocenia** - 10 months ago  
i don't really understand cat's desire to break into streetwear but they do make some cool stuff  
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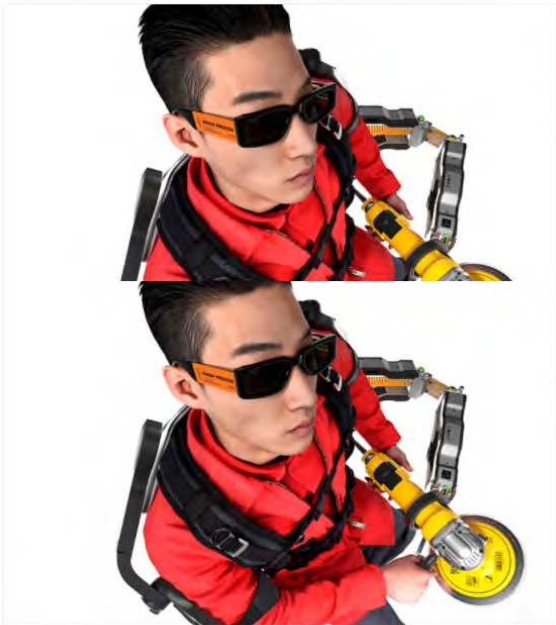
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# John Elliott x CAT Is an Out-of-Left-Field Collab That Genuinely Works

Who knew the world needed a fashion x bulldozer mashup? ▶



By [Jonathan Evans](#) Sep 25, 2019



You'd be forgiven for not seeing it coming. It was, after all, not your standard kind of mashup. But there it was—on the runway, no less. The Caterpillar logo. You know the one: bold block letters, triangle in the middle. You've seen it countless times, no matter where you live. On a bulldozer, or a backhoe. At a job site in Montana, or maybe New York. But never in a fashion show.

And then there it was again. And again. At New York Fashion Week earlier this year, [John Elliott](#) debuted an entire capsule collection with CAT, ranging from sweats and tees to cargo pants and outerwear. It hits stores this week. And even though the pairing sounds a little odd at first, according to the designer, the show.

And then there it was again. And again. At New York Fashion Week earlier this year, [John Elliott](#) debuted an entire capsule collection with CAT, ranging from sweats and tees to cargo pants and outerwear. It hits stores this week. And even though the pairing sounds a little odd at first, according to the designer, the coming-together was completely natural.



A double-dye CAT sweatshirt at John Elliott's fall 2019 show.  
JP YIM / GETTY IMAGES

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"It really started with the inspiration for this season," Elliott says. Fall 2019, he explains, "was drawn out of a nostalgic place." His brand's women's designer, Cara Campagnoli, had recently joined the team, and Elliott soon learned that they had a shared background in Northern California. Their grandparents had even been friends. They started talking family and discovered that both remembered their parents' dreams, back in the day, of owning a little house on the coast.

"What if we started to tell this story about this imaginary house?" That, Elliott tells me, was the question that informed the whole collection. Then, another one:

"What if we actually were to do this on our own? We thought about the tools we'd need and the function of actually constructing this house. That's where the curiosity really sparked an interest to work with CAT."



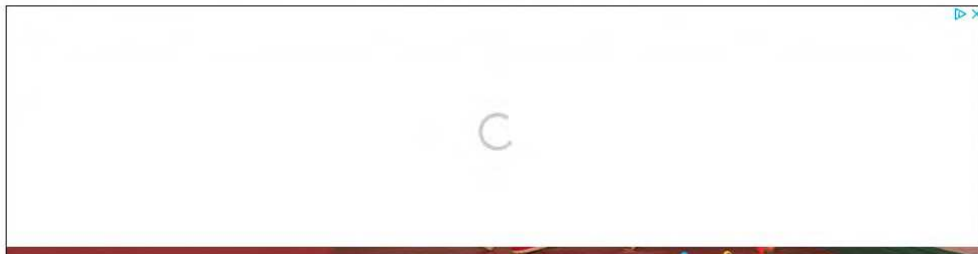


Caterpillar logo sweatpants from the collaboration.

COURTESY

From there, the John Elliott team reached out to Caterpillar, a marked reversal of the normal roles when a fashion brand and a gigantic company team up. CAT was into the idea. Next step: travel. “We felt like, in order to do justice to CAT, it would be a smart move for us to go through their workwear archive in Boseman, Montana,” says Elliott. So they packed up, headed out of L.A., and spent two days “not only going through their archive, but going on job sites and driving around dozers.”

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The trip gave Elliott and his team some necessary perspective, but it also raised some tricky questions. For instance, how to balance the brand’s fashion point of view with the function-above-all mentality at CAT. And, trickier still, how to elevate the latter brand without straying too far from its workwear roots.





An iridescent jacket and double-dye sweatpants.  
COURTESY

"It's a gentle balance," Elliott says. "You have to think about it and be respectful of it. But at the same time, it's your job to push and to push the CAT logo into an area that it hasn't been before." In the case of this collab, that sometimes means the logo is emblazoned on sweats with a unique—and not-inexpensive—"double-dye" technique that's done in Japan.

Elliott is keenly aware of the thorniness of taking a brand with \$20 logo tees to a much higher price point—he recalls being teased about it by his dad's friends while attending his sister's wedding this spring—but he also believes it's a necessary step. Those affordable options already exist, after all. His task was to create something that incorporated real functionality *and* the fashion bona fides to walk the runway.



A model walks the runway at the John Elliott fall 2019 show.

A perfect example: “We developed a waterproof, iridescent material that’s from Italy, and quite literally will function on a job site. It just so happens to be strikingly beautiful,” he says. In a long overcoat, it was a standout of the fall 2019 NYFW show.

On September 25, more than half a year later, the CAT collection is finally becoming available to the public, with prices ranging from \$148 to \$698. (That coat, by the way, is a little delayed. It’ll arrived next week, in all likelihood.) Elliott is excited to see the response and says he’s already registering some excitement from fans. But ultimately, the project itself—from its unexpected nature to the new avenues it demanded he explore—seems to be the thing that’s really got him riding high.

“I don’t think very many people saw this coming, but at the same time, the brand is definitely going to be better for it,” he says. “It’s one of those things that I’ll definitely look back on, and look in my closet, and be like, ‘I can’t believe I worked on that, let alone own it.’”

**Jonathan Evans**

Jonathan Evans is the style director of Esquire, covering all things fashion, grooming, accessories, and, of course, sneakers.

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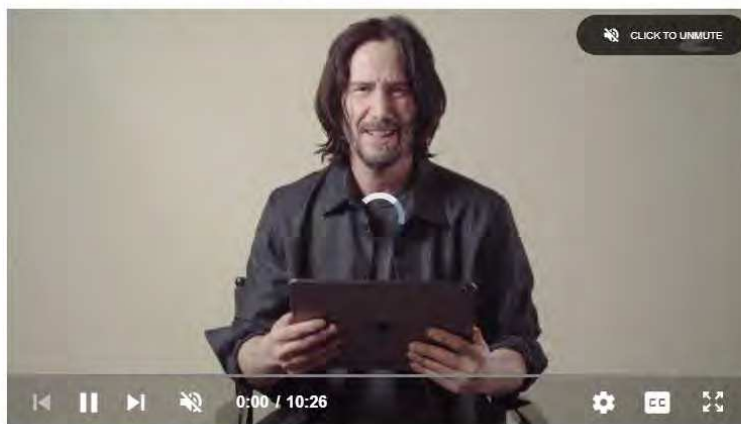
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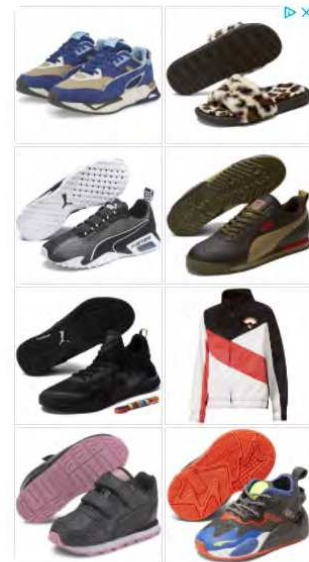
# CAT's New EDGE Work Boots Have Big Sneaker Energy to Combat Chronic Pain

Performance footwear for the field.

MH BY VANESSA POWELL MAR 2, 2021



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If you're a regular in the world of construction boots you probably have experienced some type of discomfort or pain wearing them for long hours on end. Most work boots are built for protection first (and they do a great job at it), but not for comfort, performance, or overall health.

In fact, according to a recent survey from the Harvard School of Public Health, 75% of construction workers feel some sort of chronic pain in their legs, knees, or lower back, all areas triggered from your feet. And on top of that, the trade industry takes fewer days off than most others. It's a taxing job on both the mind and body, and the footwear industry hasn't quite accommodated it yet, until now.





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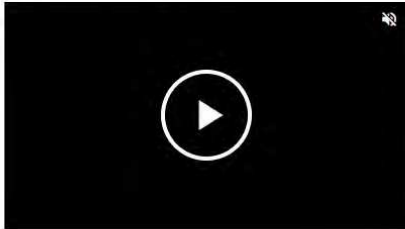
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Enter the new CAT EDGE. Available for preorder today, these boots are made with performance in mind, sort of like a sneaker. They are directly targeted at helping to reduce pain and the lower body fatigue. You see, when you're wearing the wrong footwear, the body does an amazing job at overcompensating for the extra work, and this fatigue can lead to a myriad of other health issues. Think about it, if you're wearing the wrong sneakers on a long distance run, chances are you'll be hurting the next day somewhere on your body. And when you mess with an injury without healing it (if construction workers go back to work the next day), *well* – that's another whole story.

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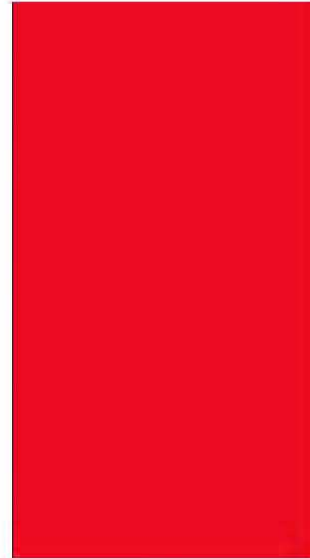
Most workers don't associate their pain with footwear but, just like a basketball sneaker, work boots should support proper movement for the task at hand. In this case it's lifting, turning, twisting and bending on uneven terrain. To get technical, the wide, full-ground midfoot contact in the new CAT EDGE reduces ankle rotation and weight-bearing stresses.

And the ergonomic insole supports all three main foot arches. These boots also prevent improper standing posture through added stability by always being in full contact with the foot.

The technology in these Cat Footwear work boots is actually an entire method working together called the "CAT EDGE 5-Point Injury Prevention System". This includes a rounded heel to mimic the foot's shape, full contact outsole to provide stability and alignment up the leg, a split shank that allows the boot to move naturally with the foot, flex grooves in the outsole, and multi-contact insoles that provide superior comfort and support.

Dylan Vizy, the Design Director at Cat Footwear says, "We really concentrated on making sure the boot acted much more like an athletic product rather than a typical work boot. [The CAT EDGE boots] are the most anatomically correct and biomechanically considered," he says. The system helps mimic the natural motion of your feet while providing the utmost protection, a Cat Footwear nonnegotiable.

It will be interesting to see how the injury rate changes in the next study, as more field workers get their hands on these boots. Until then, this outdoor-focused footwear could save your lower body pain, discomfort and fatigue in the field. They might just be your new favorite "sneakers."





### CAT EDGE Waterproof Nano Toe Work Boot

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# EXHIBIT 52

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West Michigan

# Dirty Jobs host Mike Rowe will use his feet to be the face of another Michigan company

Updated: Apr. 03, 2019, 6:38 p.m. | Published: May. 31, 2011, 4:48 p.m.



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By Shandra Martinez | smartinez@mlive.com



Courtesy

Photo Dirty Jobs host Mike Rowe will be the face of Cat Footwear designed by Rockford-based Wolverine World Wide Inc.

ROCKFORD — Mike Rowe will use his feet to be the face of another Michigan company.

Rowe, who already is the pitchman for Ford trucks, has signed on to promote Cat Footwear, a brand of the Rockford-based Wolverine World Wide Inc.

The footwear company is partnering with Rowe, creator and executive producer and host of Discovery Channel's popular television show "Dirty Jobs," to produce a signature series of work boots and shoes.



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They'll be introduced this fall as "Mike Rowe Works by Cat Footwear," a small assortment of work boots and a few rugged casual shoes inspired by his footwear needs on the more than 300 "dirty jobs" he has done on his show. They will retail between \$100-130.

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As a champion for the American worker, Mike Rowe is the perfect partner for the brand, said Kelly Ballou, marketing manager for Cat Footwear.

"He has become an advocate for people who wear work boots," Ballou said.

The relationship between Rowe and Wolverine, which holds a global license from the heavy equipment maker Caterpillar Inc. to produce footwear under its name, goes back a decade when the company began supplying the host with work boots.

"Cat saw me on TV and took pity," said Rowe in a statement. "Actually, they took pity on my boots, and called to ask if I'd like to wear something a bit more in keeping with my line of work. I said sure, and was pleasantly surprised to learn that, while tough, the boots that will bear my name are NOT constructed of yellow iron."



Courtesy

Photo Cat Footwear will debut its Mike Rowe line of boots and shoe in the fall. They will sell for \$100-130.

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Rowe represents the same qualities the Cat brand stands for, said Rob Koenen, general manager for Cat Footwear.



Rowe represents the same qualities the Cat brand stands for, said Rob Koenen, general manager for Cat Footwear.

Wolverine wants to tap into Rowe's website — [mikeroweWORKS.com](http://mikeroweWORKS.com) — which promotes those who make their living by "hard work and skilled labor" to gain product feedback.

"That's going to be a valuable part of the development process for us, as we continue to build and test the product offering," Ballou said.

# EXHIBIT 53





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#### GEAR

## REVIEW: With ExcavatorXL boots, Caterpillar improves footbed, toe box for durable, all-day comfort

Wayne Grayson  
Aug 28, 2018 | Updated Sep 1, 2018



Anyone with an inkling of the sprawling [Caterpillar brand](#) knows the company doesn't just make [heavy machinery](#). The famous "CAT" wordmark can be found on everything from [smartphones](#) to bumper stickers. But one of the more successful side businesses for the company is its footwear division, which is celebrating a milestone with the release of a special [work boot](#).

Ten years ago, Cat Footwear launched boots with a design that sought to combine jobsite-tested durability with the comfort of a hiking boot or high top. They called this design SuperDuty iTechnology. Now, with a decade of happy feet under its belt, Cat has updated that design with a new footbed, rugged rubber bumper toe box and new contoured last that provides more room and comfort throughout the day.

The design update, dubbed SuperDutyXL iTechnology with EaseHD footbed, makes its first appearance on the recently introduced [ExcavatorXL](#) model boots. The boots are available in 6- and 8-inch lace-ups and a pull-on style and went on sale in stores and online earlier this month.



Featuring the selling compact excavator line

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**DO YOU KNOW WHAT TIRES ARE  
BEST FOR YOUR FLEET?**



Cat sent along a pair of the 6-inch lace-ups for me to try on and test. Here's a rundown of what you can expect from these boots and some impressions of how they wear.

### Heavy duty comfort



The Excavator XLs make a pretty good first impression. True to the SuperDutyXL iTech mission statement, they offer a feel and flex more akin to hiking boots than the steel-toed shoes of old.

Though many boots run a little big and require you to size down, based on my experience with the Excavator XL, I'd say you're probably safe ordering or buying true to your normal size. Depending on the brand, I wear everything from an 11.5 to a size 13 when it comes to boots. When I reach for a sneaker though, it's typically a size 12. Thinking back to my most recent hiking boot purchase, I asked Cat to send a size 13 and, upon their arrival at my doorstep, discovered they were way too big. The size 12s that followed are a perfect fit, leaving a little room in the heel as to prevent too much rubbing, but wrapping nicely around the sides of my feet before opening up a bit in the last.

Foot feel is fantastic. The ExcavatorXLs provide a nice snug lace and a fair bit of flex in the upper, allowing a wide range of motion.

Lacing is nice and smooth, something that can be hit or miss when it comes to boot lace hooks. Cat gives you two on each side of the upper for you to figure out a lacing method that best works for you, and I really like the design of these hooks. The way these particular hooks are angled grabs the lace pretty quickly while guiding it in the direction you want and preventing the lace from slipping out.





The Cat ExcavatorXLS feature a great lace hook design.

The boots wrap snugly around my ankles while providing enough breathing room in the last for my toes to stretch. In other words, my feet are in these boots, not being choked by them. That's what you want. And because of the good fit, it's been my experience that you can hop from an outdoor task to an indoor task without ever really noticing that you're still wearing steel-toed boots. These are just as comfortable during an afternoon meeting or getting stuck in front of a computer screen as they are trudging through a jobsite.

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Cat says the boots are designed to have a similar feel to basketball sneakers, delivering immediate comfort from the first time you slip them on and requiring only a couple of days before they are fully broken in. My experience with these boots confirms that.



But if you do find yourself on your feet all day, I have more good news. The new EaseHD footbed is legit. It's the first thing I noticed when I first put the boots on and it's the element of the boot that most stands out while you're working in them. They're just damn comfortable to walk in, cradling the heel and providing great support in the arch of your foot with a soft feel under the toe.

Cat says the EaseHD (short for Heavy Duty) design features a blend of polyurethane in the removable footbed and a polyethylene blend in the midsole. Cat says the polyurethane blend is designed to absorb shock throughout the work day and will not collapse and bottom out over time. And the immediate softness you feel in the footbed when putting the boot on is due to an open cell foam top layer.

The footbed also features NXT antimicrobial/antibacterial resistance to foot odor inside the boots.





The last note I want to make on how these boots wear is how much the toe box plays into that. Cat has made the toe box a little bit larger on the ExcavatorXLs and the extra room afforded to your toes really stands out. Your feet are still going to get warm, but they'll be able to breathe a lot easier with the extra space. Plus, as has been demonstrated in recent years with wider toe boxes in hiking boots and running shoes, the extra space allows your toes to splay out when you're moving. This has been found to reduce the risk of foot injury and overuse while allowing your toes to align in a more natural way.

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### Sole

Though you won't spend much of your time with these boots looking at it, the new sole on the ExcavatorXLs has some pretty interesting design features.

Since your feet are a full inch off the ground when you slip these boots on, sole design is especially important since the grip of the shoe and the balance of the tread is what allows you to walk as if you weren't wearing an extra few pounds on your feet.





The sole design on the ExcavatorXLs features a “squeegee” tread and a Ladder Grip that sits beneath the arch of your foot. The “CAT” logo sits in the middle of the Ladder Grip portion of the sole.

Like the [Keen Utility boots](#) we’ve reviewed in the past, Cat has opted for an asymmetrical outsole design for improved arch support, while increasing the flexibility in the sole’s forefoot. Even before they’re fully broken in, hunkering into a squat in the ExcavatorXLs is no issue at all. And walking through loose gravel or up steep inclines wasn’t met with any stiffness in the last of the boot whatsoever.

Cat has also given the tread of these boots what it calls a “squeegee” design, allowing the sole to evacuate liquid away from the center of your foot, to provide better traction in wet conditions.

Another cool feature in the sole of these boots is the Ladder Grip. Just below the arch of the foot, Cat has integrated a ladder-rung-friendly tread bordered by defined ridges between the heel and where the ball of your foot sits in the boot. It sounds like it might be a gimmick, but it does work quite well and, if nothing else provides a bit of extra assurance that your feet are in the right spot when you’re working from height.

### Built For It



Just like Cat prides itself in making machines that last for decades, its footwear brand wants the ExcavatorXL to be the last boot you buy for a while.

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New on the ExcavatorXL is a rubber toe bumper that not only reduces wear and tear to the toe box, but lets you kick through gravel, and give wood and blocks a good nudge or knock without worrying about damaging the boot or feeling as much shock to your feet.

Another durability feature to these boots is the TecTuff material palced around

the heel that resists abrasion while upping protection. Cat says while the toe box gets the majority of the wear on a pair of boots, the heel finishes a close second. This TecTuff material should adequately the bumps and scuffs the boots are subjected to throughout the day and also allow you to kick the boots off without worrying about damaging the construction of the heel.

Caterpillar's ExcavatorXL work boots [are available online at the Cat Footwear website for \\$170.](#)



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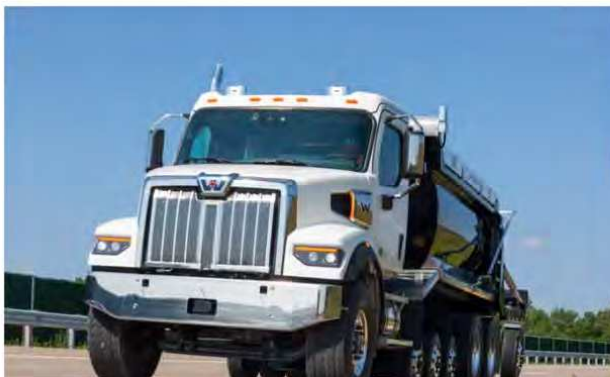
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# EXHIBIT 54



# Pretty Tough: 7 Women's Workboots That Bridge the Gender Gap



## Pretty Tough: 7 Women's Workboots That Bridge the Gender Gap

April 13, 2018, 10:39am

Caterpillar Echo steel-toe electrical-hazard boots. Rosie Assoulin Janitress striped dress. 5.11 crew socks.

Andrew Morales

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# EXHIBIT 55

[DEALS](#)

## These \$125 Gumboots Are The Ultimate Music Festival Accessory

For when the going gets tough.

23 November 2019 by [Hugo Whitehead](#)



If you've ever been to a festival, you'll be familiar with how rapidly the ground on which you stand changes from 'grass' to something closer to a swamp. The worst part about this? Your shoes are toast. A smart festival-goer will know this and will make a decision between sacrificing a nice pair of sneakers in the pursuit of momentary style or wearing an old, decrepit pair that they're happy to ruin. Either way, it's a lose-lose scenario. The solution? Gumboots.

You might be surprised to hear it, but gumboots can be pretty cool and the [CAT Storners](#) might be some of the coolest around. All festival analogies aside, gumboots are a great practical addition to your wardrobe for when the weather turns south and can be used as a snow boot for between the car and the slopes, for walking in the rain or as previously mentioned – festivals. They're ideal for any scenario where you'd rather not ruin your crisp white sneakers.

Available in a bright yellow, olive or black with the option of three different heights, CAT's [Storners boots](#) are surprisingly stylish. With the option of a steel-capped toe, they're also ideal for damp days on any building site. In addition to footwear, CAT or Caterpillar builds excavators so they know a thing or two about durability and their vulcanised rubber outer layer will keep you dry whilst the padded inner layer will keep you comfortable. You'll also get great traction in all conditions thanks to a stabilising outer sole. Priced at [\\$125](#) for the 11" model with a soft toe, you really can't go wrong, especially when they'll last you a lifetime.

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