

DR. MARTENS TRADE DRESS GUIDE

We are Dr. Martens, a global footwear manufacturer of iconic products since the 1960's. We have developed a global reputation and Intellectual Property (IP) in our brand and in our product features and configurations ("Trade Dress"). We enforce IP in our Trade Dress using an extensive base of registered trade marks, design, copyright and unfair competition rights across the world. If you use any of our Trade Dress features, you are at risk of using our rights without our permission.

This guide is a non-exhaustive summary of our Trade Dress.

OUR ICONIC TRADE DRESS

- + Black and yellow heel loop
- + Two toned grooved sole edge
- + Grooved sole edge
- + 'DMS' undersole pattern
- + Yellow / contrast welt stitch
- + Diagonal heel angle as part of the sole profile
- + Positioning and shape of cleats as part of the sole profile
- + Overall configuration of our icons, including the three shown here



DR. MARTENS TRADE DRESS GUIDE

To show you the product features in more detail as they appear on our 1460 boot

DR. MARTENS PROPRIETARY TRADE DRESS FEATURES



Disclaimer- The content in this guide is not intended to list all our IP rights, as it is for informational purposes to raise awareness of some of our rights in our trade dress. It should not be regarded as a complete and authoritative source of our IP rights, nor should it be regarded as legal advice. This guide should not be shared without explicit permission from Airwair International Limited. All rights reserved.

DR. MARTENS TRADE DRESS GUIDE

To show you the product features in more detail as they appear on our Jadon boot

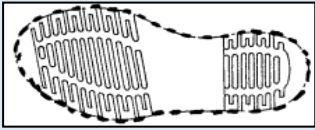
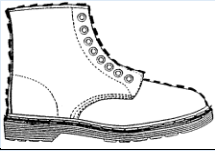





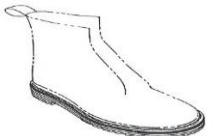



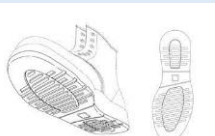
DR. MARTENS PROPRIETARY TRADE DRESS FEATURES



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DR. MARTENS TRADE DRESS GUIDE

EXAMPLES OF OUR GLOBAL REGISTERED TRADE DRESS

Trade Dress	Description
	DMS UNDERSOLE
	GROOVED SOLE EDGE AND YELLOW WELT STITCHING
	TWO TONE GROOVED SOLE EDGE
	YELLOW WELT STITCHING
	TWO TONE GROOVED SOLE EDGE, HEEL LOOP AND YELLOW WELT STITCHING
	GROOVED SOLE EDGE
	OVERALL CONFIGURATION
	TWO TONE GROOVED SOLE EDGE AND WELT STITCHING (NOT YELLOW) AND A HEEL LOOP
	TWO TONED GROOVED SOLE EDGE AND YELLOW WELT STITCHING
	AIRWAIR HEEL LOOP
	HEEL LOOP
	SOLE UNIT

DR. MARTENS SANDALS TRADE DRESS GUIDE

We are Dr. Martens, a global footwear manufacturer of iconic products since the 1960's. We have developed a global reputation and Intellectual Property (IP) in our brand and in our product features for our boots but we are also well known for our sandals. Our sandals have a distinctive look, that is iconic. We enforce IP in our Trade Dress using an extensive base of registered trade marks, design, copyright and unfair competition rights across the world. If you use any of our Trade Dress features, you are at risk of using our rights without our permission.

This guide is a non-exhaustive summary of our sandal Trade Dress.

OUR ICONIC TRADE DRESS USED ON SANDALS

- + Black and yellow heel loop
- + Two toned grooved sole edge
- + Grooved sole edge
- + 'DMS' undersole pattern
- + Yellow / contrast welt stitch
- + Positioning and shape of cleats as part of the "Skyline" such as the Ziggy and Shore sole profile
- + Our 'Quad' sole unit (e.g. as used on our Jadon boot)
- + Overall configuration of our icons, including the 5 shown here

SANDAL ICONS



Archive design reissued

DR. MARTENS TRADE DRESS GUIDE

To show you the product features in more detail as they appear on our Blaire Sandal



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DR. MARTENS TRADE DRESS GUIDE

To show you the product features in more detail as they appear on our Gryphon sandal.

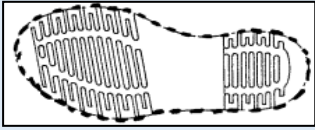
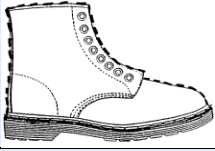



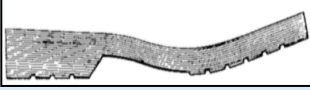
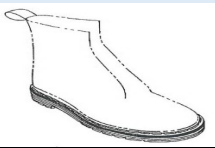



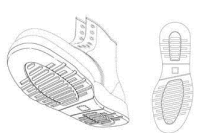
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EXAMPLES OF OUR GLOBAL REGISTERED TRADE DRESS

Trade Dress	Description
	DMS UNDERSOLE
	GROOVED SOLE EDGE AND YELLOW WELT STITCHING
	TWO TONE GROOVED SOLE EDGE
	YELLOW WELT STITCHING
	TWO TONE GROOVED SOLE EDGE, HEEL LOOP AND YELLOW WELT STITCHING
	GROOVED SOLE EDGE
	TWO TONE GROOVED SOLE EDGE AND WELT STITCHING (NOT YELLOW) AND A HEEL LOOP
	TWO TONED GROOVED SOLE EDGE AND YELLOW WELT STITCHING
	AIRWAIR HEEL LOOP
	HEEL LOOP
	SOLE UNIT