

002748/0775 PAGE 2

JEFFREY OLSEN, EXAMINER  
ASSIGNMENT DIVISION  
OFFICE OF PUBLIC RECORDS

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

11/18/2003  
 900003118

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Ravisent IP, Inc.		11/14/2003	CORPORATION: NEVADA

**RECEIVING PARTY DATA**

<b>Name:</b>	Apple Computer, Inc.
<b>Street Address:</b>	1 Infinite Loop
<b>City:</b>	Cupertino
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	95014
<b>Entity Type:</b>	CORPORATION: CALIFORNIA

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Serial Number:	75865080	IDVD

**CORRESPONDENCE DATA**

Fax Number: (408)253-0185  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 408-974-2385  
 Email: laperle@apple.com  
 Correspondent Name: Thomas R. La Perle  
 Address Line 1: 1 Infinite Loop  
 Address Line 2: MS: 3TM  
 Address Line 4: Cupertino, CALIFORNIA 95014

<b>NAME OF SUBMITTER:</b>	Thomas R. La Perle
---------------------------	--------------------

Total Attachments: 1  
 source=idvdassignment#page1.tif

CH \$40.00 75865080

3

Date of Deposit: November 19, 2003

I hereby certify that this paper or fee is being deposited with the United States Postal Service by "First Class Mail" service under 37 C.F.R. § 1.8 on the date indicated above and is addressed to the Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3514

By: 

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

APPLE COMPUTER, INC.

Serial No. 75/865,080

Filed: December 16, 1999

Mark: **IDVD**

Trademark Attorney: Michele-Lynn Swain

Law Office: 116

**AMENDMENT TO AMENDMENT TO  
ALLEGE USE WITH  
DECLARATION UNDER 37 C.F.R. § 2.20**

Commissioner for Trademarks  
2900 Crystal Drive  
Arlington, VA 22202-3514

Madam:

Applicant hereby amends the Amendment to Allege Use filed December 19, 2001.

**Dates of Use**

Applicant amends the dates of use as follows:

The mark was first used in connection with the goods in Class 9 at least as early as January 9, 2001; was first used in connection with the goods in Class 9 in interstate commerce at least as early as January 9, 2001; and is now in use in such commerce.

AMENDMENT

**Correspondent**

Please direct all communications pertaining to this application to:

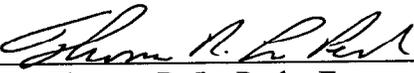
Thomas R. La Perle, Esq.  
Intellectual Property Counsel  
Apple Computer, Inc.  
1 Infinite Loop, MS: 3 TM  
Cupertino, California 95014  
Tel: 408-974-2385  
Fax: 408-253-0186

**DECLARATION**

I, the undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any registration resulting therefrom, declare that all statements made of my own knowledge are true; and all statements made on information and belief are believed to be true.

APPLE COMPUTER, INC.

Dated: November 19, 2003

By:   
Thomas R. La Perle, Esq.  
Intellectual Property Counsel

60083670 v1

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:

APPLE COMPUTER, INC.

Serial No. 75/865,080

Filed: December 16, 1999

Mark: **IDVD**

Trademark Attorney: Michele-Lynn Swain

Law Office: 116

**DECLARATION OF MARILYN BOWEN**

Commissioner for Trademarks  
Box RESPONSES NO FEE  
2900 Crystal Drive  
Arlington, VA 22202-3514

Madam:

1. I, Marilyn Bowen, am a trademark paralegal employed with Townsend and Townsend and Crew LLP. In this capacity, I am called upon on a regular basis to conduct research using various databases and internet references.

2. On November 19, 2003, I conducted a search using the LEXIS Research database to identify uses of **IDVD**, including the equivalent variants "I DVD" and "I-DVD." In conducting the search, I used the LEXIS "News Group File" because this is a comprehensive master database file containing magazine stories, world newspapers and publications, web publications, and wire service stories.

3. The search described above returned 1,200 articles containing references to Apple's **IDVD**.

4. I also conducted a search on the internet search engine Google for occurrences of **IDVD** in online references that also contain either "Apple" or "Mac." That search returned

**DECLARATION OF MARILYN J. BOWEN**

93,000 references. To assess the extent to which those **IDVD** references referred to Apple's trademark, I reviewed the first 200 references and every one referred to Apple's **IDVD** product.

5. True and correct copies of printouts of registration records from the United States Patent and Trademark Office's database are attached hereto as Exhibit A.

Having been warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 10001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any registration resulting therefrom, I further declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true.

Dated: 11/19/03

By: Marilyn J. Bowen  
Marilyn Bowen

60083627 v1

A



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List At:  OR  to record:  **Record 5 out of 5**

(TARR contains current status, correspondence address and attorney of record for this mark. Use the "Back" button of the Internet Browser to return to TESS)

### Typed Drawing

<b>Word Mark</b>	ITALK
<b>Goods and Services</b>	IC 009. US 021 023 026 036 038. G & S: COMPUTER SOFTWARE THAT ALLOWS USERS TO RECORD SOUNDS AND SPEECH FOR INCLUSION AS AUDIO CONTENT FOR A WEB SITE. FIRST USE: 19980220. FIRST USE IN COMMERCE: 19980220
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	75650068
<b>Filing Date</b>	March 1, 1999
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	February 6, 2001
<b>Registration Number</b>	2447379
<b>Registration Date</b>	May 1, 2001
<b>Owner</b>	(REGISTRANT) TELLSOFT TECHNOLOGIES, INC. CORPORATION DELAWARE 2 SOUTH CASCADE AVENUE SUITE 150 COLORADO SPRINGS COLORADO 80903
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	KENT H BORGES

**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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### Typed Drawing

<b>Word Mark</b>	<b>IVIDEO</b>
<b>Goods and Services</b>	IC 009. US 021 023 026 036 038. G & S: computer image enhancement software which allows user to add panoramic imagery to motion pictures viewed via global computer networks. FIRST USE: 20001214. FIRST USE IN COMMERCE: 20001231
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	75634436
<b>Filing Date</b>	February 4, 1999
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	November 30, 1999
<b>Registration Number</b>	2491178
<b>Registration Date</b>	September 18, 2001
<b>Owner</b>	(REGISTRANT) Be Here Corporation CORPORATION UNITED STATES 20195 Stevens Creek Blvd. Suite 100 Cupertino CALIFORNIA 95014
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Andrew P. Bridges
<b>Type of Mark Register</b>	TRADEMARK PRINCIPAL

**Live/Dead  
Indicator**      **LIVE**

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### Check Status

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### Typed Drawing

#### Word Mark ISEND

**Goods and Services** IC 009. US 021 023 026 036 038. G & S: COMPUTER SOFTWARE FOR A SECURE DIGITAL MESSAGE AND/OR DOCUMENT DELIVERY SYSTEM; NAMELY, TO ENABLE USERS TO TRANSMIT, ORGANIZE, CREATE, ACCESS, RETRIEVE AND/OR DISTRIBUTE MESSAGES SUCH AS LEGAL FILES, BUSINESS PROPOSALS, NEWSLETTERS AND ANY OTHER FORM OF DOCUMENTATION VIA A GLOBAL COMMUNICATION NETWORK WHERE THE MESSAGES AND/OR DOCUMENTS MAY BE SECURED USING ENCRYPTION TECHNOLOGY AND PASSWORD PROTECTION. FIRST USE: 19980101. FIRST USE IN COMMERCE: 19980101

IC 038. US 100 101 104. G & S: DIGITAL TRANSMISSION OF SECURED OR ENCRYPTED MESSAGES AND/OR DOCUMENTS, NAMELY, LEGAL FILES, BUSINESS PROPOSALS, NEWSLETTERS, AND ANY OTHER FORM OF DOCUMENTATION, VIA A GLOBAL COMPUTER NETWORK. FIRST USE: 19980101. FIRST USE IN COMMERCE: 19980101

**Mark Drawing Code** (1) TYPED DRAWING

**Serial Number** 75799898

**Filing Date** September 15, 1999

**Current Filing Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** October 24, 2000

**Registration Number** 2420996  
**Registration Date** January 16, 2001  
**Owner** (REGISTRANT) Pitney Bowes Inc. CORPORATION DELAWARE World Headquarters Stamford CONNECTICUT 069260700  
**Attorney of Record** Angelo N. Chaclas  
**Type of Mark** TRADEMARK. SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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### Typed Drawing

**Word Mark** ISHIP

**Goods and Services** IC 009. US 021 023 026 036 038. G & S: computer **software** for preparing, processing, managing, and tracking of shipping activities using multiple third-party carriers, and manuals sold as a unit; computer **software** for printing of carrier and address labels and postage and manuals sold as a unit; computer **software** for preparing and analyzing data and preparing reports of shipping activity and manuals sold as a unit; computer **software** for comparing shipping rates and obtaining shipping quotes from multiple third-party carriers, and manuals sold as a unit; computer **software** to facilitate ordering, mailing, shipping, receipt logs, inventory and tracking of merchandise and orders and manuals sold as a unit; computer **software** to facilitate merchants, businesses, consumers and others to exchange information pertaining to ordering, mailing, shipping, receipt logs, inventory and tracking of merchandise and orders and manuals sold as a unit. FIRST USE: 19980714. FIRST USE IN COMMERCE: 19980714

**Mark Drawing Code** (1) TYPED DRAWING

**Serial Number** 76100522

**Filing Date** July 31, 2000

**Current Filing Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** December 4, 2001

**Registration Number** 2542549

**Registration Date** February 26, 2002  
**Owner** (REGISTRANT) Stamps.com, Inc. CORPORATION DELAWARE 3420 Ocean Park Boulevard Suite 1040 Santa Monica CALIFORNIA 90405  
**Assignment Recorded** ASSIGNMENT RECORDED  
**Attorney of Record** CLARK W LACKERT  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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**Record 1 out of 1****Check Status**

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**Typed Drawing****Word Mark** ICHARGE

**Goods and Services** IC 009. US 021 023 026 036 038. G & S: battery charging system designed for use with computers and computer networks, the system comprising battery chargers, electric wall plugs, and computer software for use in interfacing, monitoring, and manipulating charging functions of a battery, and displaying information about the battery, in the field of electronics. FIRST USE: 20000208. FIRST USE IN COMMERCE: 20000208

**Mark Drawing Code** (1) TYPED DRAWING

**Serial Number** 75565207**Filing Date** October 12, 1998**Current Filing Basis** 1A**Original Filing Basis** 1B**Published for Opposition** October 19, 1999**Registration Number** 2367065**Registration Date** July 11, 2000**Owner** (REGISTRANT) Advanced Charger Technology Inc CORPORATION DELAWARE 680 Engineering Drive Suite 180 Norcross GEORGIA 30092**Type of Mark** TRADEMARK**Register** PRINCIPAL**Live/Dead Indicator** LIVE

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### Typed Drawing

<b>Word Mark</b>	<b>ICOLOR</b>
<b>Goods and Services</b>	IC 009. US 021 023 026 036 038. G & S: electronic components of a lighting system, namely, electronic controllers that control the color and intensity of artificial light produced by the lighting system. FIRST USE: 19990327. FIRST USE IN COMMERCE: 19990327
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	75711378
<b>Filing Date</b>	February 22, 1999
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	July 11, 2000
<b>Registration Number</b>	2458234
<b>Registration Date</b>	June 5, 2001
<b>Owner</b>	(REGISTRANT) Color Kinetics Incorporated CORPORATION DELAWARE 10 Milk Street, Ste 1100 Boston MASSACHUSETTS 02108
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	SUSAN BARBIERI MONTGOMERY

**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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## Record 1 out of 1

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# I-COUNT

<b>Word Mark</b>	<b>I-COUNT</b>
<b>Goods and Services</b>	IC 009. US 021 023 026 036 038. G & S: Counting workstation comprised of a video camera, computer monitor and computer software for non-contact counting of folded stacked products, namely, inserts, outserts and folded cartons. FIRST USE: 19990729. FIRST USE IN COMMERCE: 19990729
<b>Mark Drawing Code</b>	(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
<b>Serial Number</b>	75878600
<b>Filing Date</b>	December 23, 1999
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	April 24, 2001
<b>Registration Number</b>	2469164
<b>Registration Date</b>	July 17, 2001
<b>Owner</b>	(REGISTRANT) GVE GLOBAL VISION INC. CORPORATION CANADA 16 A Drouin Montreal, Quebec CANADA H9A 2H1
<b>Attorney of</b>	Jody L. Factor

**Record**

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Live/Dead  
Indicator** LIVE

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## Record 1 out of 1

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### Typed Drawing

<b>Word Mark</b>	I/COLOR
<b>Goods and Services</b>	IC 009. US 021 023 026 036 038. G & S: software for processing colors on digital images. FIRST USE: 19970901. FIRST USE IN COMMERCE: 19970901
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	75516435
<b>Filing Date</b>	July 9, 1998
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	December 21, 1999
<b>Registration Number</b>	2361308
<b>Registration Date</b>	June 27, 2000
<b>Owner</b>	(REGISTRANT) Ideal Scanners & Systems, Inc. CORPORATION MARYLAND 11810 Parklawn Drive Rockville MARYLAND 20852
<b>Attorney of Record</b>	JONATHAN ILSONG AHN
<b>Prior Registrations</b>	1914692;1973769
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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### Typed Drawing

<b>Word Mark</b>	<b>I-FORCE</b>
<b>Goods and Services</b>	IC 009. US 021 023 026 036 038. G & S: computer software for interfacing peripheral devices, namely, force feedback hardware, to computers. FIRST USE: 19960301. FIRST USE IN COMMERCE: 19960330
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	75099440
<b>Filing Date</b>	May 6, 1996
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	March 4, 1997
<b>Registration Number</b>	2064941
<b>Registration Date</b>	May 27, 1997
<b>Owner</b>	(REGISTRANT) Immersion Human Interface Corporation CORPORATION CALIFORNIA 2158 Paragon Drive San Jose CALIFORNIA 95131
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL

**Live/Dead  
Indicator**

**LIVE**

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### Typed Drawing

<b>Word Mark</b>	<b>IHOLD</b>
<b>Goods and Services</b>	IC 009. US 021 023 026 036 038. G & S: COMPUTER HARDWARE AND COMPUTER SOFTWARE FOR DELIVERING MESSAGES TO TELEPHONE CALLERS WHILE PLACED ON HOLD, FOR USE BY BUSINESSES AND CONSUMERS. FIRST USE: 20001006. FIRST USE IN COMMERCE: 20001006
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	75880118
<b>Filing Date</b>	January 4, 2000
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	August 22, 2000
<b>Registration Number</b>	2452181
<b>Registration Date</b>	May 15, 2001
<b>Owner</b>	(REGISTRANT) Teknovation, Inc. CORPORATION IOWA 2675 Clark Avenue Marion IOWA 52302
<b>Attorney of Record</b>	Gregory G. Williams
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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### Typed Drawing

**Word Mark** ICORRECT  
**Goods and Services** IC 009. US 021 023 026 036 038. G & S: COMPUTER SOFTWARE FOR COLOR ENHANCEMENT, COLOR CORRECTION AND COLOR PROFILING OF DIGITAL IMAGES. FIRST USE: 20001200. FIRST USE IN COMMERCE: 20010112  
**Mark Drawing Code** (1) TYPED DRAWING  
**Serial Number** 78034988  
**Filing Date** November 13, 2000  
**Current Filing Basis** 1A  
**Original Filing Basis** 1B  
**Published for Opposition** March 12, 2002  
**Registration Number** 2576265  
**Registration Date** June 4, 2002  
**Owner** (REGISTRANT) Pictographics International Corporation CORPORATION MINNESOTA 2216 East 117th Street Burnsville MINNESOTA 55337  
**Attorney of Record** Frank S. Farrell  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL

**Live/Dead  
Indicator**      **LIVE**

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### Typed Drawing

**Word Mark** IMANAGE

**Goods and Services** IC 009. US 021 023 026 036 038. G & S: computer software for managing documents, audio, video, email, text, data, graphics and facsimiles for application within document management, knowledge management and business-to-business information applications via local, wide area and global networks. FIRST USE: 19951000. FIRST USE IN COMMERCE: 19951000

**Mark Drawing Code** (1) TYPED DRAWING

**Serial Number** 76000311

**Filing Date** March 14, 2000

**Current Filing Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** February 12, 2002

**Registration Number** 2566557

**Registration Date** May 7, 2002

**Owner** (REGISTRANT) IManage, Inc. CORPORATION DELAWARE 2121 South El Camino Real, Suite 400 San Mateo CALIFORNIA 94403

**Attorney of Record** Dax Alvarez

**Type of Mark** TRADEMARK

**Register**            **PRINCIPAL**  
**Live/Dead**  
**Indicator**           **LIVE**

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List At: \_\_\_\_\_ OR  to record: **Record 1862 out of 2042**

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### Typed Drawing

**Word Mark** IEXPENSE  
**Goods and Services** IC 009. US 021 023 026 036 038. G & S: COMPUTER SOFTWARE FOR DATABASE MANAGEMENT FOR BUSINESS PLANNING, REPORTING AND MANAGEMENT IN THE FIELD OF ACCOUNTING. FIRST USE: 19990101. FIRST USE IN COMMERCE: 19990501  
**Mark Drawing Code** (1) TYPED DRAWING  
**Serial Number** 75676822  
**Filing Date** April 7, 1999  
**Current Filing Basis** 1A  
**Original Filing Basis** 1B  
**Published for Opposition** November 21, 2000  
**Registration Number** 2649795  
**Registration Date** November 12, 2002  
**Owner** (REGISTRANT) Solix Internet, Inc. CORPORATION CALIFORNIA 900 Lafayette Street, Suite 608 Santa Clara CALIFORNIA 95050  
**Assignment Recorded** ASSIGNMENT RECORDED  
**Attorney of Record** KAREN S FRANK

**Type of Mark**    TRADEMARK  
**Register**        PRINCIPAL  
**Live/Dead Indicator**    LIVE

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### Typed Drawing

**Word Mark** IPRIVACY

**Goods and Services** IC 009. US 021 023 026 036 038. G & S: COMPUTER HARDWARE AND SOFTWARE THAT ENABLES USERS TO ANONYMOUSLY BROWSE, SEARCH, AND PURCHASE PRODUCTS VIA THE GLOBAL COMPUTER NETWORK. FIRST USE: 19990700. FIRST USE IN COMMERCE: 19990900

**Mark Drawing Code** (1) TYPED DRAWING

**Serial Number** 75726509

**Filing Date** June 10, 1999

**Current Filing Basis** 1A

**Original Filing Basis** 1B

**Published for Opposition** September 5, 2000

**Registration Number** 2643339

**Registration Date** October 29, 2002

**Owner** (REGISTRANT) iPrivacy LLC LIMITED LIABILITY COMPANY DELAWARE c/o Leonard Shaykin 1965 Broadway New York NEW YORK 10023

**Attorney of Record** Jonathan E. Moskin

**Type of Mark** TRADEMARK

**Register**            **PRINCIPAL**  
**Live/Dead**  
**Indicator**           **LIVE**

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### Typed Drawing

<b>Word Mark</b>	ITOUCH
<b>Goods and Services</b>	IC 009. US 021 023 026 036 038. G & S: CRT and flat panel displays in which the display surface functions as a touch sensor; and <b>software</b> drivers, controllers and user manuals sold as a unit therewith. FIRST USE: 19990717. FIRST USE IN COMMERCE: 19990717
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	75686717
<b>Filing Date</b>	April 19, 1999
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	May 15, 2001
<b>Registration Number</b>	2594753
<b>Registration Date</b>	July 16, 2002
<b>Owner</b>	(REGISTRANT) Elo TouchSystems, Inc. CORPORATION TENNESSEE 6500 Kaiser Drive Fremont CALIFORNIA 94555
<b>Attorney of Record</b>	MICHAEL J. ARONOFF
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL

**Live/Dead  
Indicator**      **LIVE**

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### Typed Drawing

**Word Mark** I-GRID

**Goods and Services** IC 009. US 021 023 026 036 038. G & S: Computer **software** for accessing and performing trend analysis on power quality events, namely, interruptions, outages and voltage sags and surges, energy consumption information available on a global computer network. FIRST USE: 20000901. FIRST USE IN COMMERCE: 20020501

IC 042. US 100 101. G & S: Electronic monitoring services in the field of examination of power quality events, namely, interruptions, outages and voltage sags and surges, and energy consumption by a network of geographically-dispersed power quality monitors; providing a website featuring power quality events, namely, interruptions, outages and voltage sags and surges, and energy consumption information. FIRST USE: 20000901. FIRST USE IN COMMERCE: 20020501

**Mark Drawing Code** (1) TYPED DRAWING

**Serial Number** 78032903

**Filing Date** October 30, 2000

**Current Filing Basis** 1A

**Original Filing Basis** 1B

**Published for Opposition** February 19, 2002

**Registration Number** 2725813

**Registration** June 10, 2003

**Date****Owner** (REGISTRANT) Soft Switching Technologies Corporation CORPORATION WISCONSIN 2224  
Evergreen Rd, Ste 6 Middleton WISCONSIN 53562**Attorney of  
Record** EUGENIA G. CARTER**Type of Mark** TRADEMARK. SERVICE MARK**Register** PRINCIPAL**Live/Dead  
Indicator** LIVE

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### Typed Drawing

**Word Mark** IPATCH

**Goods and Services** IC 009. US 021 023 026 036 038. G & S: TELECOMMUNICATIONS SYSTEM THAT IS COMPRISED OF ADMINISTRATION **SOFTWARE** AND HARDWARE, NAMELY PATCH PANELS AND ELECTRONIC PANELS, DESIGNED TO FACILITATE THE CONNECTION AND REMOTE MANAGEMENT AND MONITORING OF PREMISES BUILDING CABLES. FIRST USE: 20010415. FIRST USE IN COMMERCE: 20010530

**Mark Drawing Code** (1) TYPED DRAWING

**Serial Number** 78020592

**Filing Date** August 10, 2000

**Current Filing Basis** 1A

**Original Filing Basis** 1B

**Published for Opposition** October 30, 2001

**Registration Number** 2586648

**Registration Date** June 25, 2002

**Owner** (REGISTRANT) AVAYA INC. CORPORATION DELAWARE 211 MOUNT AIRY ROAD BASKING RIDGE NEW JERSEY 07920

**Assignment** ASSIGNMENT RECORDED

**Recorded****Attorney of Record** Joan T. Pinaire**Type of Mark** TRADEMARK**Register** PRINCIPAL**Live/Dead Indicator** LIVE

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### Check Status

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### Typed Drawing

<b>Word Mark</b>	ISCAN
<b>Goods and Services</b>	IC 009. US 021 023 026 036 038. G & S: Hand held bar code reader and <b>software</b> to be used therewith by which to track the shipment, receipt, stocking and ordering of medical and pharmaceutical inventory for hospital and retail pharmacies. FIRST USE: 20010723. FIRST USE IN COMMERCE: 20010723
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	76314193
<b>Filing Date</b>	September 19, 2001
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	April 2, 2002
<b>Registration Number</b>	2585260
<b>Registration Date</b>	June 25, 2002
<b>Owner</b>	(REGISTRANT) Bergen Brunswig Corporation CORPORATION NEW JERSEY 4000 Metropolitan Drive Orange CALIFORNIA 92868
<b>Attorney of Record</b>	Morland C. Fischer
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL

**Live/Dead  
Indicator**      **LIVE**

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List At:  OR  to record:  **Record 1004 out of 5934**

### Check Status

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**Word Mark** I-CUT  
**Goods and Services** IC 009. US 021 023 026 036 038. G & S: digital cutting system composed of computer-controlled knife and software to perform automated finishing of digitally-printed graphics. FIRST USE: 19991130. FIRST USE IN COMMERCE: 19991130  
**Mark Drawing Code** (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM  
**Serial Number** 76216357  
**Filing Date** February 26, 2001  
**Current Filing Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** March 12, 2002  
**Registration Number** 2575786  
**Registration Date** June 4, 2002  
**Owner** (REGISTRANT) Mikkelsen Graphic Engineering Inc. CORPORATION WISCONSIN 801 Geneva

Parkway P.O. Box 850 Lake Geneva WISCONSIN 53147

**Attorney of Record** Peter N. Jansson  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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List At:  OR  to record:  **Record 1178 out of 5934**

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### Typed Drawing

<b>Word Mark</b>	IQUOTE
<b>Goods and Services</b>	IC 009. US 021 023 026 036 038. G & S: COMPUTER SOFTWARE FOR USE IN GENERATING QUANTITY AND PRICE QUOTATIONS FOR EQUIPMENT RENTAL IN THE FIELD OF SCAFFOLDING. FIRST USE: 19930000. FIRST USE IN COMMERCE: 19930000
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	76171102
<b>Filing Date</b>	November 27, 2000
<b>Current Filing Basis</b>	1A;44E
<b>Original Filing Basis</b>	1A;44E
<b>Published for Opposition</b>	September 24, 2002
<b>Registration Number</b>	2661662
<b>Registration Date</b>	December 17, 2002
<b>Owner</b>	(REGISTRANT) SERICON SCAFTECH PTY LTD CORPORATION AUSTRALIA 104A LYGON STREET EAST BRUNSWICK VICTORIA AUSTRALIA 3057
<b>Attorney of Record</b>	JAMES S ROUNTREE
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL

**Live/Dead  
Indicator**      **LIVE**

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### Check Status

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### Typed Drawing

**Word Mark** IRENT  
**Goods and Services** IC 009. US 021 023 026 036 038. G & S: Computer **software** for use in the management, tracking and invoicing of inventory items for equipment rental in the field of scaffolding. FIRST USE: 19930000. FIRST USE IN COMMERCE: 19930000  
**Mark Drawing Code** (1) TYPED DRAWING  
**Serial Number** 76170626  
**Filing Date** November 24, 2000  
**Current Filing Basis** 1A;44E  
**Original Filing Basis** 1A;44E  
**Published for Opposition** October 29, 2002  
**Registration Number** **2676374**  
**Registration Date** January 21, 2003  
**Owner** (REGISTRANT) Sericon Scaftech Pty Ltd CORPORATION AUSTRALIA 104a Lygon Street East Brunswick, Victoria 3057 AUSTRALIA  
**Attorney of Record** Mr. James S Rountree  
**Type of Mark Register** TRADEMARK  
**Register** PRINCIPAL

**Live/Dead Indicator**      **LIVE**

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List At: \_\_\_\_\_ OR  to record: **Record 7 out of 20**

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### Typed Drawing

<b>Word Mark</b>	IVIEW
<b>Goods and Services</b>	IC 009. US 021 023 026 036 038. G & S: Computer software application to view, annotate, present and catalog digital text and media files of any format and content type, as well as repackage and convert files into a variety of media formats. FIRST USE: 19950601. FIRST USE IN COMMERCE: 19950601
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	76139701
<b>Filing Date</b>	October 3, 2000
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1A
<b>Published for Opposition</b>	February 12, 2002
<b>Registration Number</b>	2566928
<b>Registration Date</b>	May 7, 2002
<b>Owner</b>	(REGISTRANT) iView Multimedia, Limited CORPORATION UNITED KINGDOM 36 Cambridge Mansions Cambridge Road London GREAT BRITAIN SW11 4RU
<b>Attorney of Record</b>	BRADLEY SNIDERMAN
<b>Prior</b>	

**Registrations** 2390914  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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### Check Status

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**Word Mark** I-BIOLOGY  
**Goods and Services** IC 009. US 021 023 026 036 038. G & S: **Software** for mining, analyzing, restructuring and extracting life science data bases

IC 042. US 100 101. G & S: Genomics and molecular biologic research services for others; custom design of computer **software** for mining, analyzing, restructuring and extracting life science data bases for others; computer consulting and computer **software** consulting services for mining, analyzing, restructuring and extracting life science data bases for others

**Mark Drawing Code** (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

**Design Search Code** 260105

**Serial Number** 76056757

**Filing Date** May 19, 2000

**Current Filing Basis** 44E

**Original Filing Basis** 1A;44D

**Published for Opposition** June 4, 2002

**Registration Number** 2611502  
**Registration Date** August 27, 2002  
**Owner** (REGISTRANT) LION Bioscience AG CORPORATION FED REP GERMANY Im Neuenheimer Feld 515 69120 Heidelberg FED REP GERMANY  
**Attorney of Record** Robert B. Murray  
**Priority Date** November 23, 1999  
**Type of Mark** TRADEMARK. SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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### Typed Drawing

<b>Word Mark</b>	<b>ITEMP</b>
<b>Goods and Services</b>	IC 009. US 021 023 026 036 038. G & S: TEMPERATURE TRANSMITTERS AND SENSORS, NAMELY, TEMPERATURE SENSORS, TEMPERATURE HEAD TRANSMITTERS, AND HEAD TRANSMITTERS USED FOR MEASURING TEMPERATURE
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	75871103
<b>Filing Date</b>	December 14, 1999
<b>Current Filing Basis</b>	44E
<b>Original Filing Basis</b>	1B;44D
<b>Published for Opposition</b>	August 7, 2001
<b>Registration Number</b>	2537672
<b>Registration Date</b>	February 12, 2002
<b>Owner</b>	(REGISTRANT) Endress + Hauser Wetzler GmbH + Co. KG CORPORATION FED REP GERMANY Obere Wank 1 D-87481 Nesselwang FED REP GERMANY
<b>Attorney of Record</b>	James A. Coles
<b>Priority Date</b>	June 7, 1999
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead</b>	

**Indicator**      LIVE

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## Record 1 out of 1

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### Typed Drawing

<b>Word Mark</b>	IJACK
<b>Goods and Services</b>	IC 009. US 021 023 026 036 038. G & S: data jack for use in local area networking. FIRST USE: 20000719. FIRST USE IN COMMERCE: 20000726
<b>Mark Drawing Code</b>	(1) TYPED DRAWING
<b>Serial Number</b>	75649431
<b>Filing Date</b>	March 1, 1999
<b>Current Filing Basis</b>	1A
<b>Original Filing Basis</b>	1B
<b>Published for Opposition</b>	November 30, 1999
<b>Registration Number</b>	2425708
<b>Registration Date</b>	January 30, 2001
<b>Owner</b>	(REGISTRANT) Home Wireless Networks, Inc. CORPORATION GEORGIA 3145 Avalon Ridge Place Suite 200 Norcross GEORGIA 30071
<b>Assignment Recorded</b>	ASSIGNMENT RECORDED
<b>Attorney of Record</b>	Joan L. Dillon
<b>Type of Mark</b>	TRADEMARK
<b>Register</b>	PRINCIPAL
<b>Live/Dead Indicator</b>	LIVE

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### Typed Drawing

**Word Mark** ISTATION

**Goods and Services** IC 009. US 021 023 026 036 038. G & S: Computer workstation accessories, namely support pedestals for use in combination with video monitors and desk top computers. FIRST USE: 19990621. FIRST USE IN COMMERCE: 19990621

**Mark Drawing Code** (1) TYPED DRAWING

**Serial Number** 75676611

**Filing Date** April 7, 1999

**Current Filing Basis** 1A

**Original Filing Basis** 1B

**Published for Opposition** December 14, 1999

**Registration Number** 2451768

**Registration Date** May 15, 2001

**Owner** (REGISTRANT) VU RYTE, INC. CORPORATION TEXAS 1530 S.S.W. Loop 323 Suite 111 Tyler TEXAS 75701

**Attorney of Record** DENNIS T. GRIGGS

**Type of Mark Register** TRADEMARK  
PRINCIPAL

**Live/Dead  
Indicator**      LIVE

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### Typed Drawing

**Word Mark** I/CALIBRATE

**Goods and Services** IC 009. US 021 023 026 036 038. G & S: software for correcting and rectifying digital images. FIRST USE: 19971101. FIRST USE IN COMMERCE: 19971101

**Mark Drawing Code** (1) TYPED DRAWING

**Serial Number** 75516436

**Filing Date** July 9, 1998

**Current Filing Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** December 21, 1999

**Registration Number** 2328115

**Registration Date** March 14, 2000

**Owner** (REGISTRANT) Ideal Scanners & Systems, Inc. CORPORATION MARYLAND 11810 Parklawn Drive Rockville MARYLAND 20852

**Attorney of Record** JONATHAN ILSONG AHN

**Prior Registrations** 1914692;1973769

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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### Check Status

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### Typed Drawing

**Word Mark** IVALIDATE

**Goods and Services** IC 009. US 021 023 026 036 038. G & S: computer software for the verification of electronic designs of integrated circuits; computer software in the nature of automatic functional test generators and checkers for integrated circuits and corresponding instruction manuals sold as a unit. FIRST USE: 19970807. FIRST USE IN COMMERCE: 19970807

IC 042. US 100 101. G & S: design testing services for others in the field of verification of electronic designs. FIRST USE: 19970807. FIRST USE IN COMMERCE: 19970807

**Mark Drawing Code** (1) TYPED DRAWING

**Serial Number** 75724202

**Filing Date** June 8, 1999

**Current Filing Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** March 27, 2001

**Registration Number** 2460927

**Registration Date** June 19, 2001

**Owner** (REGISTRANT) iMODL, Inc. CORPORATION CALIFORNIA 2841 Junction Avenue, Suite 103 San Jose CALIFORNIA 951341921

**Attorney of Record** ALAN W YOUNG  
**Type of Mark** TRADEMARK. SERVICE MARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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# iCase

**Word Mark** ICASE

**Goods and Services** IC 009. US 021 023 026 036 038. G & S: CASES FOR CARRYING ELECTRONIC ITEMS, NAMELY, COMPUTER LAPTOP BAGS, COMPACT DISC STORAGE BAGS, AUDIO CASSETTE STORAGE BAGS, FLOPPY DISKETTE STORAGE BAGS, CD ROM STORAGE BAGS, ZIP DRIVE BAGS, DIGITAL CAMERA BAGS, PORTABLE CD AND CASSETTE PLAYER BAGS. FIRST USE: 20000701. FIRST USE IN COMMERCE: 20010103

**Mark Drawing Code** (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

**Serial Number** 75812020

**Filing Date** September 29, 1999

**Current Filing Basis** 1A

**Original Filing Basis** 1B

**Published for Opposition** May 23, 2000

**Registration Number** 2474358

**Registration** July 31, 2001

**Date**

**Owner** (REGISTRANT) Hi-Performance Co. Ltd. CORPORATION HONG KONG 3/F, Flat O, Kaiser Estate  
Phase 3 11 Hok Yuen Street, Hunghom Kowloon HONG KONG

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Live/Dead Indicator** LIVE

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### Typed Drawing

**Word Mark** I-FILE

**Goods and Services** IC 009. US 021 023 026 036 038. G & S: computer software which enables documents created on a computer to be reviewed and/or revised by multiple computer users in a computer network. FIRST USE: 19981130. FIRST USE IN COMMERCE: 19981130

**Mark Drawing Code** (1) TYPED DRAWING

**Serial Number** 75601702

**Filing Date** December 8, 1998

**Current Filing Basis** 1A

**Original Filing Basis** 1A

**Published for Opposition** October 26, 1999

**Registration Number** 2309205

**Registration Date** January 18, 2000

**Owner** (REGISTRANT) Sony Kabushiki Kaisha TA Sony Corporation CORPORATION JAPAN 7-35 Kitashingawa 6-chome Shinagawa-ku Tokyo JAPAN

**Attorney of Record** Robert B.G. Horowitz

**Type of Mark** TRADEMARK

**Register** PRINCIPAL

**Live/Dead  
Indicator**      LIVE

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### Typed Drawing

**Word Mark** I-ESCROW  
**Goods and Services** IC 009. US 021 023 026 036 038. G & S: COMPUTER SOFTWARE FOR FINANCIAL, ACCOUNTING AND PROPERTY VALUATION AND ASSESSMENT, AVAILABLE ON DIGITAL, MAGNETIC AND DOWNLOADABLE MEDIA. FIRST USE: 19970527. FIRST USE IN COMMERCE: 19970527  
**Mark Drawing Code** (1) TYPED DRAWING  
**Serial Number** 75413916  
**Filing Date** January 5, 1998  
**Current Filing Basis** 1A  
**Original Filing Basis** 1A  
**Published for Opposition** April 13, 1999  
**Registration Number** 2258974  
**Registration Date** July 6, 1999  
**Owner** (REGISTRANT) I-ESCROW, INC. CORPORATION CALIFORNIA 1730 South Amphlett Boulevard Suite 233 San Mateo CALIFORNIA 94402  
**Assignment Recorded** ASSIGNMENT RECORDED  
**Attorney of**

**Record** DOUGLASS S CHAN  
**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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### Typed Drawing

**Word Mark** ILOCK

**Goods and Services** IC 009. US 021 023 026 036 038. G & S: COMPUTER **SOFTWARE** FOR USE IN PROVIDING A MEANS TO DEFINE SECURITY POLICIES FOR USE IN ACCESSING ENTERPRISE INFORMATION RESOURCES AND FOR USE IN DETERMINING WHETHER ACCESS IS ALLOWED TO ENTERPRISE INFORMATION RESOURCES AND USER MANUALS SOLD AS A UNIT THEREWITH. FIRST USE: 20010401. FIRST USE IN COMMERCE: 20010401

**Mark Drawing Code** (1) TYPED DRAWING

**Serial Number** 78053532

**Filing Date** March 16, 2001

**Current Filing Basis** 1A

**Original Filing Basis** 1B

**Published for Opposition** February 26, 2002

**Registration Number** 2738907

**Registration Date** July 15, 2003

**Owner** (REGISTRANT) 2AB, Inc. CORPORATION ALABAMA 1700 Hwy 31 Calera ALABAMA 35040

**Attorney of Record** KIMBERLY TILL POWELL

**Type of Mark** TRADEMARK  
**Register** PRINCIPAL  
**Live/Dead Indicator** LIVE

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

APPLE COMPUTER, INC.

Serial No. 75/865,080

Filed: December 16, 1999

Mark: **IDVD**

Trademark Attorney: Michele-Lynn Swain

Law Office: 116

**DECLARATION OF  
THOMAS R. LA PERLE  
IN SUPPORT OF ACQUIRED  
DISTINCTIVENESS**

---

Commissioner for Trademarks  
Box RESPONSES NO FEE  
2900 Crystal Drive  
Arlington, VA 22202-3514

1. I, Thomas R. La Perle, am an in-house Intellectual Property Counsel of Apple Computer, Inc. (hereinafter "Apple"). Prior to joining Apple as Trademark Counsel in 1999, I was an associate with the law firm of Fenwick & West LLP in Palo Alto, California, where I was one of Apple's outside intellectual property counsels. As a result of my considerable experience working as part of Apple's legal team, I am intimately familiar with Apple's operations, especially the marks and marketing activities associated with its innovative personal computer hardware and software products. All information provided within this affidavit is personally known to me or is information which has been provided to me which I believe to be true.

**APPLE'S OWNERSHIP OF THE IDVD TRADEMARK APPLICATION**

2. Apple owns U.S. Trademark Application Serial No. 75/865,080 for the mark **IDVD** by virtue of an assignment from the prior applicant, Ravisent IP, Inc. That assignment

was recorded with the United States Patent and Trademark Office on November 18, 2003 and can be found at Reel 002748, Frame 0775.

3. Apple has been using the **IDVD** mark for its computer software since January 9, 2001. With its Request for Reconsideration, Apple has submitted an Amendment to the Amendment to Allege Use submitted by Ravisent to amend the dates of use of the **IDVD** mark. With that Amendment, the basis for the application is expanded greatly to include Apple's use of the **IDVD** mark.

### **APPLE'S PRODUCTS AND BRANDING STRATEGIES**

4. The story of Apple as a business is one of the great "American dream" stories. Literally beginning in a garage, Apple is now one of the world's most recognizable companies. In the 1970s, Apple single-handedly ignited the personal computer revolution. The Apple idea was simple and, therefore, extremely powerful: the creation of the first "personal" computer, a fully programmable system specifically designed for the individual consumer.

5. Next to building a revolutionary product line, Apple's major contribution to the personal computer market has been its innovation in the creation of a branding strategy, comprised of groups of thematically related marks, such as the various "MAC" marks and the well-known "I" marks – **IMAC**<sup>®</sup>, **IBOOK**<sup>®</sup>, **IMOVIE**<sup>®</sup>, **ITUNES**<sup>®</sup>, **ICHAT**<sup>®</sup>, **ICAL**<sup>™</sup>, **ILIFE**<sup>™</sup>, **IPOD**<sup>™</sup>, **IPHOTO**<sup>™</sup>, **ISIGHT**<sup>™</sup>, and **IDVD**<sup>™</sup>, among others.

### **SALES OF APPLE'S BRANDED PRODUCTS**

6. Apple aggressively promotes its **IDVD** brand software as part of its popular hardware and software packages. Apple's branded hardware and software products are sold worldwide through a network of authorized resellers, at all Apple Store retail outlets, and on the internet. In fiscal year 2002 (which ended September 28, 2002), Apple posted sales of over \$5.7

billion worldwide, including over \$4.5 billion for its **IMAC**, **POWERMAC**, **IBOOK**, and **POWERBOOK** computers ("Macintosh computers"). In the first six months of 2003, Apple has already posted net sales of over \$2 billion worldwide for its Macintosh computers. In the United States alone, Apple has over \$16 million in revenue for its **IDVD** software from its launch in January of 2001 to October of 2003.

7. Apple employs an extensive field sales force, including over 400 highly trained Apple sales employees throughout the United States. In addition, there are over 1,500 Apple authorized resellers in the United States. These resellers include well-known national chains such as Best Buy, Bloomingdales, CompUSA, Circuit City, Fry's Electronics, Good Guys, J&R Computerworld, MicroCenter, Outpost.com, Target, Guitar Center, and Computerland.

8. Apple has over 60 proprietary retail outlets dedicated to the promotion and sale of Apple products. Apple's retail stores are identified in Exhibit A. Signage for the **IDVD** software is displayed in all Apple Store retail outlets, as well as in select authorized reseller locations. Apple also promotes its **IDVD** mark as part of the software suite in its **IMAC**, **POWERMAC**, **IBOOK**, and **POWERBOOK** computers and its **ILIFE** suite of software using in-store audio-visual presentations.

9. Apple maintains an online retail store at its *apple.com* web site, throughout which the **IDVD** mark is promoted. True and correct copies of sample excerpts from our web site are attached at Exhibit B. The *www.apple.com/idvd/* web page featuring the **IDVD** mark promoting the software has had over two million (2,000,000) page views since the product's launch in January 2001 and almost one million (1,000,000) new visitors to the page since June 2002. The **IDVD 3** download page, *www.apple.com/idvd/download*, featuring an update of the latest **IDVD**

software, has had more than approximately 250,000 page views since it was posted in January of 2002.

10. Additionally, Apple's authorized internet resellers, including Mac Zone, MacWarehouse, MacConnection, J&R Music World, Club Mac, Amazon.com, Outpost.com, CDW Computer Centers, MacMall, Micro Center, all promote the **IDVD** mark and product on their own popular and highly visible web sites. True and correct copies of print out from these web sites are attached hereto as Exhibit C.

#### **APPLE'S GROUP OF "I"-FORMATIVE TRADEMARKS**

11. Apple has successfully introduced a series of computer hardware and software products under a group of "I"-formative marks. Apple has vigorously sought protection for and enforced its rights in its "I"-formative marks worldwide, including its **IDVD** mark. Attached hereto as Exhibit D is a listing of Apple's registrations and pending applications for its "I"-formative marks in the United States. Attached hereto as Exhibit E is a listing of Apple's registrations worldwide for the **IDVD** mark and copies of the registration certificates.

12. Since January 9, 2001, when Apple introduced its **IDVD** software, over 8.6 million **IMAC**, **POWER MAC**, **IBOOK**, and **POWERBOOK** units have been shipped. Virtually all of these units were shipped with **IDVD** software pre-installed. Since the first quarter of 2003 when Apple introduced its **ILIFE** software suite, which contain the **IDVD** software product and features numerous uses of the **IDVD** mark, approximately 95,000 copies have been sold. The **IDVD** mark is prominently featured myriad times throughout the software on all of these products.

13. The technical specifications for all **IMAC, POWER MAC, IBOOK, and POWERBOOK** units prominently feature the **IDVD** mark in connection with the software. True and correct copies of sample technical specifications are attached hereto at Exhibit F.

14. Apple's packaging for the **IMAC, POWER MAC, IBOOK, POWERBOOK, and ILIFE** products consistently promotes the **IDVD** software under the mark. True and correct sample copies of original artwork for product labels and product packaging are attached hereto at Exhibit G.

### **THE INTRODUCTION OF THE IDVD MARK**

15. On January 9, 2001, Apple introduced the **IDVD** software at the Macworld Conference and Expo in San Francisco, California. The **IDVD** mark and software was prominently displayed at the conference as one of Apple's new products. A true and correct copy of Apple's press release announcing **IDVD** is attached hereto as Exhibit H.

16. On January 7, 2003, Apple introduced **ILIFE**, an integrated suite of Apple's industry-leading digital applications, featuring brand new versions of **IPHOTO, IMOVIE, and ITUNES, and IDVD 3**, at the Macworld Conference and Expo in San Francisco, California. A true and correct copy of the press release announcing this event is attached hereto as Exhibit I.

### **APPLE'S PROMOTION OF THE IDVD MARK**

17. Through our extensive marketing efforts, we have been immensely successful in developing a loyal customer following and valuable brand identity for our various marks, including the **IDVD** mark. Apple has invested tremendous time, money, and effort in creating an association between the **IDVD** mark and Apple as the source of the **IDVD** software. The following demonstrates that consumers recognize **IDVD** as a mark and use it to identify Apple as the source of the **IDVD** software:

### Advertising

18. Apple has invested over \$16 million (\$16,000,000) specifically promoting the **IDVD** mark in connection with its goods. Apple's overall expenditures for advertising over the last four years for all products average \$240 million per year, meaning that Apple has invested a substantial portion of its sizable advertising budget on promoting the **IDVD** mark.

19. Apple has produced and widely broadcast two television ads for **IDVD** investing approximately \$1.5 million to make the commercials and approximately \$10 million to purchase television air time nationwide in major market centers. A script and screen shots of one of the television commercials is attached hereto as Exhibit J.

20. The commercials promoting the **IDVD** software have aired on cable and network television across the country. Networks stations include ABC, NBC, FOX, and WB. The cable stations include Comedy Central, MTV, CNN, Headline News, and the Discovery Channel. Over 500 million (500,000,000) impressions of the ad were made.

21. Print publications with diverse content, and thus readership, have also been an important arena for Apple's advertising campaigns. Apple has spent over \$5 million in producing and placing advertisements for its **IDVD** software in major print publications targeted to consumers and industry professionals. Print advertisements for the **IDVD** software, including, in many cases, several of Apple's "I"-formative marks, have appeared in such well-known publications as *Time*, *Entertainment Weekly*, *Martha Stewart Living*, *Newsweek*, *Oprah*, *Rolling Stone*, *Self*, *Shape*, *Sports Illustrated*, *The New Yorker*, and *Yahoo!Internet Life*. Many of the advertisements were inserted into multiple editions of a given publication. True and correct copies of sample advertisements are attached hereto at Exhibit K.

### **Public Relations**

22. Apple has an aggressive public relations program and regularly releases news about new products and product enhancements. True and correct copies Apple's press releases that feature or highlight the **IDVD** software are attached hereto at Exhibit L, and *supra*, Exhibits H & I.

23. The media regularly reports on Apple products and has specifically covered the **IDVD** software in various media. The cover story of *Time* magazine, on January 14, 2002, focused on Apple, identifying the **IDVD** software as one of Apple's "core programs." A true and correct copy of the *Time* article is attached hereto at Exhibit M. True and correct copies of additional articles, from both print and online media, highlighting the **IDVD** software – each clearly providing direct evidence that the primary meaning of **IDVD** for consumers is as a source indicator, not merely a descriptive reference – are attached hereto at Exhibit N. Collectively, these non-paid promotions of the **IDVD** mark have resulted in hundreds of millions of impressions of the **IDVD** mark reaching consumers as an Apple trademark.

24. In December of 2001, Video Systems awarded the **IDVD** software with its Vanguard Award as a product with unique new capabilities and performance.

### **Promotion**

25. Apple provides a variety of printed collateral materials in support of each new product. For example, a data sheet and FAQ describe the multiple features and benefits of the **IDVD** software. Printed promotional materials for the **IPOD**, **MAC OS X**, **IMAC**, **POWER MAC**, **IBOOK**, and **POWERBOOK** products also highlight the compatibility as well as the features of the **IDVD** software. True and correct copies of such sample printed materials featuring the **IDVD** mark are attached hereto as Exhibit O, and *supra*, Exhibit I.

**Conferences and Trade Shows**

26. Apple actively promotes its goods and services, including its **IDVD** software, at a wide range of conferences and other promotional events.

27. Over 93,000 people attended the Macworld Conference and Expo in San Francisco in January 2001, at which Apple introduced the **IDVD** software and featured the **IDVD** mark in a stand-alone booth. A true and correct copy of the press release regarding this conference and a photograph of the station is attached hereto at Exhibit P. In addition to the show's live attendance, more than 250 thousand people tuned into the live QuickTime streaming presentation of Apple CEO Steve Jobs's Macworld keynote address, which featured the **IDVD** mark and software.

28. Over 64,000 people attended the Macworld Conference and Expo in New York in July 2001 where the **IDVD** mark was prominently featured in a full theater presentation. A copy of the press release regarding this conference and a copy of a script of the presentation are attached hereto as Exhibit Q.

29. In January of 2002, approximately 65,000 people attended, and more than 81,000 tuned into the live stream of Steve Jobs' Macworld keynote address, at the Macworld Conference and Expo in San Francisco, during which the new generation **IMAC** computer was introduced to tremendous media reception. An entire section of the Apple exhibit was dedicated to the **IDVD** product, with prominent signage for **IDVD**. A true and correct copy of a press release regarding this conference is attached hereto at Exhibit R.

**Direct Mail**

30. Apple publishes subscriber-based email newsletters, *Apple eNews* and *iMac Update*, on a bi-weekly schedule to hundreds of thousands of interested readers. In its

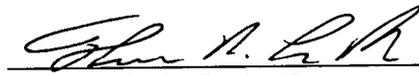
newsletters, Apple delivers news and information about Apple products, events, seminar opportunities, and promotional activities. In the case of **IDVD**, for example, the newsletters offers tips, how-to articles, upgrade notices, and information about using **IDVD** software. True and correct copies of *Apple eNews* and *iMac Update* electronic newsletters are attached hereto at Exhibit S.

Having been warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 10001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any registration resulting therefrom, I further declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true.

APPLE COMPUTER, INC.

Dated: November 19, 2003

By:



Thomas R. La Perle, Esq.  
Intellectual Property Counsel

60082715 v1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

APPLE COMPUTER, INC.

Serial No. 75/865,080

Filed: December 16, 1999

Mark: IDVD

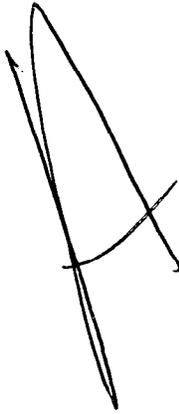
Trademark Attorney: Michele-Lynn Swain

Law Office: 116

**DECLARATION OF  
THOMAS R. LA PERLE  
IN SUPPORT OF ACQUIRED  
DISTINCTIVENESS**

**USE EVIDENCE  
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EXHIBITS A - L**

3

A handwritten scribble or signature consisting of several overlapping, curved lines, possibly forming a stylized letter or symbol.



RECYCLED PAPER MADE FROM 30% POST CONSUMER CONTENT



	Store	iPod + iTunes	.Mac	QuickTime	Support	Mac OS X			
Hot News	Switch	Hardware	Software	Made4Mac	Education	Pro	Business	Developer	Where to Buy



**Apple Store Fashion Island**

**In the theater...**



iPhoto workshop  
Weekly at all Apple stores  
Free admission

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**Make movies**



Explore the movie section  
of an Apple store

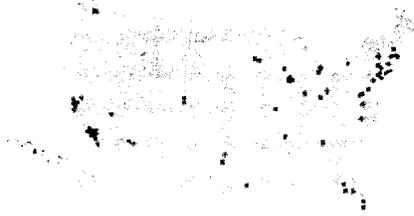
**Apple Store Ginza**



At the Apple Store you can experience the complete line of Macintosh computers and an amazing array of digital cameras, camcorders, the entire iPod family and more. Whether you're a long-time Mac user or just getting started, the Apple Store is the best place to learn about the Mac. Come to our free interactive workshops and meet Mac specialists who demonstrate products, answer your questions and provide technical service and support.

**Store locations**

- Arizona**  
Chandler, [Chandler Fashion Center](#)  
Phoenix, [Biltmore](#)
- California**  
Burlingame, [Burlingame](#)  
Corte Madera, [Corte Madera](#)  
Costa Mesa, [South Coast Plaza](#)  
Emeryville, [Bay Street](#)  
Glendale, [Glendale Galleria](#)  
Los Angeles, [The Grove](#)  
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- Georgia**  
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- Missouri**  
Des Peres, [West County](#)
- Nevada**  
Las Vegas, [Fashion Show](#)
- New Hampshire**  
Salem, [Rockingham Park](#)
- New Jersey**  
Edison, [Menlo Park](#)  
Marlton, [Sagemore](#)  
Short Hills, [Short Hills](#)  
Woodcliff Lake, [Tice's Corner](#)
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Durham, [Southpoint](#)
- Ohio**  
Cincinnati, [Kenwood Towne Centre](#)  
Columbus, [Easton Town Center](#)

**In the news**

**Coming Soon Sun, Nov 30**  
Tokyo, [Ginza](#)

**Welcome to the Apple Store Ginza**  
The Apple Store Ginza, the first international Apple retail store, brings one of America's most exciting new shopping experiences to Tokyo. Here you will find four full floors dedicated to Apple's legendary products, including our full line of computers, the entire iPod family and the iSight web camera, as well as digital cameras and camcorders that work perfectly with a Mac.

**Grand Opening Sat, Nov 15**  
Tigard, [Washington Square](#)

**Night of the Panther**  
Eager crowds began to gather two hours early for the Night of the Panther event Friday, October 24, at The Grove Apple store in Los Angeles, as they did at Apple stores across the United States and around the world. See a picture gallery of festivities at The Grove.

**Music, Music, Music**  
The year's biggest music story is getting even bigger. Tune-in to see the [Apple Music Event](#).

**Digital Kids Workshop**  
Children are invited to participate in a fun, hands-on, month-long one-hour workshop designed to help them get the most out of their Macs, every Sunday at 4 p.m.



See the all-new [QuickTime VRs](#) of the Apple Retail Stores.

**Special offers**

**Winning Presentation**

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Oak Brook, [Oakbrook](#)  
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**Indiana**

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**Maryland**

Towson, [Towson Town Center](#)

**Massachusetts**

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Chestnut Hill, [Chestnut Hill](#)  
Peabody, [Northshore](#)

**Michigan**

Novi, [Twelve Oaks](#)  
Troy, [Somerset](#)

**Minnesota**

Bloomington, [Mall of America](#)  
Edina, [Southdale](#)

Lyndhurst, [Legacy Village](#)

**Oregon**

Tigard, [Washington Square](#)

**Pennsylvania**

King of Prussia, [King of Prussia](#)

**Tennessee**

Germantown, [Saddle Creek](#)

**Texas**

Highland Park, [Knox Street](#)  
Houston, [Houston Galleria](#)  
Plano, [Willow Bend](#)

**Virginia**

Arlington, [Clarendon](#)  
McLean, [Tysons Corner](#)  
Richmond, [Short Pump Town Center](#)

**Washington**

Bellevue Square, [Bellevue Square](#)  
Seattle, [University Village](#)

**Wisconsin**

Wauwatosa, [Mayfair](#)

Buy Keynote and any Mac between Sep 16 and Dec 27 and save \$50 instantly.

**Buy a new Mac. Get Final Cut Express for \$99**

No matter which Mac you choose, you can save \$200 on Final Cut Express at the time of purchase between Sep 27 and Dec 27.

**Apple Store Pro Card**

The Apple Store Pro Card is your passport to a world of benefits and privileges designed exclusively for the professional Mac user.

**A Must-have for Mac Users**

Purchase a Mac between Jan 7 and Dec 27 and pay just \$69.95\* for a one-year .Mac membership.

**Pro savings**

Buy any Mac and save \$300 when you purchase Final Cut Pro 4 and DVD Studio Pro 2 between now and Feb 28.

**Apple Instant Loan**

Apply for an Apple Instant Loan — with rates as low as 9.99% — and get a decision in 30 seconds, in most cases.

**Work at Apple**

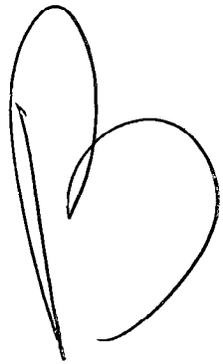
Find [Job opportunities](#) at an Apple Store near you.

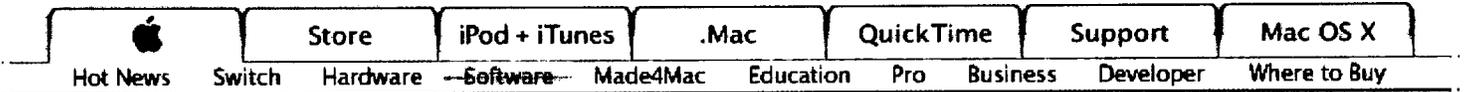
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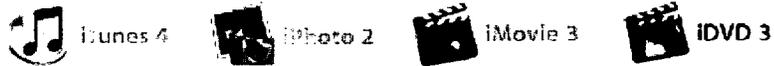
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A handwritten mark consisting of two overlapping loops, resembling a stylized letter 'B' or a signature. The left loop is taller and narrower, while the right loop is shorter and wider. The lines are thin and black.



Explore iLife.



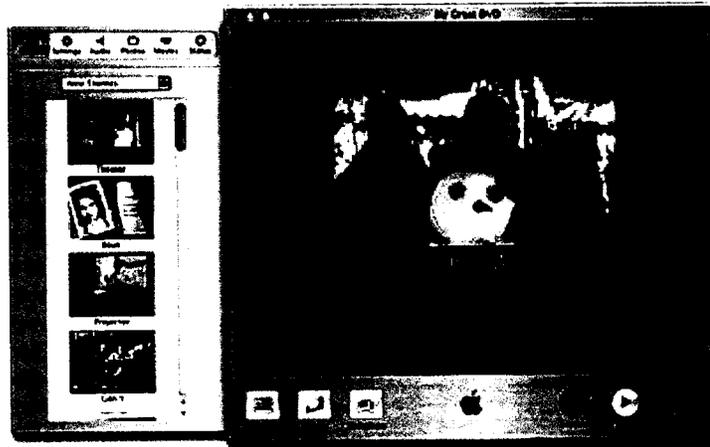
# iDVD 3

Create DVDs on your desktop.

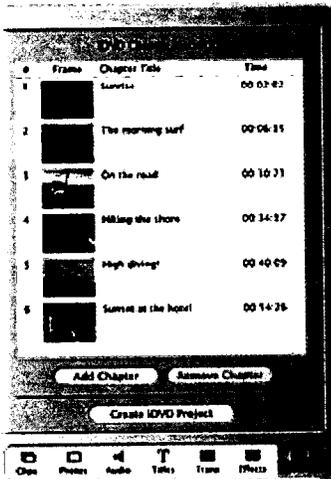


## iDVD 3 + iPhoto 2

Select pictures for a slideshow menu from the iPhoto browser.



Features Themes Chapter Markers Photo Slideshows



**iDVD 3, the latest version of the revolutionary application that lets you create your own DVDs, now brings stunning new features to your screen — chief among these being how seamlessly it connects to the rest of iLife.**

That means, for instance, that you can have iTunes provide the background music for your custom themes, import iPhoto albums to create instant DVD slideshows, and import DVD chapter markers created in iMovie. Other features include 24 new professional menu themes, complete chapter marker support, and automatic creation of scene selection menus.

**Integration:** Create chapter markers in iMovie 3, then import.

As more and more of the highlights of your life get recorded in digital format using your camcorder and digital camera, it's only natural to want to share those special moments with others. Now iDVD 3 takes that capability to a whole new level. In addition to giving you professionally-designed menu themes with spectacular special effects, iDVD 3 lets you personalize your DVD menus. You can access your digital photos, QuickTime movies, and music from the iDVD application and make them the subject of your DVD menus. iDVD applies on-the-fly special effects to integrate your media with your chosen theme.



### Professional new themes

This task couldn't be easier — simply drag and drop your QuickTime movie files into the streamlined iDVD 3 interface. You can create menus with up to six navigation buttons over full-motion backgrounds. iDVD 3 comes with an array of professionally designed themes, and also enables you to create your own

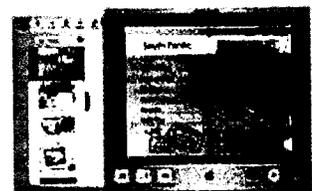


The [Apple Store](#) offers convenient online ordering of [iLife](#) 24 hours a day.

iDVD 3 is available as part of [iLife](#) along with [iTunes 4](#), [iPhoto 2](#), and [iMovie 3](#). (iDVD 3 requires a Macintosh computer configured with an Apple SuperDrive.)

Download [iDVD 3.0.1 Update](#)

### Take a Theme Park Tour



iDVD 3 includes dozens of professional Hollywood-style themes like Brush Strokes, Confetti, Fun, and Passport. Take this [QuickTime Tour](#) to see the new themes in action.

### iLife: iDVD 3

#### Explore your iLife:

- ▶ Let [iTunes](#) provide the background music for your custom themes
- ▶ Use [iPhoto](#) Albums to

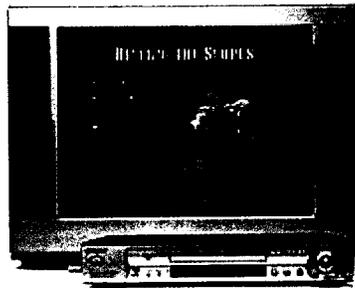
themes. Each DVD disc can hold up to 90 minutes of movies and thousands of digital images. The MPEG-2 encoder in iDVD 3 and the Mac OS X architecture combine to provide background encoding and accelerated DVD recording. And you can continue to use your Mac while iDVD prepares your DVD.

**Chapter marker support**

iDVD 3's chapter marker support feature makes your DVDs more fun to watch because your viewers can skip around to their favorite scenes quickly and easily — a significant benefit, especially for those times when you create DVDs of events such as weddings, graduation ceremonies and so on. The chapter markers make it a snap to find the scene or sequence you're looking for — just the way it is on a Hollywood-produced DVD.



What's more, iDVD 3 also lets you access your iTunes library, iPhoto collections and your Movies folder right from within the application itself, so you can create menus and slideshows quickly and easily. iDVD 3 automatically generates a Play Movie button and Scene Selection menu for you. Simply drag a movie with chapters into iDVD, and you're done. iDVD 3 does the rest — no submenus to lay out, no production hassles, period.



- create instant DVD slideshows
- ▶ Import DVD Chapter markers created in iMovie

**New in iDVD 3:**

- ▶ Dozens of new professional menu themes.
- ▶ Coordinated highlighting for buttons.
- ▶ Complete chapter marker support
- ▶ Automatic creation of Scene Selection menus.

**SuperDrive Update**

**Apple SuperDrive Update**  
Be ready. Update your SuperDrive to be compatible with high-speed discs for DVD recording (4x for DVD-R and 2x for DVD-RW).

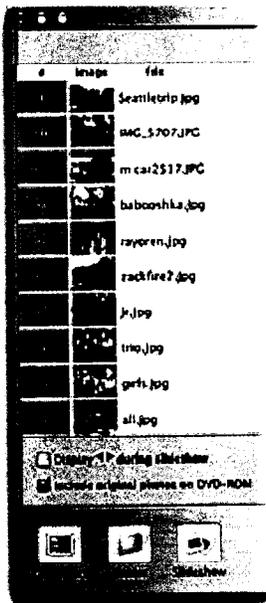
**Power tools for power users**

Want to take advantage of iDVD 3's power-user features and capabilities? Many professional users do. You can, for instance, script iDVD 3 to create production shortcuts or to integrate it into your personal workflow, either by creating your own scripts with Apple's easy-to-use AppleScript software, or by downloading free pre-written scripts. You can also make your own programs using AppleScript and the free Project Builder developer tools.

**Save your original photos**

Want to add your original photos to your DVD? With a single click, tell iDVD to include your original, hi-resolution digital photos with your DVD when you create a slideshow. You can play this DVD in most regular DVD players, but now when you place the same DVD in your Macintosh, or any other DVD-capable computer, you'll have access to all the full-quality photos for printing, emailing to friends and family, or adding to your iPhoto library.

In addition to adding photo originals to your discs, iDVD lets you include many other kinds of data files, including AppleWorks, Word, PowerPoint and Excel files, as well as URL links to a DVD-ROM folder that can be accessed by any computer — Mac or PC. So that in addition to watching your DVD on their TV, your family and friends can also put your DVD disc in their computer and access the original photos or extra files you've included.



**iDVD Feedback**

Help us make iDVD even better. We'd love to [hear from you](#).



**More about iDVD**

- ▶ [Camcorder compatibility](#)
- ▶ [Camera compatibility](#)
- ▶ [DVD player compatibility](#)

**Now even easier to create DVDs**

With iDVD 3 and iMovie 3 you can eliminate another step in the production process, making it even easier. Once you put in your chapter markers, click on the Create DVD project button, and you'll be immediately taken to iDVD. No need to export your digital video footage to QuickTime first. If you want more of a speed boost, iDVD is optimized for the G4 processor with Velocity Engine. The result? Blazingly fast background MPEG-2 encoding.



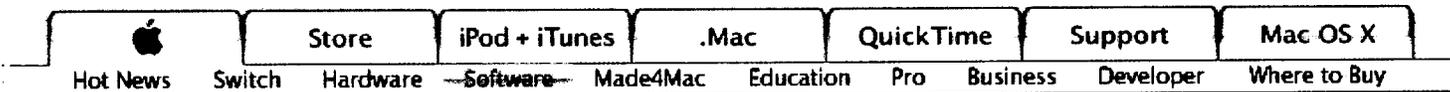
[Home](#) > [Software](#) > [iLife](#) > iDVD

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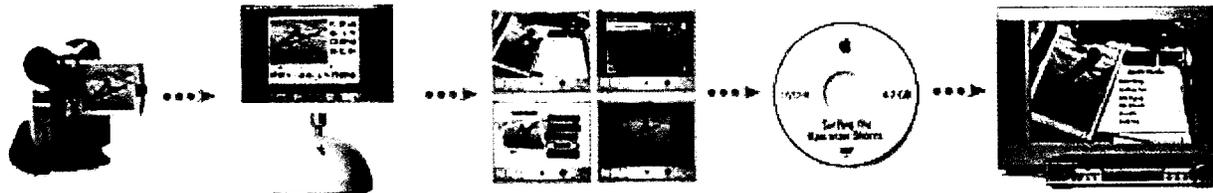
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# Five easy steps to create your own DVDs



**Shoot video.**

Capture video and photos using a FireWire based digital camcorder.

**Edit your movie.**

Import your video into iMovie using FireWire. Edit and add cool effects.

**Choose a theme.**

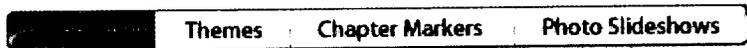
Browse your finished movies, iPhoto library and iTunes playlists directly in iDVD 3.

**Burn your DVD.**

Create a DVD with scene selection, drop zones, menus and slideshows.

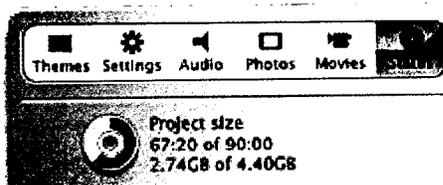
**Enjoy your DVD.**

Burn your own custom DVDs with your SuperDrive. Make as many copies as you want.



iDVD 3 takes advantage of the unparalleled performance of Mac OS X. Working directly with iMovie and iPhoto to import your movies and picture albums, it offers high-quality MPEG encoding at accelerated speeds. It even lets you do MPEG encoding and disc burning in the background, so you can use your Mac to do other things while your DVD is being written.

iDVD 3 features a refined new interface that makes creating DVD-Video discs — complete with full-motion menus and scene selection buttons — even easier than ever before. Just drag and drop, point and click, and you're done. iDVD 3 includes professionally designed themes and backgrounds, but it also lets you use your own movies and images for buttons and menu backgrounds.



You can put up to 90 minutes of movies and thousands of digital stills on each DVD disc. The DVDs you create can be viewed on most standard set-top DVD players, as

well as on Macs and PCs with DVD drives. You can also archive your images so that computer users can access them, as well as other bonus material. And because DVDs offer better image and sound quality than VHS tape, the people who see your DVD video will see the difference.

**System Requirements**

To run iDVD 3 you need a SuperDrive equipped iMac, eMac, Power Mac G4, or PowerBook G4 running Mac OS X v 10.1.5 or later (v 10.2.2 or later recommended) and at least 256 MB of RAM.

**Who Uses iDVD 3?**

**Video Professionals**

- ▶ Distribute rough cuts to team members, reviewers and clients.
- ▶ Create portfolio or demo discs for clients.
- ▶ Archive key corporate meetings and presentations.
- ▶ Assemble instructional videos with customized content.
- ▶ Provide wedding and event video customers with high-quality DVDs instead of videotape.
- ▶ Include photo archive and other files on DVD-ROM.

**Educators**

- ▶ Help train other educators by distributing best-practices videos.
- ▶ Record student projects and video reports.
- ▶ Preserve memories in electronic yearbooks.

**Home Movie Buffs**

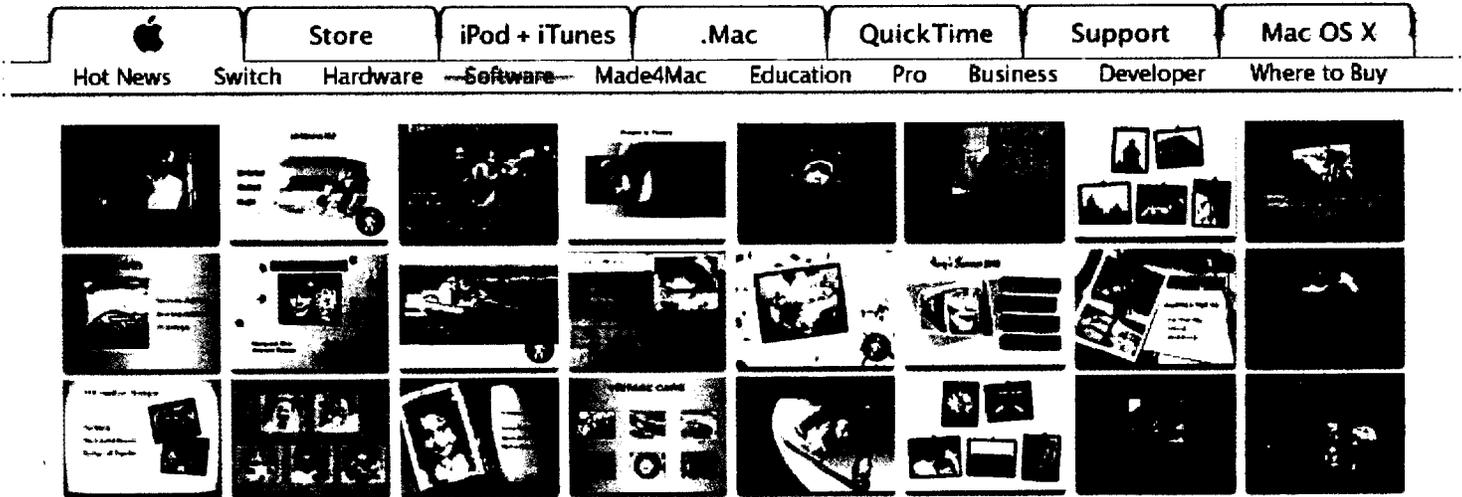
- ▶ Share your movies and digital photos with family members and friends.

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# Dozens of new Hollywood-style themes

Features Chapter Markers Photo Slideshows

iDVD 3 offers many new professionally-designed themes. Hollywood-style layouts and effects complement any project, from your first iMovie to a professional portfolio.



### Dazzling Drop Zones

The new Drop Zone themes let you add a movie, slideshow or still image to sections of a menu background. For instance, you can drop a movie onto the "Postcard" theme, and the movie will play in the Drop Zone. iDVD automatically rotates the image to fit the Drop Zone area. Drop Zones play while your audience selects an item to watch. They don't link to other menus, slideshows or movies.

The Brush Stroke Drop Zone theme uses Quartz, the advanced graphics engine in Mac OS X, to beautifully render the DVD menu with built-in compositing effects not available in any other operating system. It's never been so easy to create such exquisite graphics with so little effort.

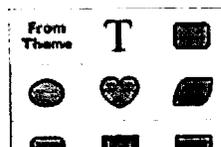
### More motion

Motion themes, such as "Global," loop short videos in the entire background. You can customize your motion menus with your own movies, or keep the ones that come with iDVD. Some motion themes also have accompanying music, which you can replace from your own audio library using the integrated iTunes browser.

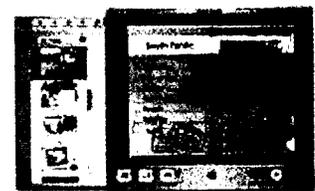
iDVD 3 also offers new themes with still image backgrounds, with or without music. For example, the "Green Linen Two" and "Blue" themes offer stylish starts that you can leave as is or customize with your own images and music.

### Decorator touches

Buttons are elements on the menu background that display a still image or a movie. You click a button to go to a movie, a slideshow or another menu. In iDVD 3, buttons highlight with colors and graphics that are coordinated with each theme.



### Take a Theme Park Tour



iDVD 3 includes dozens of professional Hollywood-style themes like Brush Strokes, Confetti, Fun, and Passport. Take this [QuickTime Tour](#) to see the new themes in action.

### 3rd Party Themes

#### iDVDThemePAK:



iDVDThemePAKs offers 36 dazzling Themes that include custom buttons, layout, graphic backgrounds, drop zones, text styles, highlights, and animation. With four different innovative ThemePAKs available, you now have even more flexibility while creating your DVDs.

- ▶ Download the [Concrete Theme](#) sample. (712K)
- ▶ Download the [Street Theme](#) sample. (645K)
- ▶ Visit [iDVDThemePAK](#)

With the new Drop Zone themes as well as motion or still menus that you can customize with your own material, iDVD 3 offers an endless variety of looks for your DVD projects.

### Creating Custom Themes

Using custom themes, you can change just about any part of your DVD project to reflect your vision, from buttons and backgrounds to text and music.



Buttons take on a whole new shape when you customize them with your own designs. You can move buttons anywhere on screen, change the font and size of its text, or create a button without a label or use a label sans image.

Some iDVD themes come with music, but you can change the mood in any menu of your project with background music from your iTunes library — the browser is integrated right into iDVD.

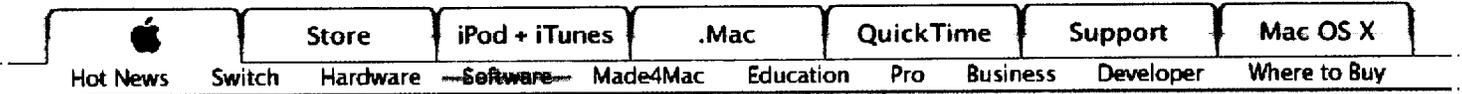
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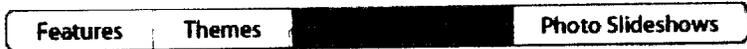
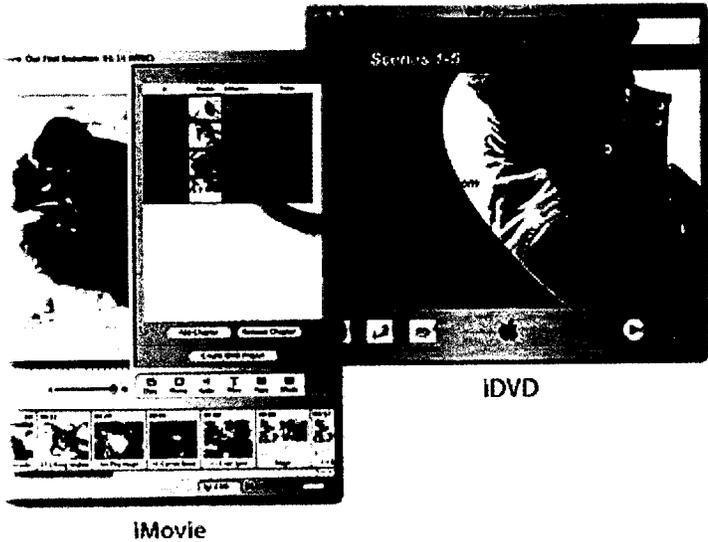
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# Scene Selection

Seamless integration with iMovie lets you add chapters to your DVDs like the pros.



Most DVDs that you buy in the store give you the option to select where in a movie you want to start watching. This saves time over videotapes because you don't have to fast forward manually to get to the good parts. Instead, a DVD menu with scene selection lets you jump to particular points in the movie. Now with iMovie 3 and iDVD 3, you can easily add this feature to your own home productions.

**Take a Theme Park Tour**

iDVD 3 includes dozens of professional Hollywood-style themes like Brush Strokes, Confetti, Fun, and Passport. Take this [QuickTime Tour](#) to see the new themes in action.



1. Set the playhead in your timeline.



2. Select the "Add Chapter" button.



3. A Chapter Marker is added.

#	Frame	Chapter	Time
1		Carrot Nose	00:33:09

4. Edit your Chapter names.

**iMovie marks the spot**  
It all starts in iMovie, which lets you set chapter markers — up to 36 of them per movie. Chapter markers tell iDVD where to start scenes in the DVD menu. A quick click of the iDVD button reveals a button that lets you set chapter marker points. Simply move the playhead in the timeline viewer to the right point and press the button. Voila! You instantly create a chapter. Chapter markers appear in the timeline viewer as diamonds. You can edit the name of the chapter right in the iDVD panel. iMovie also creates a thumbnail image from that point in the movie, which iDVD then uses as the menu button image for that chapter.

**Final Cut Compatibility**  
iDVD recognizes chapter markers set in other video-editing software, too. For instance, you can use [Final Cut Pro](#) (version 3.0.2 or later) or [Final Cut Express](#) to set chapter markers.

You'll also notice an option in the iDVD panel to create a new iDVD project. You no longer have to wait while iMovie exports a movie for use with iDVD. iDVD 3 uses QuickTime technology to reference the same media in your iMovie 3 project, so you don't need to store the same movie twice. This also adds your movie to



5. Select "Create iDVD Project".

the Movies browser in iDVD, so you can add the movie to any other project.

**iDVD does all the work**

When you create a DVD project with chapter markers from iMovie 3, iDVD automatically creates a new project with two buttons on the main menu. A button with the title of the movie lets the viewer start the entire movie from the top. A Scene Selection button links to a scene submenu. The scene submenu uses the chapter titles from your iMovie project for the button names and the thumbnails for the buttons themselves. Each submenu contains a Back button to get to the previous menu and a Next Scenes button to navigate to the next scene submenu, if one exists.

The seamless connection between iMovie 3 and iDVD 3 lets you create home productions with professional features quickly and easily.

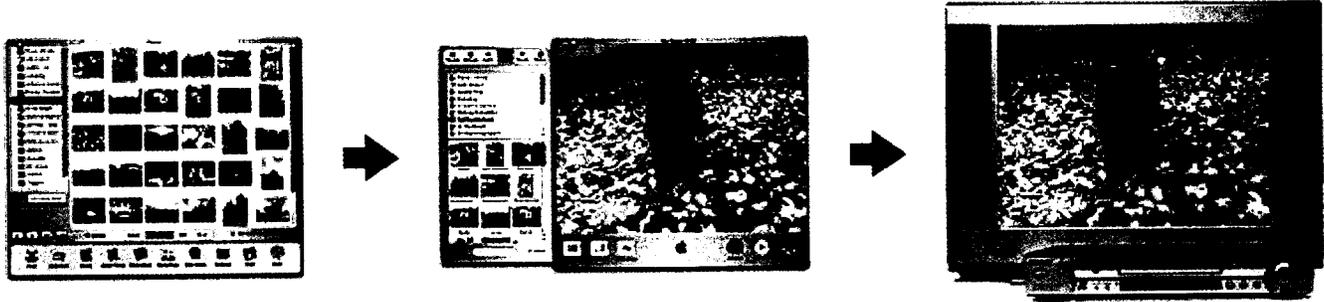
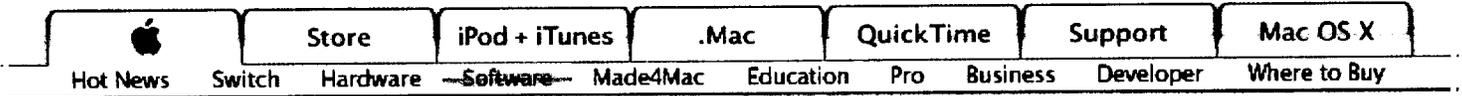
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Search

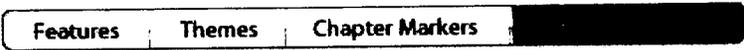
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# Create your own traveling slideshows

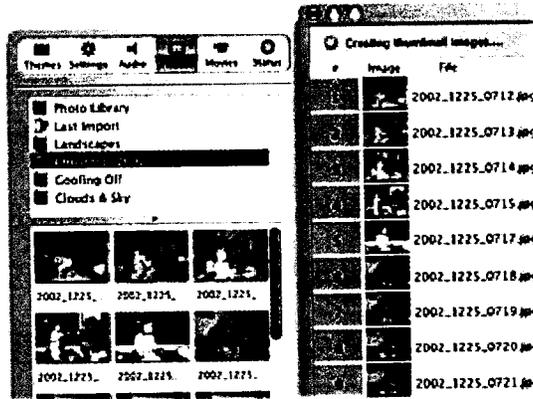


Now it's easier than ever to share your vacation photos with your friends and family. You don't even have to be in the same room for them to enjoy your trip. Just send them a slideshow on a convenient DVD.

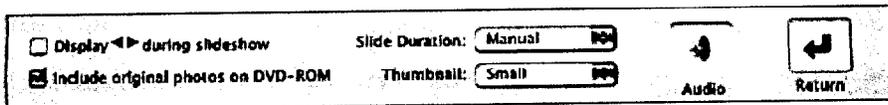
### Photo finish

iDVD 3 makes it easy to create a slideshow from the images in your iPhoto albums. Simply drag an album to the DVD menu from the iPhoto browser in the customize drawer. iDVD automatically creates a DVD button with the album name that links to your images. You can also choose any image in the slideshow to use as the DVD menu button, or create a special button in an image editor for it.

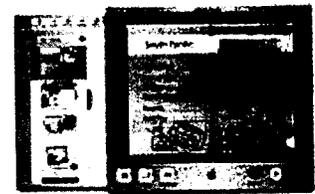
You can leave the slideshow as is for an instant DVD, or customize it with music and other options. iDVD 3 lets you add music to accompany your slideshow using songs and playlists in the iTunes library. If you add a soundtrack to your slideshow, iDVD will automatically calculate the amount of time to display each individual slide so that the slideshow ends when your music does. Or you can set the length for each slide to play manually. If the music is not long enough to play for the duration of all of the slides, it will repeat until all the slides have played through.



Of course, browsers are the easiest way to add photos and music to your DVD project. But you can also drag images into a slideshow from the Finder, or use any QuickTime file with audio as the soundtrack.



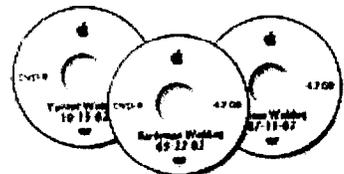
### Take a Theme Park Tour



iDVD 3 includes dozens of professional Hollywood-style themes like Brush Strokes, Confetti, Fun, and Passport. Take this [QuickTime Tour](#) to see the new themes in action.

### Strut Your Stuff

With a portfolio burned onto DVD, you'll be sure to impress clients, employers or university admission committees. They'll be able to view your work on any standard DVD player — you'll be able to stand shoulders above the rest of the crowd. Plus you can add bonus material in DVD-ROM format for viewing on a personal computer.



### Wedding Photography

What better way to let your clients select photos for high quality prints and albums than with a DVD they can watch from the living room sofa.

### Custom choices

You can use the slideshow editor to change the order your images will appear in the slideshow. iDVD can automatically scale your slides to television dimensions, so they don't appear offscreen. During playback, you can make slideshows advance automatically, or require the viewer to press the next button on the DVD remote. You can also choose to let your audience copy your slideshow images from the DVD directly onto their hard disks, to use as desktop pictures or screensaver, for instance.

**Apple DVD-R  
media (5 pk)  
\$14.95**  
[Learn more](#)



**Buy Now**

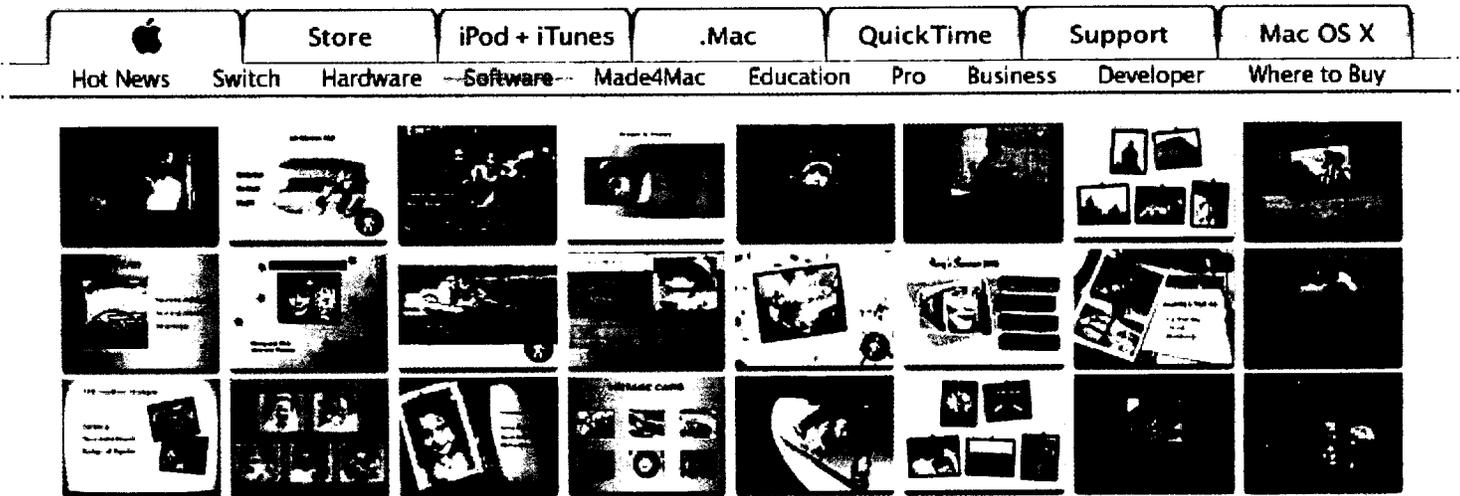
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# Dozens of new Hollywood-style themes

Features Chapter Markers Photo Slideshows

iDVD 3 offers many new professionally-designed themes. Hollywood-style layouts and effects complement any project, from your first iMovie to a professional portfolio.



**Dazzling Drop Zones**  
The new Drop Zone themes let you add a movie, slideshow or still image to sections of a menu background. For instance, you can drop a movie onto the "Postcard" theme, and the movie will play in the Drop Zone. iDVD automatically rotates the image to fit the Drop Zone area. Drop Zones play while your audience selects an item to watch. They don't link to other menus, slideshows or movies.

The Brush Stroke Drop Zone theme uses Quartz, the advanced graphics engine in Mac OS X, to beautifully render the DVD menu with built-in compositing effects not available in any other operating system. It's never been so easy to create such exquisite graphics with so little effort.

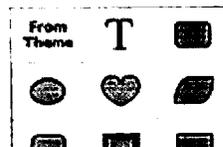
### More motion

Motion themes, such as "Global," loop short videos in the entire background. You can customize your motion menus with your own movies, or keep the ones that come with iDVD. Some motion themes also have accompanying music, which you can replace from your own audio library using the integrated iTunes browser.

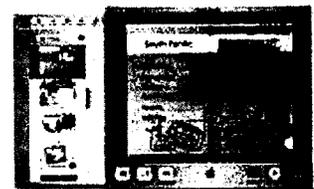
iDVD 3 also offers new themes with still image backgrounds, with or without music. For example, the "Green Linen Two" and "Blue" themes offer stylish starts that you can leave as is or customize with your own images and music.

### Decorator touches

Buttons are elements on the menu background that display a still image or a movie. You click a button to go to a movie, a slideshow or another menu. In iDVD 3, buttons highlight with colors and graphics that are coordinated with each theme.



### Take a Theme Park Tour



iDVD 3 includes dozens of professional Hollywood-style themes like Brush Strokes, Confetti, Fun, and Passport. Take this [QuickTime Tour](#) to see the new themes in action.

### 3rd Party Themes

#### iDVDThemePAK:



iDVDThemePAKs offers 36 dazzling Themes that include custom buttons, layout, graphic backgrounds, drop zones, text styles, highlights, and animation. With four different innovative ThemePAKs available, you now have even more flexibility while creating your DVDs.

- ▶ Download the [Concrete Theme](#) sample. (712K)
- ▶ Download the [Street Theme](#) sample. (645K)
- ▶ Visit [iDVDThemePAK](#)

With the new Drop Zone themes as well as motion or still menus that you can customize with your own material, iDVD 3 offers an endless variety of looks for your DVD projects.

### Creating Custom Themes

Using custom themes, you can change just about any part of your DVD project to reflect your vision, from buttons and backgrounds to text and music.



Buttons take on a whole new shape when you customize them with your own designs. You can move buttons anywhere on screen, change the font and size of its text, or create a button without a label or use a label sans image.

Some iDVD themes come with music, but you can change the mood in any menu of your project with background music from your iTunes library — the browser is integrated right into iDVD.

[Home](#) > [Software](#) > [iLife](#) > [iDVD](#) > Themes

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# Get iDVD 3 Update

iDVD 3 takes DVD authoring to a whole new level. In addition to giving you professionally-designed menu themes with spectacular Hollywood-style special effects, iDVD 3 lets you personalize your DVD menus. You can access your digital photos, QuickTime movies, and iTunes music from within iDVD, and make them part of your DVD project. iDVD applies on-the-fly special effects to integrate your media with your chosen theme.



### What's New in iDVD 3.0.1

iDVD 3.0.1 provides improved performance and stability for encoding, burning and managing your DVD projects. [QuickTime 6.3](#) is required for improvements to audio sync and audio integrity.

- New in iDVD 3**
- Dozens of new professional menu themes.
  - Coordinated highlighting for buttons.
  - Complete chapter marker support.
  - Automatic creation of Scene-Selection menus.

**Stay up-to-date**

Get the latest iDVD updates automatically via [Software Update](#).



### Register for iDVD

E-mail Address (Required)

First Name (Required)

Last Name (Required)

Where do you live?

[Apple Privacy Policy](#)

I would like to receive Apple news, software updates, special offers, and information about related products and services from other companies.

Send me Apple eNews, a free email newsletter that contains information about Apple products, special offers, and news about Apple.

### Requirements for iDVD 3.0.1

- iDVD 3.0 required
- Mac OS X v10.1.5 or later
- Any Macintosh G4 system with a factory-installed SuperDrive
- Quicktime 6.3 recommended
- 256 MB of RAM
- 2GB of free hard disk space



Mac OS X v10.3  
"Panther"  
\$129.00

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Explore iLife.



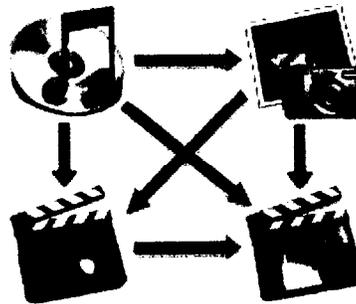
# Introducing iLife

Apple's award-winning software for Digital Music, Photography, Moviemaking and DVD Creation.

See what happens when you take four best-of-breed multimedia applications — iTunes for managing music, iPhoto for digital photography, iMovie for editing digital video and iDVD for creating your own DVDs — and integrate them so that they work together seamlessly.

### Suddenly, it all connects

Let your imagination soar: The iLife software applications let you do fun, creative things with your pictures, music and movies in ways that PC users can only dream about — and then you share your joy with family and friends every which way, from email and the Internet to print and DVD. And you can do all these things and more quite nicely without thumbing through a manual. It's all part of the iLife experience.



**1. iTunes Music**  
Use your library to find music to add to your photo slideshows.

**2. Photo Library**  
Browse your photo library with ease. Thumbnails help you find the perfect image.

**iDVD 3.** The intuitive iLife interface brings all your music, photos and movies together in one convenient place.

**3. Movies Folder**  
Preview all the movies and iMovies in your Movies folder for quick access.

### Digital music for your Mac

Looking for the perfect songs to underscore your movie, slide show or DVD? iTunes 4, today's best-loved digital music player, gives you instant access to your music library and playlists from within the other applications in iLife, just as they are in iTunes. And you can quickly



The Apple Store offers convenient online ordering of iLife 24 hours a day.

### How to get iLife

- ▶ Purchase iLife for \$49.00. The package includes iTunes 4, iPhoto 2, iMovie 3 and iDVD 3 on a two disc CD and DVD-ROM set.
- ▶ Downloads are available for iTunes 4, iPhoto 2 and iMovie 3.

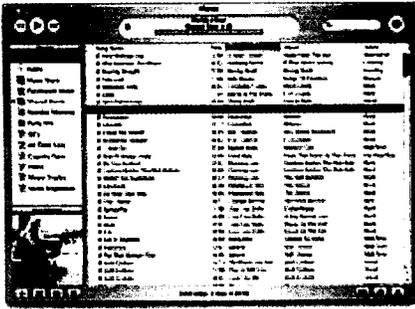
### What's in iLife?

#### iTunes 4

- ▶ Instantly buy music from the iTunes Music Store.
- ▶ Create mixes quickly and automatically with Smart Playlists.
- ▶ Share music within the same household.
- ▶ See iTunes 4 in action.

#### iPhoto 2

- ▶ Fix brightness, contrast and color. Remove blemishes, specks and wires.
- ▶ Store thousands of photos on DVD, or hundreds on CD. See title, date and comments on archived photos.
- ▶ Select music for photo albums. Create slideshows on DVD, make



iTunes 4.

sample your music too — a play button is included so you won't have to launch iTunes just to find that perfect track.



iPhoto 2.

### Picture your digital life

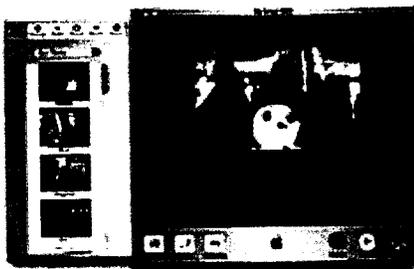
iLife enables you to organize, edit and share your digital photos — and even set them to music — with [iPhoto 2](#). Besides letting you enhance your digital photos with a single click of your mouse, iPhoto 2 gives you a Retouch wand tool that makes blemishes disappear like magic. Naturally, you can access your photo albums directly from iMovie and iDVD, and bring in music for your slideshows from iTunes.



iMovie 3.

### A star is reborn

The latest version of the revolutionary digital video software that helped Mac users create a million movies, [iMovie 3](#) brings several dazzling new features to your screens, including Skywalker Sound Effects and visual effects like Lens Flare, Fairy Dust, Earthquake and the Ken Burns Pan and Zoom Effect. Plus full QuickTime support, the ability to instantly send to iDVD and much more.



iDVD 3.

### Create DVDs on your Mac

Now anyone can create DVDs with chapter markers with [iDVD 3](#) (Apple SuperDrive required). All you have to do is create the chapter markers in iMovie 3 when you edit your movie. You can also search your iTunes library and find music for your projects, and create instant DVD slideshows by selecting your iPhoto album, with dozens of new Hollywood-style themes to choose from.

desktops and share screen saver slideshows using .Mac.

- ▶ See [iPhoto 2](#) in action.

### iMovie 3

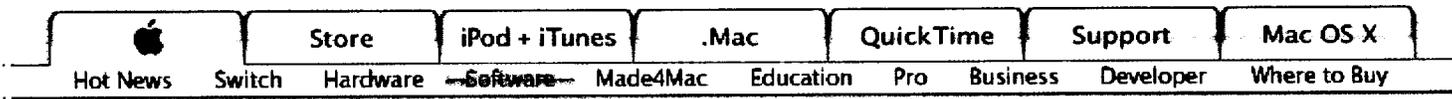
- ▶ Enhancements include pan & zoom of still photos, 18 new video effects and 35 new titles.
- ▶ Ready to make a DVD? You don't need to pre-render, and you can use chapters and titles.
- ▶ iMovie's liquid timeline lets you work fast in a resizable, single window.
- ▶ See [iMovie 3](#) in action.

### iDVD 3

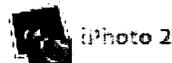
- ▶ Combine your movies, photos and music to make your DVDs (Apple SuperDrive required).
- ▶ Use stunning Hollywood-style DVD menus, plus 24 new themes.
- ▶ Create DVDs with chapters and menus, so viewers can find their favorite scenes.
- ▶ See [iDVD 3](#) in action.

Read the [iLife FAQ](#) for commonly asked questions.

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Explore iLife.



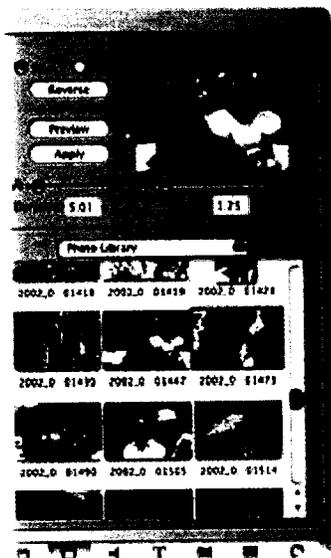
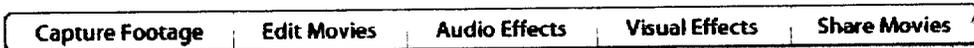
# iMovie 3

A star is reborn.



### iMovie 3 + iDVD 3

Create a new DVD project with a click of the button. No expert required.



**Integration:** Add the Ken Burns Effect to your digital photos.

over a festive scene? iMovie 3 lets you do that, and even lets you decide at which point in the frame you want to use it. iMovie also lets you add haunting visual effects like fog and ghost trails to your movies in seconds. What's more, you can bring your digital stills to life with professional documentary-style impact, using the Ken Burns pan and zoom effects you've seen in PBS specials. An enhanced version of the Ken Burns Effect in iMovie 3.0.3 gives you more control over panning and zooming and a new still photo mode lets you crop your digital stills before inserting them into your project.

### Sophisticated audio controls

The revolutionary digital video application that helped Mac users create a million movies seen by their friends and relatives around the world now brings several dazzling new features to your screen.

One of the things you'll appreciate about the latest version of iMovie is how seamlessly it connects to the rest of the iLife applications to let you do even more with your digital video. That means you can, for instance, bring in and send out digital media content directly from application to application, import audio from iTunes and images from iPhoto, and create chapter markers in your movie that automatically turn into scene selection menus in iDVD.

### New visual effects

You'll love the iMovie 3 visual effects like Lens Flare, Aged Film, Letterbox and Electricity. Want to sprinkle a glittering trail of fairy dust

The [Apple Store](#) offers convenient online ordering of [iLife](#) 24 hours a day.

iMovie 3 is available for purchase as part of [iLife](#) along with [iTunes 4](#), [iPhoto 2](#) and [iDVD 3](#).

[Download iMovie 3.0.3](#)

### What's new in iMovie 3.0.3

iMovie 3.0.3 provides improved performance and stability for iMovie 3. Refinements to the Ken Burns Effect allow greater pan and zoom control on digital images, and make it easier to crop digital stills. QuickTime 6.3 is required for improvements to audio sync and audio integrity.

### iLife: iMovie 3

#### Explore your iLife:

- ▶ Let [iTunes](#) provide the soundtracks for your movies
- ▶ Apply the Ken Burns effect to your [iPhoto](#) pictures.
- ▶ Create DVD Chapter markers for use in [iDVD](#)

#### New in iMovie 3:

Now you can do even more with the powerful new audio controls in iMovie 3. For starters, you can have three audio tracks, counting your production sound (that is, the track that gets automatically recorded when you capture digital video footage on your camcorder). iMovie 3 offers flexible volume level customization on all three audio tracks. You can, for example, mute unwanted production sound, pump up the volume on poorly recorded audio tracks, and adjust the volume of entire tracks up or down.



**Convenient chapter markers**

The fact that you can now add chapter markers to your movies is a benefit that extends beyond iMovie; it lets iDVD create scene selection menus so your viewers can jump directly to their favorite scenes. What's more, adding chapter markers is as simple as

placing the playhead wherever you want them and then clicking Add Chapter. That enables you to give your new chapter a title or a number for easy reference, and makes it easy for your friends and family to skip around and find their favorite scenes within iMovie.

**Send your iMovie to DVDs – instantly**

The moment you save your movie, it's ready for iDVD – no more export processes. Once you put in your chapter markers, click on the Create DVD project button, and you'll be immediately taken to iDVD. No need to export your digital video footage to QuickTime first. iMovie 3 takes you directly to the iDVD environment.

**Stunning Skywalker Sound Effects**



iMovie 3 comes with an exclusive collection of Skywalker Sound Effects from seven-time Academy Award winner Gary Rydstrom, sound designer and Director of Creative

Operations at Skywalker Sound. Now you can score and mix your movies with sound effects created by the same sound wizards who revolutionized the audio industry, and created the incredible sound effects for just about every blockbuster movie in the last two decades – including Star Wars, Jurassic Park, Toy Story, A Bug's Life, Saving Private Ryan and Titanic, just to name a few.

**Make your own movies**

For the benefit of those of you who've never used this most appealing of applications (especially the legions of Windows users who are reading this), iMovie is a digital video editing application that's so easy to use, you don't need a manual to get started making your own movies. And if you're wondering what you'll make movies about, the answer is just about anything you've captured with your DV camcorder and digital camera. You can even use iMovie 3 with digital photos, pulling in all your favorites from iPhoto and creating your own documentary.



iMovie lets you import your digital video

- ▶ New Liquid Timeline editing interface
- ▶ New audio effects from Skywalker Sound
- ▶ Ken Burns documentary-style effects
- ▶ Complete control of clips, music and sound effect volumes
- ▶ Pro-quality special effects and new titles
- ▶ Chapter markers for use with your DVD projects
- ▶ Send movies to iDVD with one click

**iMovie Downloads**

**Video Plug-ins**

- ▶ [Gee Three](#)
- ▶ [Virtix](#)
- ▶ [CSB Digital](#)
- ▶ [eZedia](#)

**Audio Effects**

- ▶ [Audiodish](#)
- ▶ [Hollywood Edge](#)

**Free .Mac Trial Account**

Sign up for a free 60-day .Mac trial account and make the most of iMovie.



**iMovie Feedback**

Help us make iMovie even better. We'd love to [hear from you](#).



**More about iMovie**

- ▶ [Camcorder compatibility](#)
- ▶ [Camera compatibility](#)

footage with one click, and automatically separates the scenes for you. And that's when the fun starts. iMovie lets you pick out the good parts, snip out the slow or boring parts, shuffle scenes around to your heart's content, and add sound. There are three ways to add sound to your movie: use one of the included sound effects, add a musical track from a CD or your own iTunes music library, or record your own voiceover. When you're done editing, you can add text as end credits, rolling commentary or opening titles. You can choose from several styles, and decide on a text color and typeface. By then it will be time for sharing your movie — and for getting started on your next one. iMovie 3 has you covered there as well, with integration with iDVD. Soon your masterpieces will be beautifully displayed in your family's DVD shelf right along with the Hollywood blockbusters.

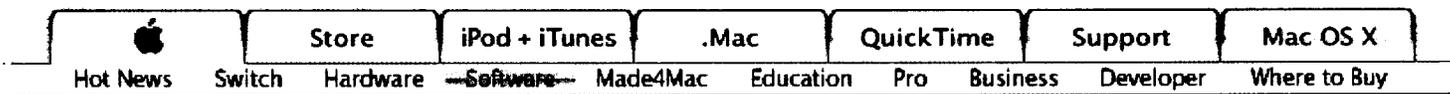
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AppleScript

# Scriptable Applications

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Developers

Resources



iDVD

Once again Apple leads the industry with the introduction of the first scriptable layout application for video content, iDVD.

Utilizing iDVD's advanced AppleScript support, professionals and developers alike can now automate the creation of DVDs by linking iDVD to media asset systems and other scriptable applications such as iTunes, Adobe Photoshop, and Media 100i.

As a matter of fact, everyone (even non-scripters) can use the scripting tools and examples provided below to make their use of iDVD even easier and more productive.

---

**UPDATE:** It has been noted that some installations of iDVD 2.1 will quit when the application's scripting dictionary is accessed (FIXED IN iDVD 3.0). This is due to a missing terminology resource in the application file. This resource file can be added easily by following these steps:

- Download the terminology file [here](#). Unpack the archive using Stuffit Expander.
  - If they are running, quit the iDVD and Script Editor applications.
  - Locate your copy of iDVD in the Finder.
  - Holding down the Control key, click and hold on the iDVD icon. From the forthcoming contextual menu, choose "Show Package Contents" and a second window will open containing a single folder named "Contents", open this folder.
  - Copy the unpacked downloaded file "iDVD.scriptTerminology" into the folder named "Resources".
  - Close all open windows. The update process is complete and the iDVD dictionary can now be opened from within in the Script Editor.
- 

**IMPORTANT:** The auto-chapter creation ability of iDVD 3 can interfere with the execution of some of these scripts. To avoid possible conflicts, temporarily disable this feature in the iDVD Preferences window.

## Scripts and Tools



**iDVD Companion** — The ultimate automation tool for iDVD. The iDVD Companion is an application (created with AppleScript Studio) that presents a tabbed palette which floats over the iDVD interface. It uses iDVD's advanced AppleScript support to provide controls for button alignment and positioning, menu and slideshow navigation, automatic template creation, importing audio from iTunes, importing stills and albums from iPhoto, and much more.

For those interested in using **AppleScript Studio** to create their own

applications, we've posted the complete editable iDVD Companion project files for download as well.



**Create DVD From Folder** (10.2MB) — Drag a folder of files onto this droplet to have it auto-generate an iDVD Project based on the folder's contents and hierarchy. The download archive contains extensive documentation and template examples.

Student Photos Template (5.6MB) Drag this folder onto the droplet to create an iDVD project for displaying alphabetically sorted student photos.



**Photoshop to iDVD** — Working on an image in Adobe Photoshop 7 and want to see how it would look as an iDVD menu background? Run this script, and a flattened version of the Photoshop image is imported into iDVD as the background image for the current menu.



**iTunes to iDVD** — The easiest way to add an audio background to the current iDVD menu. From iTunes, select the track to use and run this script. It will automatically switch to iDVD and apply the chosen track as the audio background for the current menu.

**TIP** - Looking for interesting and appropriate 30-second background audio clips? There are hundreds of FREE clips on your iDisk! They are provided royalty-free from FreePlay Music.



**Sequential Movie Droplet** — Drag a folder of movies onto this droplet to have it create a project with sequential menus, each containing a specified number of movies. This script has preferences for setting the default theme, number of movies per menu, and custom button faces.



**Example Scripts** — Dozens of useful example scripts and tools. Fully editable, open these scripts in the Script Editor application to see how to access and control the various scriptable aspects of the iDVD application.

[Home](#) > [Software](#) > [AppleScript](#)

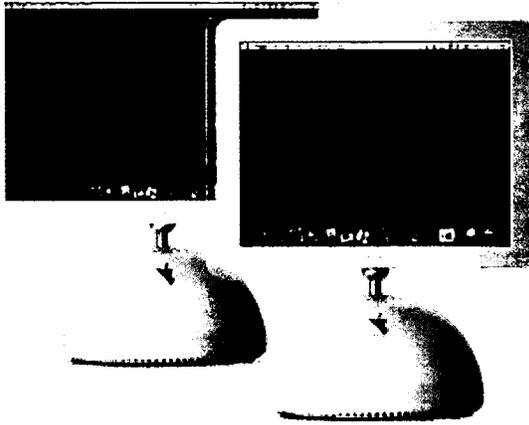
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## Presenting the new 1.25GHz iMac.

All-out performance.  
All-in-one design.

Tech Specs : G4 Processor : SuperDrive : Graphics : Wireless : Software



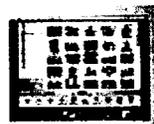
Designed to be the digital centerpiece of your home and the fastest way to the Internet, the new iMac comes with even faster processors, faster memory, cinematic 3D graphics, high-speed USB 2.0 — and an architecture upgrade that gives the 15-inch iMac a whole new set of capabilities. Plus advanced communication features and wireless options.

The iMac dazzles with its brilliant 15-inch and 17-inch widescreen flat-panel displays that adjust their height or angle with just a touch. But what's even more remarkable is the fact that its compact base packs powerful features like processor speeds up to 1.25GHz, extreme NVIDIA graphics, a DVD-burning SuperDrive, and advanced wireless options.

### Inside story

Inside the new 17-inch iMac, for instance, you get the 1.25GHz PowerPC G4 with Velocity Engine, 256MB of PC2700 (333MHz) Double Data Rate SDRAM main memory (expandable up to 1GB), NVIDIA GeForce FX 5200 Ultra graphics with 64MB of DDR SDRAM, and an Ultra-ATA/100 80GB hard disk that dishes out data at 7200 rpm.

The 15-inch iMac features a 1GHz PowerPC G4 processor, Combo drive (DVD-ROM/CD-RW), and NVIDIA GeForce4 MX graphics with 32MB of DDR SDRAM. Apart from that, the 15-inch iMac features just about everything the 17-inch model comes with, including built-in 10/100BASE-T Ethernet and 56K V.92 modem, two FireWire 400 ports, three USB 2.0 ports, two USB 1.1 ports (on keyboard), VGA output port, S-video and composite video output, headphone jack, Apple speaker minijack and



The [Apple Store](#) offers convenient online ordering 24 hours a day, every day.



**iMac in action**  
Take it for a spin: see a [QuickTime VR](#).

### Reaction

"Every few years, Apple comes out with a machine that gets people talking in a way no Windows-compatible PC does."

— PC Magazine, Michael Miller  
[more reaction...](#)

### The power of X

The iMac comes with Mac OS X v10.2 "Jaguar," Apple's rock-solid operating system that's as stable as only a UNIX-based system can be — and as easy-to-use as only a Macintosh can be. Today thousands of applications take full advantage of Mac OS X's power and digital savvy. The first operating system designed for the 21st century, Mac OS X works with today's most popular peripherals. (The iMac boots up in Mac OS X, but it also includes the Classic environment, which runs compatible Mac OS 9 software and is automatically turned on when you launch a Classic application.)



audio line in jack. You can also enjoy the freedom of wireless computing: both iMac models come AirPort Extreme-ready, and you can add an internal Bluetooth module as a build-to-order option.

**iLife. Suddenly, it all connects.**

The iLife software application suite that come on your new iMac include iTunes, iPhoto, iMovie and iDVD. They let you do fun, creative things with your pictures, music and movies — and share them with family and friends — in ways that people who use PCs can only dream about. And whether you're creating music CDs, publishing your digital pictures online, editing digital video, or burning your own DVDs, you can do all these things and more quite nicely without referring to a manual. It's all part of the iLife experience.



**The legendary SuperDrive**

The iMac with SuperDrive (DVD-R/CD-RW) lets you burn your own movies and photos on a DVD disc that plays in almost any standard DVD player. Even better, the SuperDrive burns DVDs at 4x speed. And, naturally, you can pop in your DVD movies and watch them in widescreen letterbox format on the brilliant LCD display of your iMac.



**54 Mbps AirPort Extreme**

Say goodbye to being forced to set up your computer near a phone. Pop an AirPort Extreme Card into your iMac, and you're ready for the freedom of wireless networking from anywhere in your home or dorm — up to 150 feet from an AirPort Extreme Base Station. And by the way, adding an AirPort Extreme Card is a snap, even for first-time computer users. Beneath the iMac's base is an access cover held in place by four screws. Images printed under the access cover show you how additional memory and the AirPort Extreme Card fit in the base when properly installed. It's that simple.



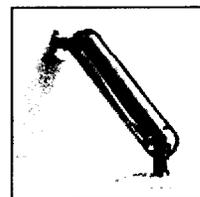
**Sync with Bluetooth**

Both iMac models can be custom-configured with an internal Bluetooth module to connect your digital devices wirelessly. Operating within a 30-foot radius, it enables wireless data transfers between a rapidly growing list of Bluetooth-enabled products. Using iSync, for instance, you can use Bluetooth to synchronize your personal information between your iMac, your mobile phone and your Palm OS-based handheld.

If you're interested in getting Bluetooth capability for your iMac, the easiest way is to have the Bluetooth module built in at the time you order your system. If you decide after purchasing your system that you want Bluetooth capability, you can easily plug in an external D-Link USB Bluetooth Adapter.

**Extreme graphics**

The iMac's sizzling graphics processors kick Quartz Extreme and 3D games and graphics into high gear with hardware transform and lighting (T&L), per-pixel shading and drop-dead gorgeous effects at high resolutions. Both models deliver over a billion textured pixels per second. And the NVIDIA GeForce FX 5200 Ultra delivers even more 3D graphics firepower with an advanced Live FX engine engineered to generate the most lifelike characters. And with Quartz Extreme, the graphics processors take over the transform and lighting calculation



**Effortless control at your fingertips**

The brilliant LCD flat screen — brighter, sharper and easier on your eyes than old-fashioned CRT displays — mounted on a super strong adjustable neck is just one of the many features you'll love about the iMac. Instead of requiring your neck, shoulders and back to adjust to your computer, the display glides through the air, allowing you to effortlessly adjust its height, depth or angle with just a touch of your finger.

**Built-in FireWire**

Every iMac has two superfast FireWire 400 ports built-in, so you can easily connect to high-speed devices like the iPod, digital camcorders and high-speed disk drives.



**Five USB ports**

Three conveniently located USB 2.0 ports (plus two USB 1.1 ports on the keyboard) let you connect your iMac to hundreds of digital cameras, printers, scanners, joysticks and PDAs.



**Just minutes to the Internet**

The iMac is the quickest way to get on the Internet. It's so easy to set up and use, you'll be online and surfing the web in minutes, using the built-in 56K V.92 modem, 10/100BASE-T Ethernet port for cable or DSL modems, or optional AirPort Extreme Card to surf wirelessly. The Internet Setup Assistant appears the first time your iMac is powered on, and automatically configures your system for your Internet service provider (ISP). All you need is phone service — the iMac comes complete with everything else.



**Optical mouse and full-size keyboard**

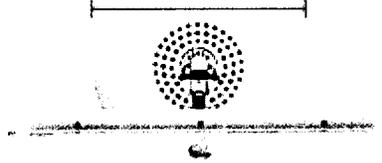
The Apple Mouse uses a high-precision optical sensor for unparalleled accuracy. The 108-key Apple Keyboard features 15 full-size programmable

functions from the iMac's CPU, freeing the PowerPC G4 processor to perform essential system tasks faster than ever before.

**Nifty space-saving design**

Thanks to what's inside its ultra-compact 10.6-inch base, the iMac is several leaps ahead of any other consumer desktop system out there — just like its revolutionary predecessor. So how did we pack so much power and functionality into such a small space? Credit a rigorous design approach that optimized every available bit of space and resulted in no wasted corners. Starting with a custom-designed circular logic board that fills the entire diameter of the base, we engineered enough space to fit in a full-height optical drive such as the SuperDrive. On top of the optical drive are a high-capacity 3.5-inch hard disk drive and even the power supply — a split design that tucks neatly into the top of the base.

10.6-inch Footprint



**Speakers of the house**

Both iMac models come with Apple Pro Speakers that handle 14 watts of undistorted digital sound. And since the iMac also provides power to the speakers, you don't need an additional power brick. The result? Reduced cable clutter. Both models feature an internal speaker, internal digital amplifier, Apple Pro Speaker jack, headphone jack, and an audio line-in jack that lets you use it as a sound editing studio. The bottom line is that you get to enjoy an incredible aural experience.



function keys, with special keys to adjust audio and eject CDs or DVDs and a built-in two-port USB hub.

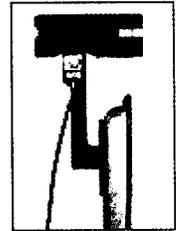
**Compatible with Windows PCs**

The iMac lets you share files, send and receive email and instant messages with PC users. And because the iMac has been designed to fit in to all network environments, you can use it to connect to wired and wireless Mac and PC networks. What's more, you can run popular software applications such as Microsoft Office and seamlessly connect to hundreds of digital devices with plug and play ease of use.

**iSight delivers high-quality video**

Use iChat AV with iSight for personal video conferencing with unparalleled ease of use.

Simply open the iSight shutter to start iChat AV. The iSight microphone cancels out noise from the side, transmitting your voice with absolute clarity.



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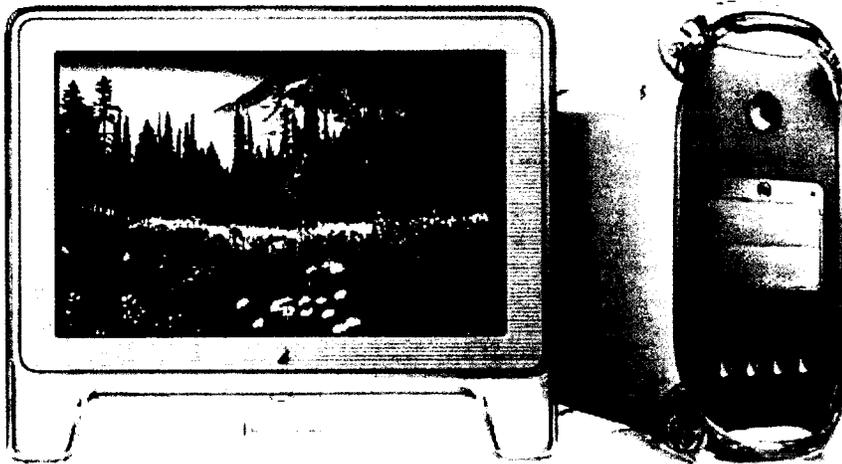
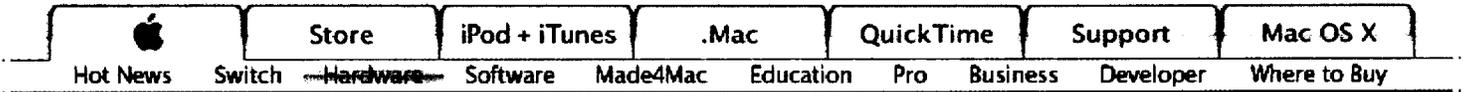
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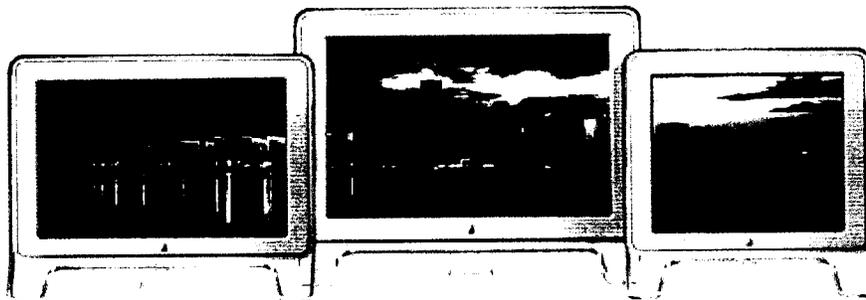


# Power Mac G4.

**The Power Mac G4 combines rock solid engineering reflective of the full-throttle Xserve architecture with technologies for massively enhanced output and connectivity.**

This turbocharged Power Mac rips through digital video and 3D projects faster than Pentiums can say "uncle." Designed for creative, scientific and business environments, the Power Mac G4 comes in 1.25GHz single-processor and dual-processor configurations. The Power Mac G4s are supported not only by generous reserves of L2 and L3 cache on each processor, but also by Mac OS X's robust foundation, which features multithreading and symmetric multiprocessing for an additional performance boost.

The Power Mac G4 can be built-to-order to fit any professional use. You can fill it with 2 GB of high-speed DDR SDRAM, get it with a 4x SuperDrive for burning DVDs, choose up to four internal hard disk drives up to a mind-boggling 720GB, get unwired with an AirPort Card and add scorchingly fast graphics. Every Power Mac G4 also gets the benefit of two FireWire 400 ports, four USB ports (two on the computer, two on the keyboard) and four full-length 64-bit, 33MHz PCI slots and Gigabit Ethernet for shooting large files across your LAN at phenomenal speeds. What's more, FireWire, PCI expansion and Gigabit Ethernet are integrated directly into the main system controller, reducing latencies and providing superior I/O performance.



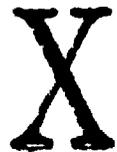
**Expand your digital domain**



The Apple Store offers convenient online ordering 24 hours a day, every day.

▶ [Power Mac G4 Technical Specifications](#)

**The power of X**  
 Harness the strengths of the most advanced operating system on the planet. Mac OS X Jaguar gives you advantages like preemptive multitasking, symmetric multiprocessing and multithreading to take your productivity to new levels.



**Boots into Mac OS 9 or Mac OS X**  
 The Power Mac G4 includes both Mac OS 9 and Mac OS X pre-installed, and comes configured to boot up in Mac OS 9.

**Running Classic applications**  
 The Power Mac G4 boots up in Mac OS X, but it also comes with the Classic environment, which runs compatible Mac OS 9 software and is automatically turned on when you launch a Classic application.

**Power tools for professionals**  
 The Power Mac G4 also comes with a library of creative, productivity and communications-specific third-party applications that leverage the strengths of Mac OS X. These include QuickBooks for Mac New User Edition and a collection of professional tools such as Art Directors



The Apple Display Connector (ADC) makes it a snap to connect your Power Mac G4 to your choice of three brilliant displays. Combine your G4 with the 17-inch Apple Studio Display or 20-inch Apple Cinema Display — or the gorgeous 23-inch Apple Cinema HD Display — and you'll have the perfect environment for creative professionals. While you're at it, expand your workspace even farther. The all-digital Apple flat-panel displays are so unbelievably affordable that you can easily take advantage of the Power Mac G4's dual display support. And you can also rejoice in the fact that there are no controls to adjust and no tweaking required: the all-digital signal between your Power Mac G4 and your display delivers pristine image quality.

Toolkit, Microsoft Office v.X Test Drive, FileMaker Pro Trial, OmniGraffle, OmniOutliner and Graphic Converter.



In addition, the Power Mac G4 comes with Apple's easy-to-use iLife applications, which include iTunes, iPhoto, iMovie and iDVD. (iDVD software ships with SuperDrive-equipped model only).

**Off-the-charts graphics**

The Power Mac G4 features 4x AGP graphics and your choice of two fearsomely fast graphics cards that turn on the afterburners. The ATI Radeon 9000 Pro and the NVIDIA GeForce4 Titanium pump out billions of textured pixels to kick your projects into overdrive.



**Thrives in a Windows environment**

As thousands of Windows users who've switched to Macintosh have discovered, the Mac gets along fine with PCs and with UNIX workstations. You can connect your Power Mac G4 to a PC network or to your Windows PC at home (and to most USB printers and scanners, as well as FireWire digital cameras, camcorders and external drives). And you can share your .doc, .pdf, .jpg, .gif, tiff, MPEG, Windows Media, QuickTime, MP3, MIDI and CD (cdda) files with PC users.



**Cache advance**

The Power Mac G4's lightning fast processor speeds get an additional boost with an advanced cache memory architecture that provides ultra fast, dedicated memory with massively enhanced throughput. Accessing data from main memory is significantly faster than accessing data from the hard drive and the Power Mac G4's system architecture takes this one step further with an even faster level of memory called L3 cache. The L3 cache uses up to 2MB of high speed, Double Data Rate (DDR) SRAM, boosting processor function by providing fast access to data and application code at up to 4 gigabytes per second (GBps).

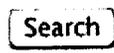
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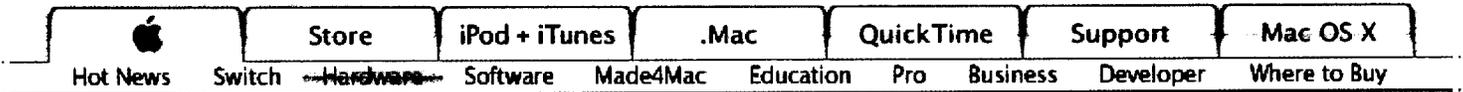
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# eMac.

## The most affordable digital hub.



Get the value you're looking for in an all-in-one desktop computer that's as easy to use as it is to afford. Starting at just \$799, the eMac features a 17-inch flat CRT display, a powerful PowerPC G4 processor, a fast CD- and DVD-burning SuperDrive, the new Mac OS X Panther operating system, and Apple's integrated iLife applications for making the most of your music, photos and movies.



The [Apple Store](#) offers convenient online ordering 24 hours a day, every day.

### Fastest way to the Internet

See how fast the eMac gets you on the [Internet](#). It's so easy to set up and use, you'll be online and surfing the web in minutes, using the 10/100BASE-T Ethernet port for broadband (including DSL and cable modems) or the built-in 56K modem, or an optional AirPort Extreme Card for connecting to the web wirelessly.\* The Setup Assistant appears the first time your eMac is powered on, and automatically configures your system for your Internet service provider (ISP). All you need is an Ethernet connection or phone line — the eMac comes complete with everything else.



### All-in-one design

The eMac all-in-one design has some tremendous advantages. For instance, there aren't a lot of extra cords, so setup is simple — and desktop clutter is kept to a minimum. And in addition to the stunning 17-inch display, the AirPort Extreme-ready eMac comes with a built-in 10/100BASE-T Ethernet port for high-speed Internet access, FireWire, USB and amazing stereo speakers — all in one compact computer that's smaller than most stand-alone PC



displays. The eMac design is about the same size as the 15-inch-CRT-based iMac — (8mm shorter, actually), which makes it ideal for limited desk space in the classroom or at home. And its body is made of polycarbonate plastic, the same material used to manufacture bulletproof glass.

### 17-inch flat CRT display

Not only will you do more (and faster) with the eMac, you'll see more, too. The eMac sports a 17-inch (16-inch viewable) flat CRT display. The display offers nearly 40% more viewing area than a 15-inch CRT, so you'll have almost 40% more workspace — perfect for viewing large images and multiple web pages and documents. Since the screen is flat (with less image distortion than curved CRTs), there's less glare, making it easier on the eyes.

The eMac comes with five crisp screen

17" eMac 1280 x 960 resolution

### Mac OS X for rock-solid reliability

The eMac comes with [Mac OS X Panther](#), Apple's powerful yet easy-to-use operating system that's as stable as only a UNIX-based system can be. The first operating system designed for the 21st century, Mac OS X works with the most popular peripherals. Today thousands of applications take full advantage of its power and versatility, including the critically acclaimed Microsoft Office for



resolutions. Setting the screen to a higher resolution means there's more workspace for viewing your photos or editing your movies or examining large documents, two-page spreads and websites without having to waste time scrolling to see the rest of the document. Less scrolling means more time for working and playing.



**Affordable G4 processing power**

Among the reasons the eMac is so popular is that it features a fast 1GHz PowerPC G4 processor, and it's Apple's most affordable G4-based system. The PowerPC G4 with Velocity Engine uses the same 128-bit vector processing technology featured in scientific supercomputers — just what you need

to accelerate intensive multimedia calculations, import audio files and create video transitions in iMovie. In fact, the eMac's 1GHz PowerPC G4 processor lets you encode DVDs in real time. The bottom line is that the eMac G4 processor makes digital media creation faster — which in turn means that you can spend more time playing and creating and less time waiting.

**A drive to meet your ambitions**

Pop in a DVD movie — made on your eMac — sit back and be entertained. The eMac comes with your choice of the revolutionary SuperDrive — at 4x speed for burning DVDs fast — or a Combo DVD-ROM/CD-RW drive. With a SuperDrive-equipped eMac you can burn your iMovie productions and iPhoto slideshows to a DVD that plays in almost any consumer DVD player. Optical discs are also ideal for backup, because they offer enormous capacity in a small package that's easy to store and that lasts a long time. DVDs — the kind you can burn on your new SuperDrive-equipped eMac — can store a mind-boggling 4.7GB of data — the equivalent of 3,200 floppy discs or seven CD-R discs. CDs store 650 MB of data, the equivalent of 450 floppy discs. Plus, iTunes lets you mix and burn CDs with either the Combo drive or SuperDrive models.

**iLife. Suddenly, it all connects.**

The iLife software application suite that comes on your new eMac, includes iTunes, iPhoto, iMovie and iDVD. The apps let you do fun, creative things with your pictures, music and movies — and share them with family and friends — in ways that PC users can only dream about. And whether you're creating your own music CDs, publishing your digital pictures online, editing digital video, or authoring DVDs, you can do all these things and more quite nicely without thumbing through a manual. It's all part of the iLife experience.



**Going wireless with 802.11g**

You can put your new eMac anywhere in your house, not just where the phone jack or broadband connection happens to be, because the eMac ships AirPort Extreme-ready for wireless networking. The AirPort Extreme Card is user installable and allows your eMac to communicate wirelessly with other computers and link to the Internet (through the AirPort Extreme Base Station). The AirPort Extreme Base Station can support up to 50 simultaneous users (Mac and PC), all sharing a single Internet connection. Each base station has a built-in Ethernet (RJ-45) port.



Mac OS X.

**Twin FireWire ports and five USB ports**

Every new eMac has two fast FireWire 400 ports and a total of five 12Mbps USB ports (including two on the keyboard), so you can easily connect your eMac to almost any type of digital device.



**Stand Tall**

This Tilt and Swivel stand\*\* was designed by Apple as an optional accessory. It allows users to tilt the system from -5 to +15 degrees up and down, and allows for 360-degree swiveling.



**Audio line in jack**

An audio line in jack lets you connect external audio sources like a microphone or tape recorder to the eMac so you can import your own recordings.

**Compatible with Windows PCs**

The eMac lets you share files, send and receive email and instant messages with PC users. And because the eMac has been designed to fit in to all network environments, you can use it to connect to wired and wireless Mac and PC networks. What's more, you can run popular software applications such as Microsoft Office and seamlessly connect to hundreds of digital devices with plug and play ease of use.

**iSight delivers high-quality video**

Use iChat AV with iSight\*\* for personal video conferencing with unparalleled ease of use. Simply open the iSight shutter to start iChat AV. The iSight microphone cancels out noise from the side, transmitting your voice with absolute clarity.



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\*Wireless Internet access requires AirPort or AirPort Extreme Base Station, AirPort Extreme Card and Internet access (fees may apply). Some Internet service providers are not currently compatible with AirPort. Range may vary with site conditions.

\*\*Sold separately.

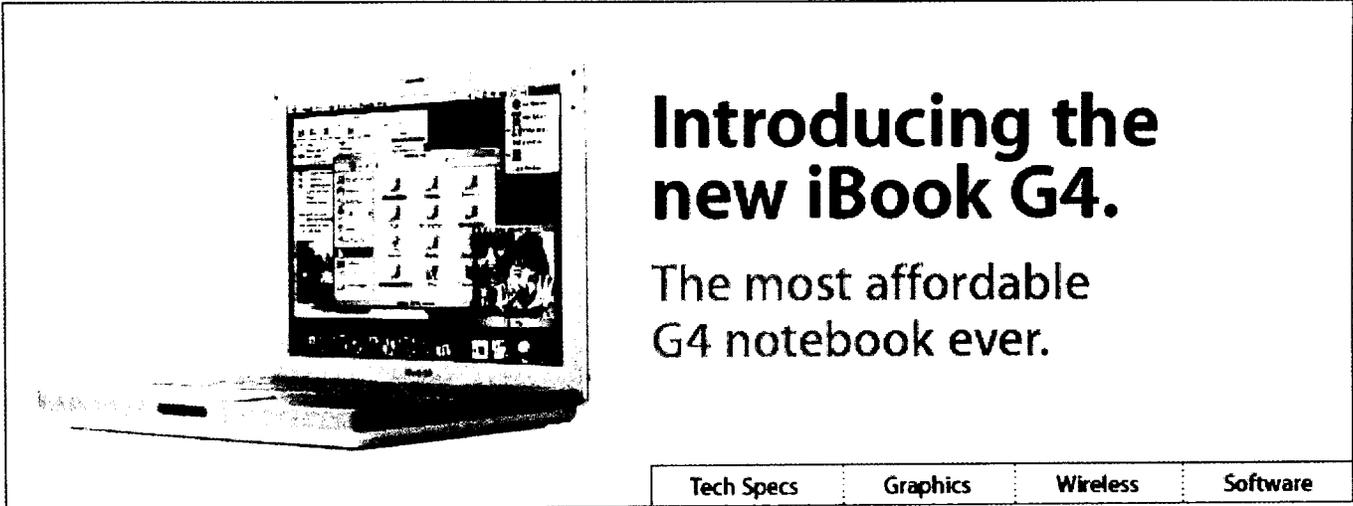
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# Introducing the new iBook G4.

## The most affordable G4 notebook ever.

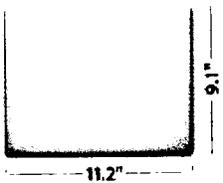
**The world's best-loved consumer portable gets an impressive makeover with a superfast PowerPC G4 processor with Velocity Engine, a new architecture, a slot-loading optical drive and enhanced wireless networking capabilities. Plus Mac OS X v10.3 Panther, the world's most advanced operating system. Starting at just \$1099.**

Perfect for everything from doing your homework to playing games, and from watching DVD movies to burning your own music CDs, the 4.9-pound iBook G4 fits snugly in your backpack — and your life.



With its extra long battery life, compact size and ultralight weight, the iBook G4 can accompany you everywhere. And with a choice of 12.1-inch or 14.1-inch displays, turbocharged 800MHz, 933MHz or 1GHz PowerPC G4 processors, 30GB, 40GB or 60GB Ultra ATA/100 hard disk drives, 256MB of RAM expandable to 640MB — plus optional AirPort Extreme wireless networking and optional built-in Bluetooth wireless peripheral connectivity as well as conveniently located FireWire, USB 2.0 and Ethernet ports — the iBook gives you astonishing performance in a stunning design.

The 12.1-inch iBook slips easily into a backpack. It weighs less than many textbooks that kids are supposed to carry these days, making it perfect for school. Just don't be surprised if you find yourself wondering how such a wide screen fits into a notebook computer that measures just 11.2 inches wide, 9.1 inches deep and 1.35 inches thick.



If you're looking for more space to work and play in, feel free to pick the iBook with the visibly larger 14.1-inch TFT XGA active-matrix display. Both iBook models have



The Apple Store offers convenient online ordering 24 hours a day, every day

Take it for a spin: see a QuickTime VR.



Take a closer look at a gallery of high-resolution photos of the iBook G4.



### Mac OS X v10.3 (Panther)

The iBook comes with Mac OS X v10.3 Panther, Apple's easy-to-use, next-generation operating system. Mac OS X Panther gives you over 150 new features, including Exposé (for making the most of the real estate on your screen), Fast User Switching (perfect for families who share one computer system), and FileVault (ironclad security for all the files on your hard disk). Naturally, you also get the Internet to go, with automatic networking to make connecting a snap: Mac OS X senses whether you're connecting from home, school or the office — and configures your system automatically. And with Mac OS X's Instant On feature, your iBook wakes from sleep instantly when you open it.



**Built-in FireWire**  
Every iBook has a superfast FireWire 400



brilliant 1024-by-768-pixel resolution — ideal for doing everything from working on spreadsheets to displaying your movies and digital pictures in millions of colors (incidentally, the iBook display scales down beautifully, again with millions of colors, for special games and applications optimized for 800-by-600 or 640-by-480 pixel resolutions).

### Enjoy the digital lifestyle

You'll never run out of cool things you can do with your iBook. Pop open the lid and you'll find everything you need to surf the Internet, create cool websites, share photos, build a music library, edit video movies, send and receive emails, solve math problems, write reports and more. Since all retail iBook models come with a Combo drive (DVD-ROM/CD-RW), you can burn your own music CDs.

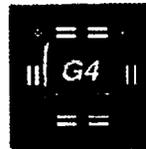
### iLife. Suddenly, it all connects

The iLife application suite, which includes iTunes, iPhoto and iMovie, lets you do fun, creative things with your pictures, music and movies — and share them with family and friends — in ways that PC users can only dream about. And whether you're creating your own music CDs, publishing your digital pictures online or editing digital video, you can do all these things and many others, besides — intuitively, without referring to a manual. It's all part of the iLife experience.



### Delivering high performance

The 12.1-inch iBook gives you a 800MHz PowerPC G4 processor, a 133MHz system bus and 256MB of DDR SDRAM. The 14.1-inch iBook packs a powerful punch with either a 933MHz or 1GHz PowerPC G4 processor and 256K on-chip level 2 cache running at full processor speed, a 133MHz system bus and 256MB of DDR SDRAM. All models support expansion up to 640MB of RAM, and come with the ATI Mobility Radeon 9200 graphics processor with 32MB of dedicated video memory and AGP 4X support for dazzling 3D graphics that bring your games to life.



### Get the winning combo

All retail iBook models come with a Combo drive (DVD-ROM/CD-RW) that lets you play DVD movies and burn your own CDs (the Combo drive reads all the same formats as a CD-ROM drive, including audio CDs, Photo CDs and software CDs).



60 GB

### Ample storage

The iBook is surprisingly roomy on the inside, with ample hard disk space for your music library, digital images and desktop movies: The 14.1-inch 933MHz iBook model comes with a 40GB Ultra ATA/100 hard drive, the 14.1-inch 1GHz iBook model comes with a 60GB hard drive, the 12.1-inch iBook ships with a 30GB hard drive, and you can upgrade to a 40 or 60GB hard drive through the online Apple Store.

port built-in, so you can easily connect to high-speed devices like the iPod, digital camcorders and high-speed disk drives.

### Two USB ports

Two USB 2.0 ports let you connect your iBook to hundreds of digital cameras, printers, scanners, joysticks and PDAs.



USB

### Space-age construction

The deceptively smooth and well-rounded iBook is surprisingly rugged. It was designed with durability in mind, using ultratough polycarbonate plastic — the same material used in bulletproof glass — with an internal magnesium frame for added strength. The hard disk drive is rubber-mounted for impact resistance. And there are no doors or protruding elements that can accidentally get triggered, break off or snag on clothing.

### Get the big picture

The iBook features a video output port that displays VGA, S-Video and composite video signals, and it supports both NTSC and PAL formats. In other words, modesty is about the only thing that will keep you from showing your movies and presentations on a projector or big-screen TV. (1)



### Surf the Internet wirelessly

Every iBook comes AirPort Extreme-ready with two built-in antennas and a slot for the optional AirPort Extreme Card.(2)



### The easy way to the Internet

The iBook ships with a built-in 56K V.92(3) modem for dial-up connections, and 10/100BASE-T Ethernet to enable you to connect to a DSL, cable modem or a high-speed network. The Setup Assistant takes you through the steps of connecting to the Internet quickly and easily, and you can be online and surfing the web in minutes.



If you're looking for information about Family Systems Ltd. and its iBook products to create interactive electronic books, please visit <http://www.ibook.com>.

1. Requires Apple Video Adapter, sold separately.
2. Wireless Internet access requires AirPort Extreme Card, AirPort Extreme Base Station and Internet access (fees may apply). Some ISPs are not currently compatible with AirPort Extreme. Range may vary with site conditions.
3. Compatible ISP and telephone services required. Your ISP may not support all v.92 features. Modem will function according to v.90 standards if v.92 services are not available. Actual modem speeds lower; speed depends on connection rate and other factors.

**EarthLink**

It's the Mac-friendly way to cruise the Internet. Get EarthLink Broadband with speeds up to 50 times faster than dial-up. [Sign up today.](#)

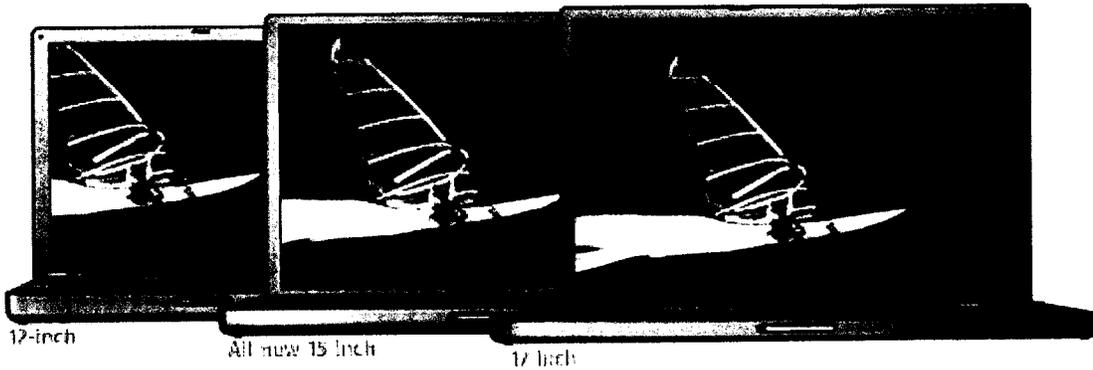


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# Power runs in the family.

PowerBook G4. More powerful on the inside—thin and light as ever on the outside.



Choose from three models:

12-inch

15-inch

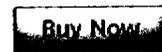
17-inch

**PowerBook G4**

- Tech Specs
- Solutions
- SuperDrive
- Graphics Acceleration
- Wireless
- Software

## Choose from three new ultrafast models: small, medium or epic

Starting from just \$1599, the new PowerBook family gives you power in a choice of three ultrafast portables. Whether you prefer the ultra-compact 12-inch model, the coveted 15-inch powerhouse, or the stunning 17-inch beauty, every new PowerBook G4 is loaded with advanced capabilities. Like turbocharged PowerPC G4 processors, DVD-burning SuperDrive, the fastest speeds in wireless networking, and cutting-edge graphics.



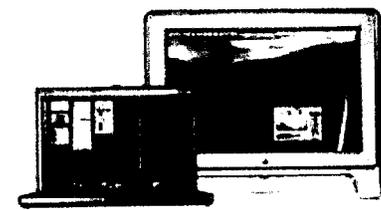
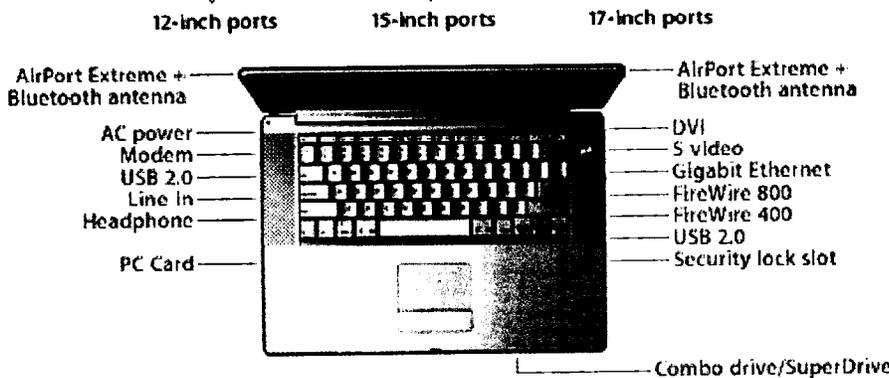
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Take it for a spin: see a [QuickTime VR](#).



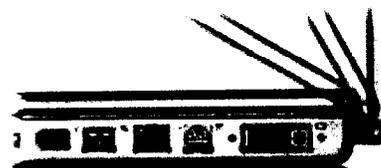
Take a closer look at a gallery of high-resolution photos of the PowerBook G4s.

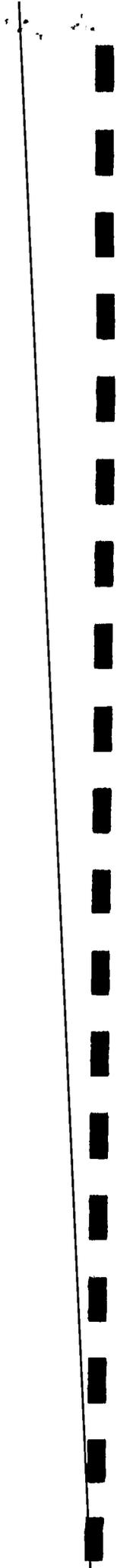


**Think big back at the office**  
All three PowerBook G4 models support DVI output. This gives you the highest image quality for video output with a pure digital connection all the way from the graphics processor to your DVI-equipped display or projector, so you'll never have to deal with the degradation that occurs when converting a digital signal to analog and then back again. The new PowerBook G4 models also come with built-in support for VGA, S-video and composite video

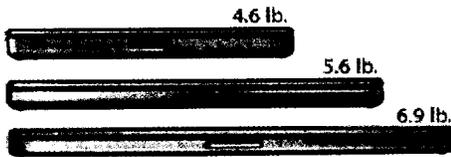
## Beautiful industrial design

Housed in a sleek, lightweight aluminum alloy enclosure, the PowerBook G4 is resistant to stains and scratches. It's also perfectly smooth on all surfaces, with no doors, protruding latches or levers to break, and no sharp edges to catch on your clothing. And whatever your notebook needs or desires are, you can be sure there's a





PowerBook G4 that's perfect for you.



### Ultradésirable

Starting at just 4.6 pounds, the three new PowerBook G4 models are light enough to carry around all day. And thanks to the PowerPC G4 processor with

Velocity Engine, every PowerBook packs a tremendous punch for doing everything from crunching numbers to editing video and designing show-stopping presentations. You'll marvel at the way we've fitted the supersharp high-resolution TFT XGA active-matrix display into such a remarkably compact frame. To see it is to feel the strong stirrings of technolust.

### The ultimate in portable connectivity

The new PowerBook G4s feature the speedy new AirPort Extreme technology, based on the 802.11g standard — at 54Mbps, the fastest wireless connection available. And with thousands of wireless "hot spots" in hotels, airport lounges, coffee shops and bookstores around the world, you'll be able to use your PowerBook G4 to get online from practically anywhere.

 Gigabit Ethernet is built into the 17-inch and 15-inch models (10/100 Ethernet on the 12-inch model), and so is a 56K V.92 modem (which means that if your ISP supports the V.92 standard, you can put your Internet connection on hold while you answer an incoming phone call).

 The PowerBook G4 is massively expandable, with high-speed USB 2.0 and FireWire 400 built in. FireWire 400 has become the gold standard for high-speed data transfer, and now Apple has upped the ante yet again on both the 15- and 17-inch models, effectively doubling data throughput with FireWire 800. So you can plug and play with the hundreds of printers, scanners, DV camcorders, and digital cameras out there, as well as must-have peripherals such as the iPod and iSight.

 Bluetooth wireless peripheral connectivity is built in across the line. This means that using iSync, for instance, you can use Bluetooth to synchronize your personal information between your PowerBook, your mobile phone and your PDA. And now Bluetooth even lets you enjoy a cable-free desktop with the Apple wireless keyboard and mouse.

### High-speed architecture

The PowerBook G4, with 512K on-chip level 2 cache on all models, provides incredible performance when using complex multimedia or data intensive applications. The PowerBooks ship with a generous supply of memory, but there's room for even more. For instance, the 15-inch and 17-inch models can hold up to 2GB of RAM — 1.25GB for the 12-inch model — allowing you to run several RAM-hungry applications simultaneously, or to store an entire graphics project in main memory for fast image manipulations.



signals. And since all PowerBooks support dual display mode and video mirroring, you can extend your work area and mirror your projects to an external display or projector — perfect for presentations and for sharing your ideas on a TV.

### The DVI advantage

You can use the Apple DVI to ADC adapter to connect your PowerBook G4 — even the 12-inch model — to one of Apple's gorgeous flat-panel displays in seconds.



### The PowerBook G4 thrives in a Windows environment

As thousands of Windows users who've switched to Macintosh have discovered, the Mac gets along fine with PCs. You can connect your PowerBook G4 to a PC network or to your Windows PC at home (and to most USB printers and scanners, as well as FireWire digital cameras, camcorders and external drives). You can share your .doc, .pdf, .jpg, gif, tiff, MPEG, Windows Media, QuickTime, MP3, MIDI and CD (cdda) files with PC users.

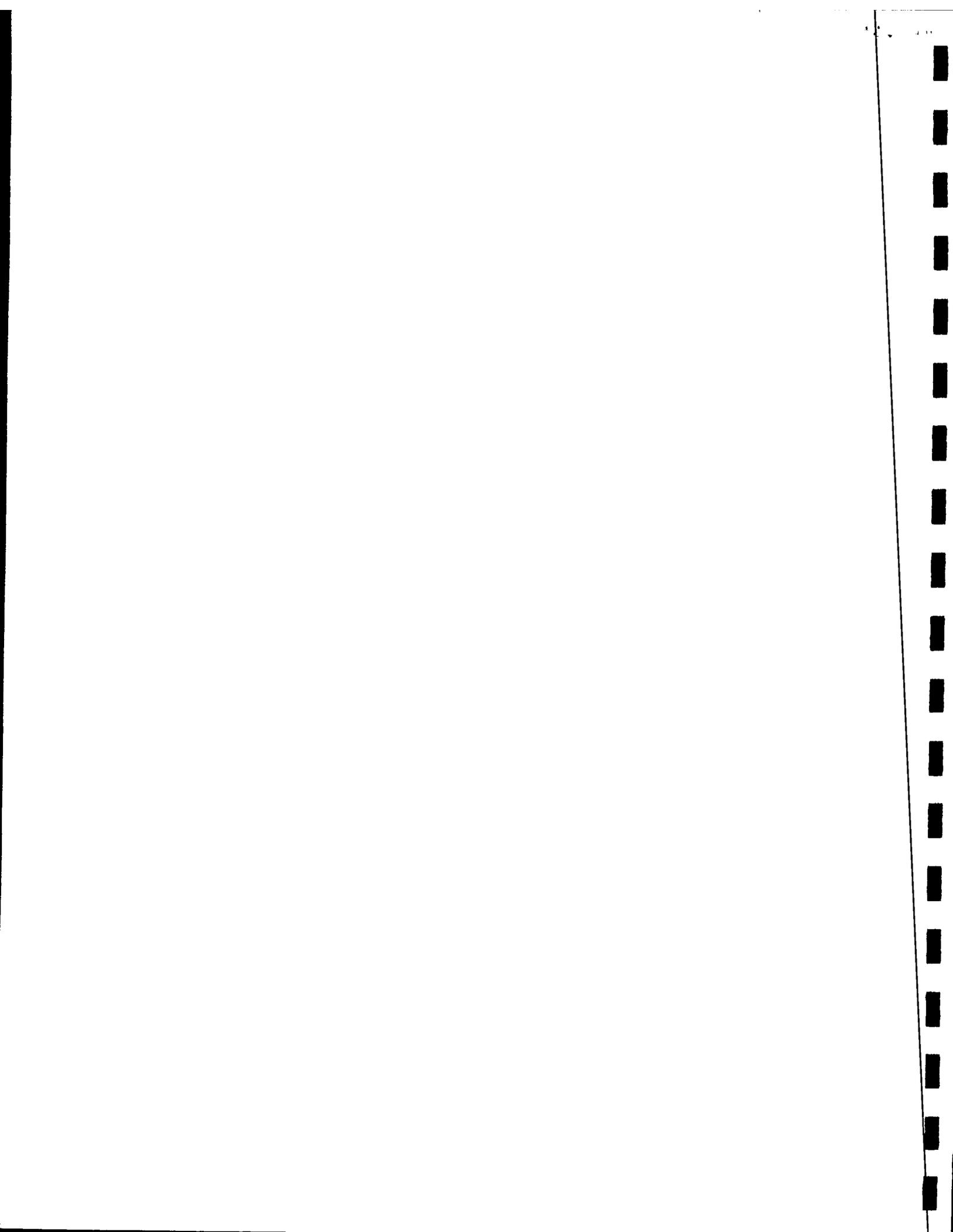


### Mac OS X for rock-solid reliability

The PowerBook comes with Mac OS X Panther, Apple's powerful yet easy-to-use operating system that's as stable as only a UNIX-based system can be. The first operating system designed for the 21st century, Mac OS X works with the most popular peripherals. Today thousands of applications take full advantage of its power and versatility, including the critically acclaimed Microsoft Office for Mac OS X.



In addition to Mac OS X, the PowerBook G4 comes loaded with iPhoto, iMovie, iTunes and iDVD (iDVD software works with SuperDrive-equipped models





### Lightning-fast graphics

The 12-inch model comes with the NVIDIA GeForce FX Go5200 with 32MB of DDR SDRAM, while the new 15-inch and 17-inch PowerBook G4 ship with the ATI Mobility

Radeon 9600 graphics processor with 64MB of DDR SDRAM. Kicking 3D graphics performance into overdrive with their advanced ultra efficient memory architecture, these graphics processors deliver a dynamic, visually appealing, real-time 3D experience. And all new PowerBooks feature five ways to do video out, including the 12-inch model with its mini-DVI port.

### The legendary SuperDrive

Your PowerBook G4 with SuperDrive (DVD-R/CD-RW) comes loaded with iDVD software, and can be used to burn DVDs which can be played in most consumer DVD players. The SuperDrive also lets you use iTunes to burn your own music CDs, and the Disc Burner feature in Mac OS X to burn data CDs. The slot-loading SuperDrive reads DVD titles at 8x, and writes to 4.7-gigabyte DVD-R discs at 2x. The 12-inch and 15-inch PowerBooks are also available with the Combo (DVD-ROM/CD-RW) drive.



only).

### Massive storage to go

With mind-boggling hard drive capacities up to 80GB, the PowerBook G4 gives you as much storage space as some desktops — more than enough space for all your files, MP3s, movies and more.



### EarthLink

It's the Mac-friendly way to cruise the Internet. Get EarthLink Broadband with speeds up to 50 times faster than dial-up. Sign up today.



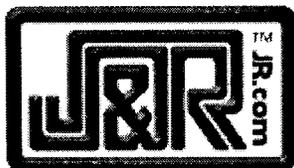
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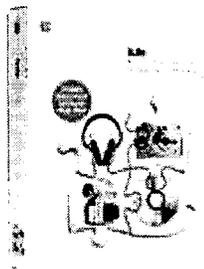
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- iMovie 3 lets you add 8 powerful new Video effects and 35 new titles -- pan and Zoom with still photos for more impressive t
- iDVD 3 makes it possible to create fantastic-looking DVDs at home, complete with stunning Hollywood-style DVD menus, plu themes and chapters
- **Apple SuperDrive required for iDVD**

#### Product Specifications

What computer is this Graphics S'ware for?	Macintosh
What type of Disc does Graphic S'ware come with?	CD
Minimum RAM for running Graphic S'ware?	64MB
Operating System 1 for Graphic Software?	Mac OS 9 +
Operating System 2 for Graphic Software?	Mac OS X +

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See what happens when you take four best-of-breed multimedia applications -- iTunes for managing music, iPhoto for digital photography, iMovie for editing digital video and iDVD for creating your own DVDs -- and integrate them so that they work together seamlessly.

Let your imagination soar: The iLife software applications let you do fun, creative things with your pictures, music and movies in ways that PC users can only dream about -- and then you share your joy with family and friends every which way, from e-mail and the Internet to print and DVD. And you can do all these things and more quite nicely without thumbing through a manual. It's all part of the iLife experience.

**iTunes 3 - Digital Music for Your Mac**

- Play, download and import audio books from Audible.com.
- Create mixes quickly and automatically with Smart Playlists.
- Move playlists between Macs, optimize volume and track play counts.

**iPhoto 2 - Picture Your Digital Life**

**iDVD 3 - Create DVDs on Your Mac**

- Combine your movies, photos and music to make your DVDs.
- Use stunning Hollywood-style DVD menus, plus 24 new themes.
- Create DVDs with chapters and menus, so viewers can find their favorite scenes.

- **System Requirements:**  
 Runs in Mac OS X v10.2

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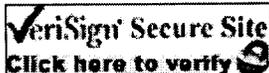
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- Store thousands of photos on DVD, or hundreds on CD. See title, date and comments on archived photos.
- Select music for photo albums. Create slideshows on DVD, make desktops and share screen saver slideshows using .Mac.

Jaguar only; Macintosh computer with PowerPC G3 or G4 processor; 256MB RAM; 2GB disk space required to install iTunes, iPhoto, iMovie, and iDVD (Apple SuperDrive required for iDVD) or 250MB disk space to install iTunes, iPhoto, and iMovie only.

### **iMovie 3 - A Star is Reborn**

- Enhancements include pan and zoom of still photos, 18 new video effects and 35 new titles.
- Ready to make a DVD? You don't need to pre-render, and you can use chapters and titles.
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**Detailed Description** [\[return to top\]](#)

Software for Digital Music, Photography, Moviemaking, and DVD Creation

The newest and most integrated versions of Apple's award-winning applications for everything digital: music, photography, video editing, and DVD creation. This complete ensemble works with all your digital devices to make your Mac the center of your digital life.

**Product Overview**

• **iPhoto 2: Better photos with just one click.**

iPhoto is the easiest way to import, organize, enhance, print, archive, and share photos with others. With its single-button Enhance and Retouch tools photographers of all levels of expertise can make their photos look great. Customers can even use iPhoto to create one-of-a-kind, professionally printed photo albums.

• **iMovie 3: A star is reborn.**

iMovie is the easiest way to make great movies from just about anything captured on a digital camcorder from weddings to birthday parties, to vacations and school projects. iMovie even lets you pan and zoom over digital photos. Enhance any movie with Hollywood-quality video and audio effects, and add a soundtrack from iTunes.

• **And, if you're a .Mac member**

Publish movies on your HomePage so friends and family everywhere can enjoy them, too. Announce your latest movie by sending out an iCard from your .Mac Mail email address.

● **iDVD 3: Personalized DVD authoring from your desktop**

The latest version of iDVD brings powerful DVD authoring capabilities to consumers. Mac users can quickly make personalized DVDs right from their desktops. iDVD works with iMovie, iPhoto, and iTunes. Customers can now create professional-quality DVDs that rival those released by Hollywood studios and they can be played on most standard DVD players (iDVD discs are compatible with most standard DVD players. For a complete list, see [www.apple.com/dvd](http://www.apple.com/dvd).)

● **iTunes 3: Any tune. Anytime. Anywhere.**

iTunes provides the soundtrack to your life. It makes adding music to slideshows, soundtracks to movies, and background music to DVD menus quick, easy, and convenient. You can create Smart Playlists of favorite audio effects in minutes. And the iTunes library can be instantly accessed from any Tropicana application. iTunes is the world's best application for managing and enjoying your music?anywhere.

**Requirements**

- Macintosh computer with a 300MHz or faster PowerPC G3 or G4 processor and built-in FireWire
- Real-time effects require 500MHz or faster single or dual processor Power Mac G4 or 667MHz or faster PowerBook G4
- Mac OS X v10.2
- 256MB of RAM (384MB recommended for real-time effects)
- 40MB of available disk space for installation

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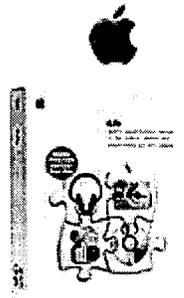
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Product Description

See what happens when you take four best-of-breed multimedia applications - iTunes for managing music, iPhoto for digital photography, iMovie for editing digital video, and iDVD for creating your own DVDs - and integrate them so that they work together seamlessly. The iLife software applications let you do fun, creative things with your pictures, music and movies in ways that PC users can only dream about - and then you share your joy with family and friends every which way, from email and the Internet to print and DVD. And you can do all these things and more quite nicely without thumbing through a manual. It's all part of the iLife experience. Looking for the perfect songs to underscore your movie, slide show or DVD? iTunes, today's best-loved digital music player, gives you instant access to your music library and playlists from within the other applications in iLife, just as they are in iTunes. And you can quickly sample your music too - a play button is included so you won't have to launch iTunes just to find that perfect track. iLife enables you to organize, edit and share your digital photos - and even set them to music - with iPhoto. Besides letting you enhance your digital photos with a single click of your mouse, iPhoto gives you a Retouch wand tool that makes blemishes disappear like magic. Naturally, you can access your photo albums directly from iMovie and iDVD, and bring in music for your slideshows from iTunes. The revolutionary digital video software that helped Mac users create a million movies, iMovie brings several dazzling new features to your screens, including Skywalker sound effects and visual effects like Lens Flare, Fairy Dust, Earthquake and the Ken Burns Pan and Zoom Effect. Plus full QuickTime support, the ability to instantly send to iDVD and much more. Now anyone can create DVDs with chapter markers with iDVD. All you have to do is create the chapter markers in iMovie when you edit your movie. You can also search your iTunes library and find music for your projects, and create instant DVD slideshows by selecting your iPhoto album, with dozens of new Hollywood-style themes to choose from.

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## Features

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- Version - 1.1
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- License Pricing - Standard
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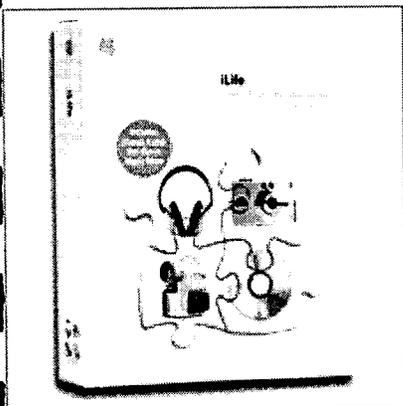
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Mfg Part #: M9156LL/A  
Product Number: 304920  
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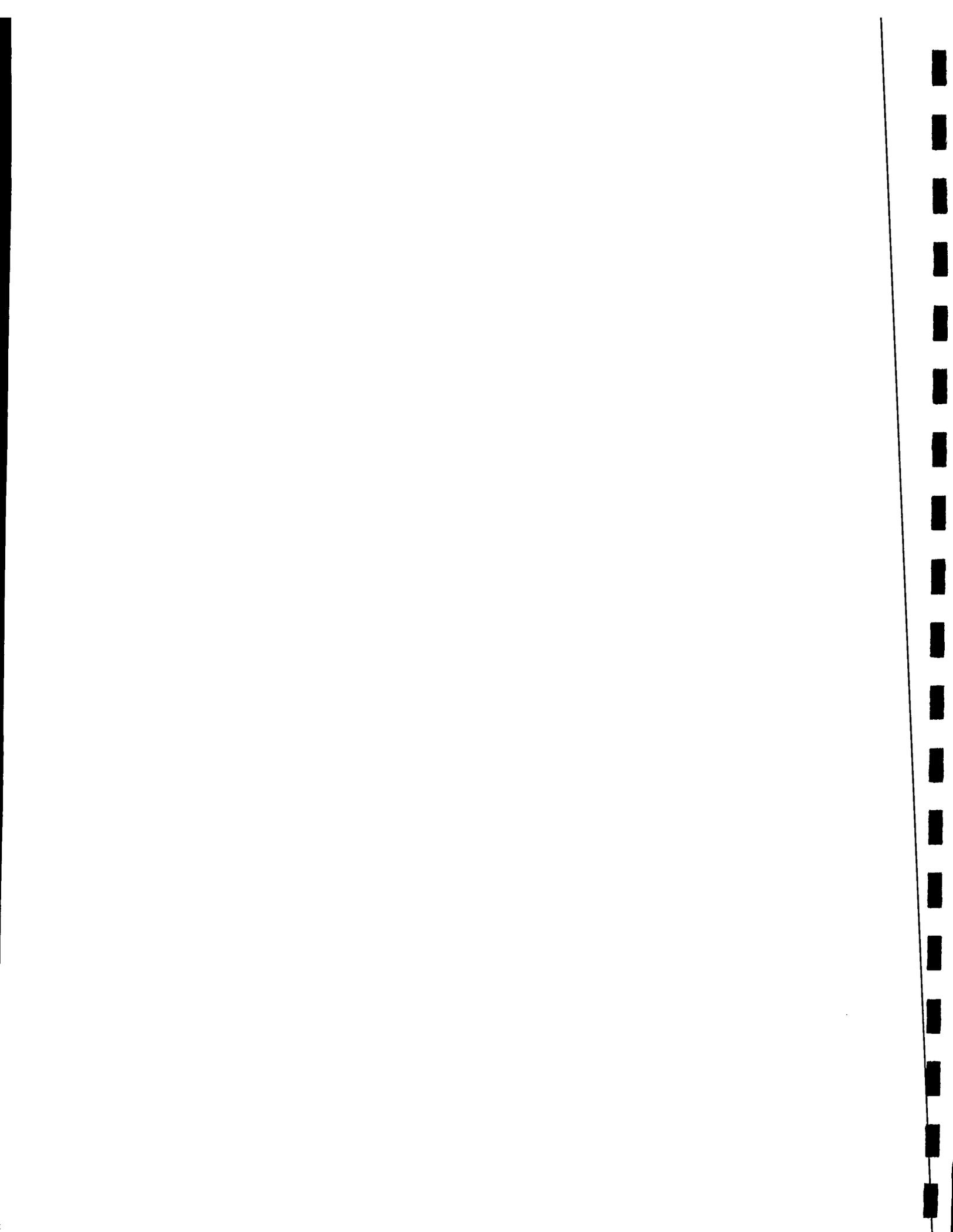
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- **iPhoto 2:** Better photos with just one click. iPhoto is the easiest way to import, organize, enhance, print, archive, and share photos with others. With its single-button Enhance and Retouch tools photographers of all levels of expertise can make their photos look great. Customers can even use iPhoto to create one-of-a-kind, professionally printed photo albums.
- **iMovie 3: A star is reborn.** iMovie is the easiest way to make great movies from just about anything captured on a digital camcorder from weddings to birthday parties, to vacations and school projects. iMovie even lets you pan and zoom over digital photos. Enhance any movie with Hollywood-quality video and audio effects, and add a soundtrack from iTunes.
- **iDVD 3: Personalized DVD authoring from your desktop** The latest version of iDVD brings powerful DVD authoring capabilities to consumers. You can quickly make personalized DVDs right from your desktop. iDVD works with iMovie, iPhoto, and iTunes, letting you create professional-quality DVDs that rival those released by Hollywood studios and they can be played on most standard DVD players.1 Note: iDVD requires an Apple SuperDrive.
- **iTunes 4: Any tune. Anytime. Anywhere.** iTunes provides the soundtrack to your life. It makes adding music to slideshows, soundtracks to movies, and background music to DVD menus quick, easy, and convenient because your iTunes library can be instantly accessed from any iLife application. You can create Smart Playlists of favorite audio effects in minutes. And now, iTunes truly puts all your music, all in one place by adding the iTunes Music Store (US Only) where you can preview, buy, and download individual songs and full albums. In addition, iTunes 4 adds Music Sharing on a local network, album art, DVD burning, and importing from CDs in the new high quality AAC format (Requires QuickTime 6.3, which is included with iLife). (Note: iTunes4 is available as a free, separate download from [apple.com/itunes](http://apple.com/itunes).)

Platform:

Media Format:

- System Requirements:
- Macintosh computer with PowerPC G3 or G4 processor.
  - 256MB of physical RAM.
  - Mac OS X v10.1.5 or later (Mac OS X v10.2.2 or later recommended).
  - 2GB disk space required to install iTunes, iPhoto, iMovie, and iDVD (Apple SuperDrive required for iDVD) or 250MB disk space to install iTunes, iPhoto, and iMovie only.



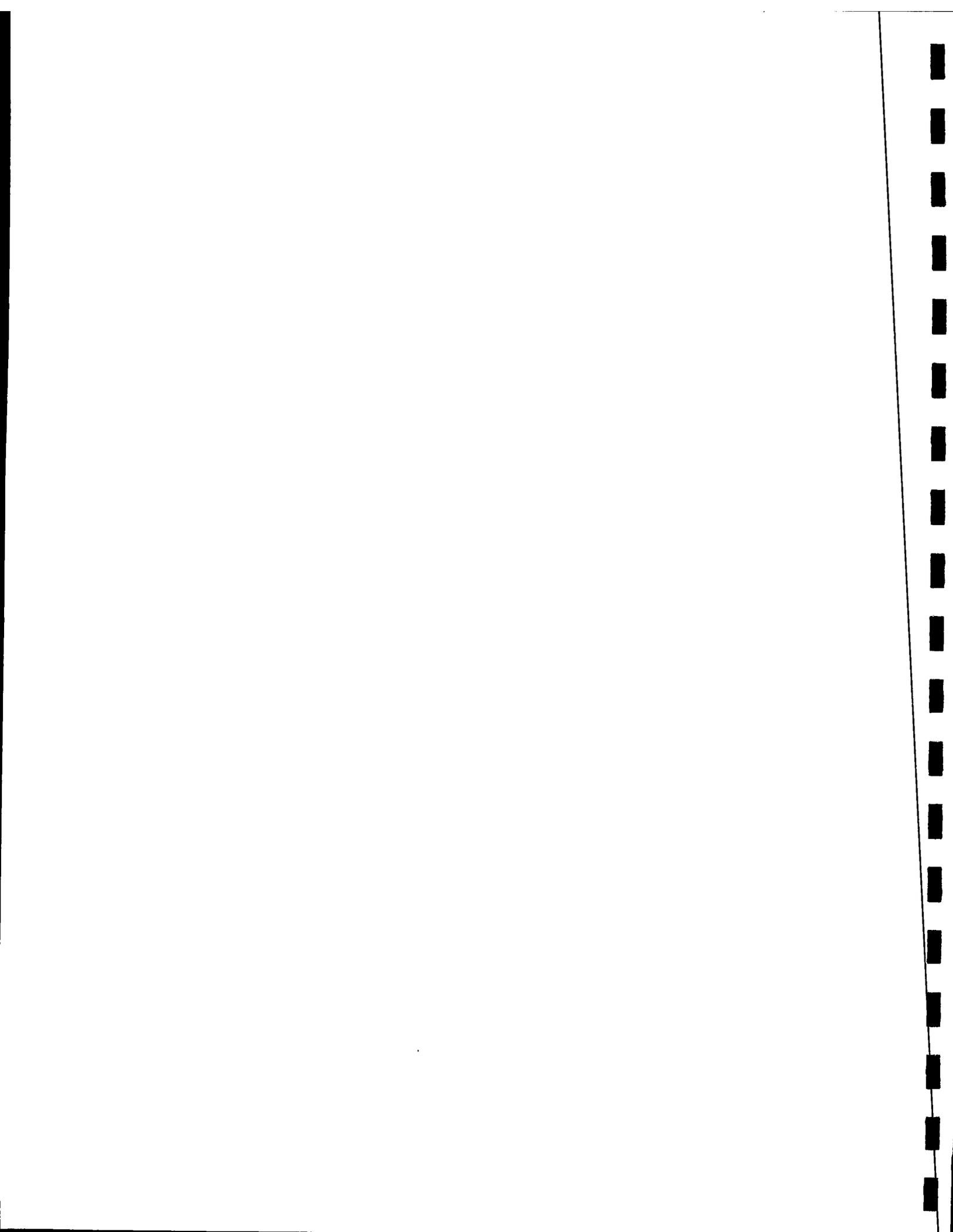
- iMovie3 requires 1024x768 display resolution.

Note: iDVD requires an Apple SuperDrive.

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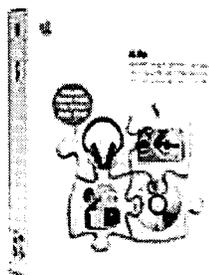
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iLife**

*iLife is the newest and most integrated versions of Apple's award-winning applications for everything digital: music, photography, video editing, and DVD creation. This complete ensemble works with all your digital devices to make your Mac the center of your digital life.*

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**Description**

[hide/show](#)

iLife from Apple is the complete software package for digital music, photography, moviemaking and DVD creation. It includes iPhoto 2, iMovie 3, iDVD 3 and iTunes 4.

iPhoto 2 is the easiest way to import, organize, enhance, print, archive, and share photos with others. With its single-button Enhance and Retouch tools photographers of all levels of expertise can make their photos look great. You can even use iPhoto to create one-of-a-kind, professionally printed photo albums.

iMovie 3 is the easiest way to make great movies from just about anything captured on a digital camcorder from weddings to birthday parties, to vacations and school projects. iMovie even lets you pan and zoom over digital photos. Enhance any movie with Hollywood-quality video and audio effects, and add a soundtrack from iTunes. And, if you're a .Mac member, you can publish movies on your HomePage so friends and family everywhere can enjoy them, too. Announce your latest movie by sending out an iCard from your .Mac Mail e-mail address.

iDVD 3 brings powerful DVD authoring capabilities to consumers. You can quickly make personalized DVDs right from your desktop. iDVD works with iMovie, iPhoto, and iTunes. You can now create professional-quality DVDs that rival those released by Hollywood studios and they can be played on most standard DVD players (iDVD discs are compatible with most standard DVD players).

iTunes 4 provides the soundtrack to your life. It makes adding music to slideshows, soundtracks to movies, and background music to DVD menus quick, easy, and convenient. You can create Smart Playlists of favorite audio effects in minutes. And the iTunes library can be instantly accessed from any Tropicana application. iTunes is the world's best application for managing and enjoying your music-anywhere.

**Main Product Specifications**

[hide/show](#)

Product Description	iLife ( v. 1.1 ) - complete package
Category	Creativity application
Subcategory	Creativity - Image editing, creativity - multimedia authoring, creativity - music, creativity - video editing, utilities - optical

	media recording
Version	1.1
License Type	Complete package
License Qty	1 user
License Pricing	Standard
Package Type	Retail
OS Required	Apple MacOS X 10.1.5 or later
Service & Support	Product info support

▶ **Extended Product Specifications** [hide/show](#)

**General**

Category	Creativity application
Subcategory	Creativity - image editing, creativity - multimedia authoring, creativity - music, creativity - video editing, utilities - optical media recording
Version	1.1

**Service & Support**

Service & Support	Product info support
Service & Support Details	Technical support

**Software**

Package Type	Retail
License Type	Complete package
License Qty	1 user
License Pricing	Standard

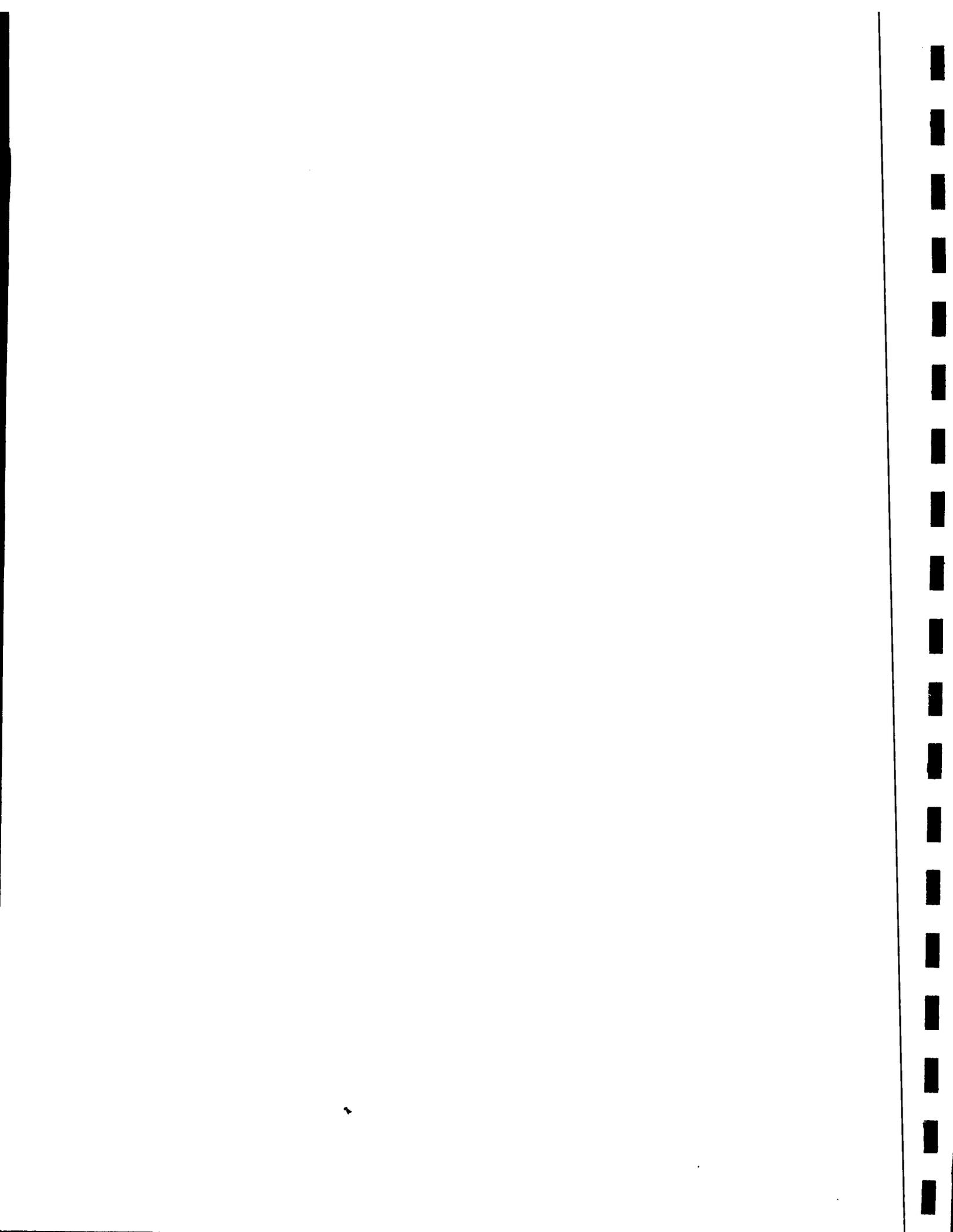
**System Requirements**

OS Required	Apple MacOS X 10.1.5 or later
Min Processor Type	PowerPC G3
Min RAM Size	256 MB
Min Hard Drive Space	2 GB

▶ **System Requirements** [hide/show](#)

Macintosh computer with PowerPC G3 or G4 processor  
 256MB RAM  
 Mac OS X v10.1.5 or later (Mac OS X v10.2.2 or later recommended)  
 2GB disk space required to install iTunes, iPhoto, iMovie, and iDVD  
 (Apple SuperDrive required for iDVD) or 250MB disk space to install  
 iTunes, iPhoto, and iMovie only





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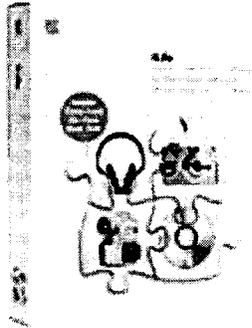
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**Apple iLife**

**Product Information**



For Mac

**Usually Ships:** Same Day  
**CDW Part:** 533599  
**Mfg. Part:** M9156LL/A  
**UNSPSC:**  
**Price:** \$48.17

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**PRODUCT DETAIL**

**Software for Digital Music, Photography, Moviemaking, and DVD Creation**

The applications for everything digital: music, photography, video editing, and DVD creation. This complete ensemble works with all your digital devices to make your Mac the center of your digital life.

**iPhoto 2: Better photos with just one click.**

iPhoto is the easiest way to import, organize, enhance, print, archive, and share photos with others. With its single-button Enhance and Retouch tools photographers of all levels of expertise can make their photos look great. Customers can even use iPhoto to create one-of-a-kind, professionally printed photo albums.

**iMovie 3: A star is reborn.**

iMovie is the easiest way to make great movies from just about anything captured on a digital camcorder from weddings to birthday parties, to vacations and school projects. iMovie even lets you pan and zoom over digital photos. Enhance any movie with Hollywood-quality video and audio effects, and add a soundtrack from iTunes.

**iDVD 3: Personalized DVD authoring from your desktop**

The latest version of iDVD brings powerful DVD authoring capabilities to consumers. You can quickly make personalized DVDs right from your desktop. iDVD works with iMovie, iPhoto, and iTunes, letting you create professional-quality DVDs that rival those released by Hollywood studios and they can be played on most standard DVD players.1 Note: iDVD requires an Apple SuperDrive.

**iTunes 4: Any tune. Anytime. Anywhere.**

iTunes provides the soundtrack to your life. It makes adding music to

slideshows, soundtracks to movies, and background music to DVD menus quick, easy, and convenient because your iTunes library can be instantly accessed from any iLife application. You can create Smart Playlists of favorite audio effects in minutes. And now, iTunes truly puts all your music, all in one place by adding the iTunes Music Store (US Only) where you can preview, buy, and download individual songs and full albums. In addition, iTunes 4 adds Music Sharing on a local network, album art, DVD burning, and importing from CDs in the new high quality AAC format (Requires QuickTime 6.3, which is included with iLife). (Note: iTunes4 is available as a free, separate download from [apple.com/itunes](http://apple.com/itunes).)

**System Requirements**

Macintosh computer with PowerPC G3 or G4 processor.

256MB of physical RAM.

Mac OS X v10.1.5 or later (Mac OS X v10.2.2 or later recommended).

2GB disk space required to install iTunes, iPhoto, iMovie, and iDVD (Apple SuperDrive required for iDVD) or 250MB disk space to install iTunes, iPhoto, and iMovie only.

iMovie3 requires 1024x768 display resolution.

Note: iDVD requires an Apple SuperDrive.

**SPECIFICATIONS****Header**

Compatibility                      Mac

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iLife 1.1

Let your imagination soar: The iLife software applications let you do fun, creative things with your pictures, music and movies in ways that PC users can only dream about.

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Product Summary

Tech Specs

See what happens when you take four best-of-breed multimedia applications — iTunes for managing music, iPhoto for digital photography, iMovie for editing digital video and iDVD for creating your own DVDs — and integrate them so that they work together seamlessly.

Suddenly, it all connects

Let your imagination soar: The iLife software applications let you do fun, creative things with your pictures, music and movies in ways that PC users can only dream about — and then you share your joy with family and friends every which way, from email and the Internet to print and DVD. And you can do all these things and more quite nicely without thumbing through a manual. It's all part of the iLife experience.

Digital music for your Mac

Looking for the perfect songs to underscore your movie, slide show or DVD? iTunes 3, today's best-loved digital music player, gives you instant access to your music library and playlists from within the other applications in iLife, just as they are in iTunes. And you can quickly sample your music too — a play button is

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Part No. 236642

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included so you won't have to launch iTunes just to find that perfect track.

Picture your digital life

iLife enables you to organize, edit and share your digital photos — and even set them to music — with iPhoto 2. Besides letting you enhance your digital photos with a single click of your mouse, iPhoto 2 gives you a Retouch wand tool that makes blemishes disappear like magic. Naturally, you can access your photo albums directly from iMovie and iDVD, and bring in music for your slideshows from iTunes.

A star is reborn

The latest version of the revolutionary digital video software that helped Mac users create a million movies, iMovie 3 brings several dazzling new features to your screens, including Skywalker Sound Effects and visual effects like Lens Flare, Fairy Dust, Earthquake and the Ken Burns Pan and Zoom Effect. Plus full QuickTime support, the ability to instantly send to iDVD and much more.

Create DVDs on your Mac

Now anyone can create DVDs with chapter markers with iDVD 3. All you have to do is create the chapter markers in iMovie 3 when you edit your movie. You can also search your iTunes library and find music for your projects, and create instant DVD slideshows by selecting your iPhoto album, with dozens of new Hollywood-style themes to choose from.

What's in iLife 1.1?

iTunes 4

- Play, download and import audio books from Audible.com.
- Create mixes quickly and automatically with Smart Playlists.
- Move playlists between Macs, optimize volume and track play counts.

iPhoto 2

- Fix brightness, contrast and color. Remove blemishes, specks and wires.
- Store thousands of photos on DVD, or hundreds on CD. See title, date and comments on archived photos.
- Select music for photo albums. Create slideshows on DVD, make desktops and share screen saver slideshows using .Mac.

iMovie 3

- Enhancements include pan & zoom of still photos, 18 new video effects and 35 new titles.
- Ready to make a DVD? You don't need to pre-render, and you can use chapters and titles.
- iMovie's liquid timeline lets you work fast in a resizeable, single window.

iDVD 3

- Combine your movies, photos and music to make your DVDs.

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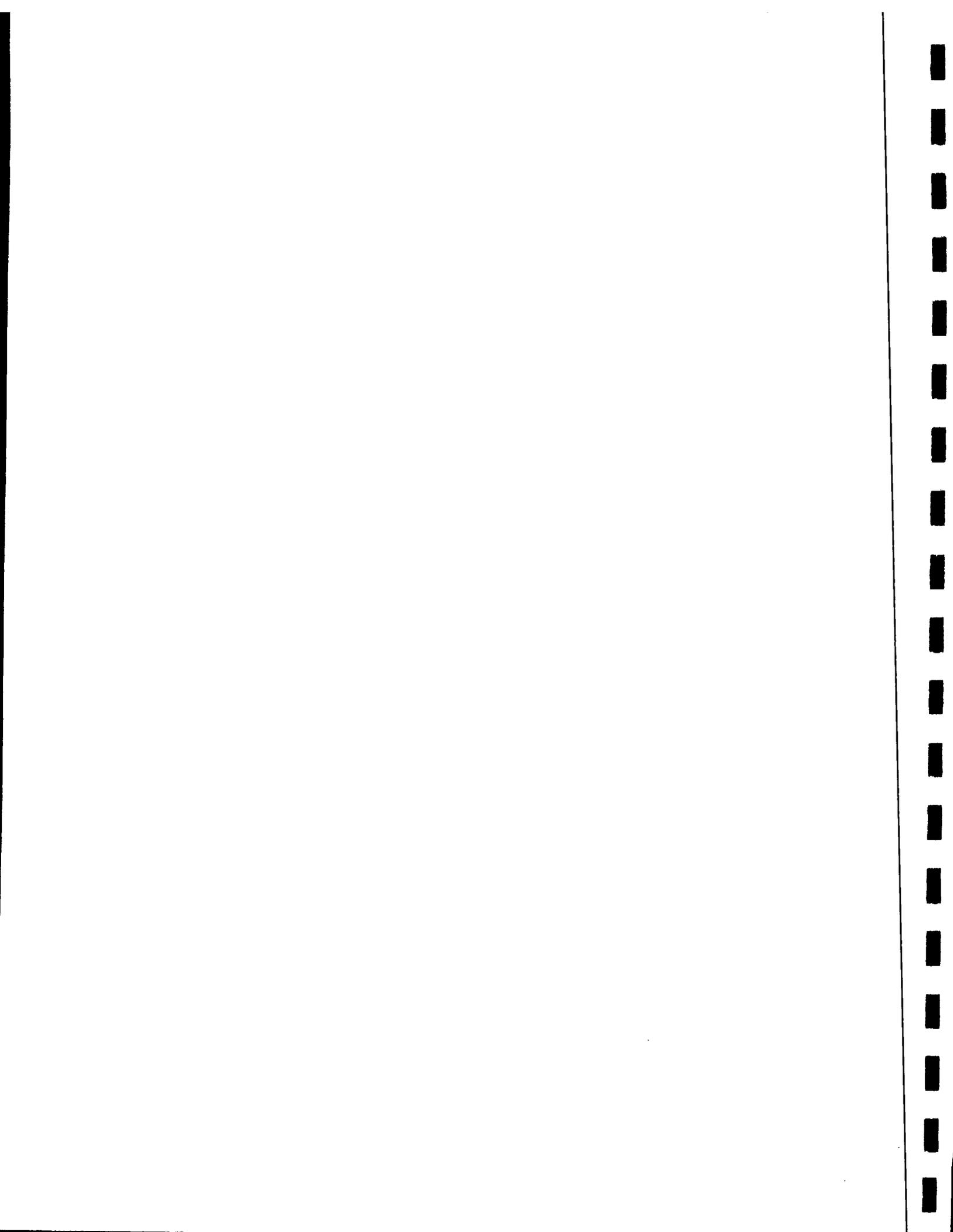
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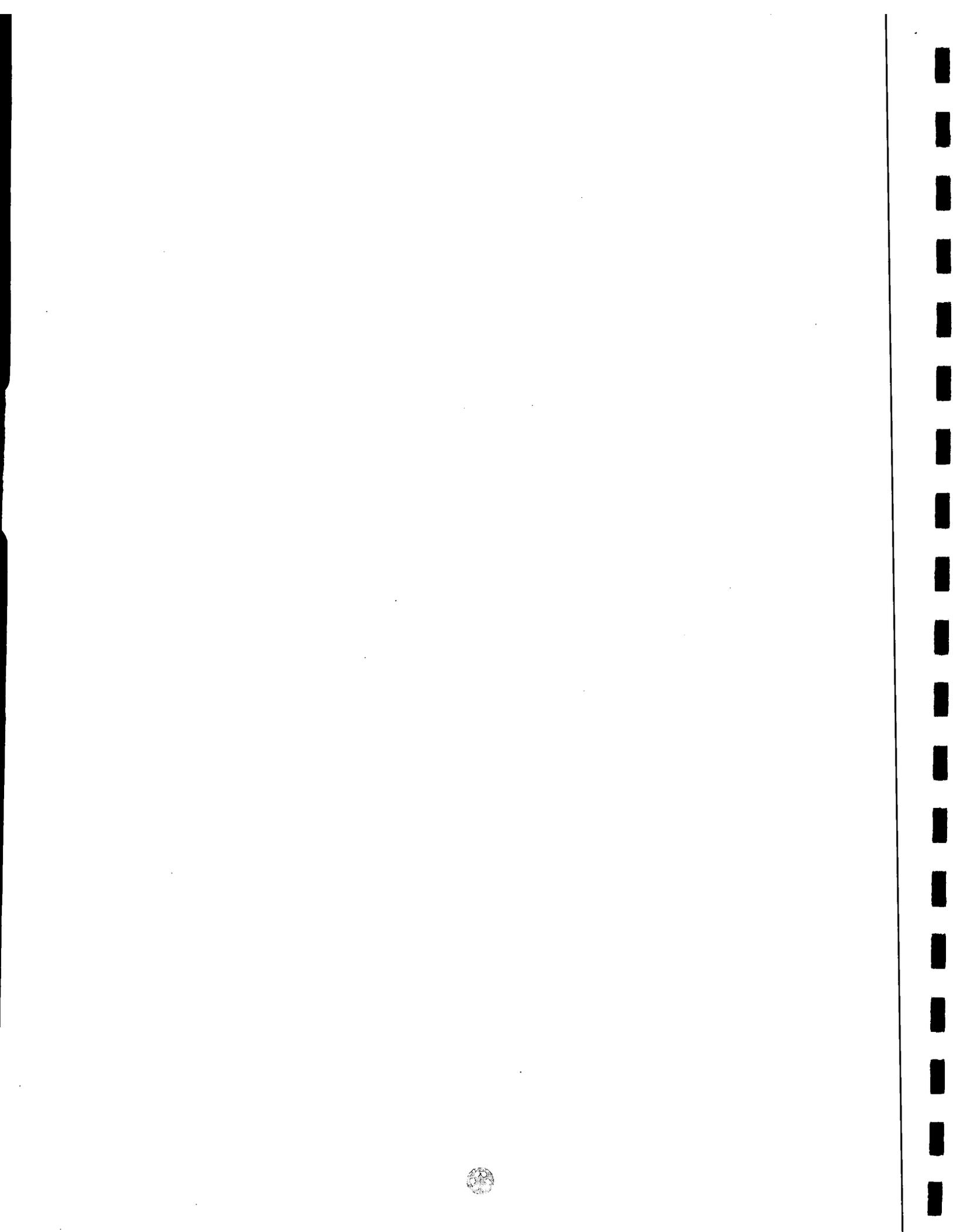
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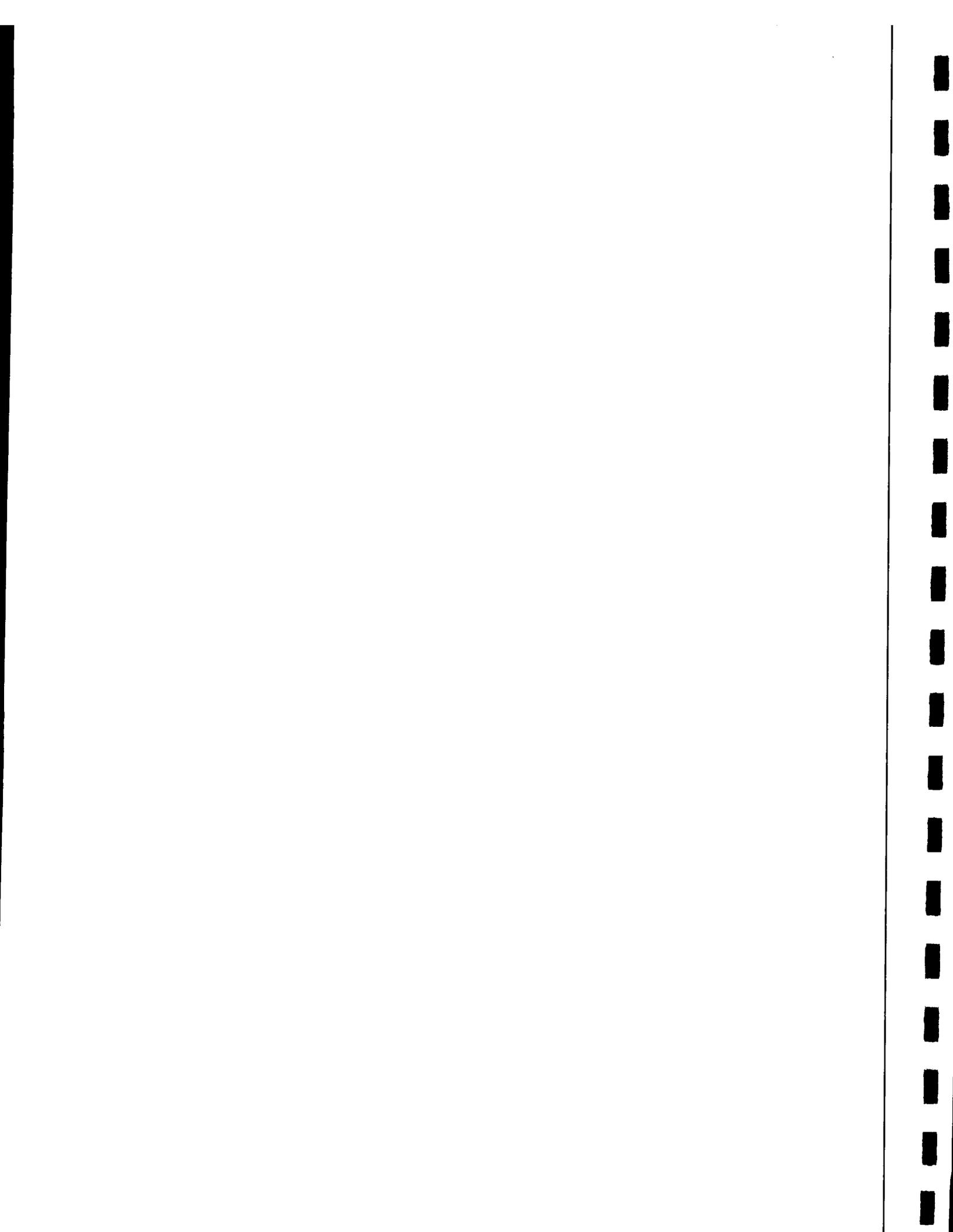


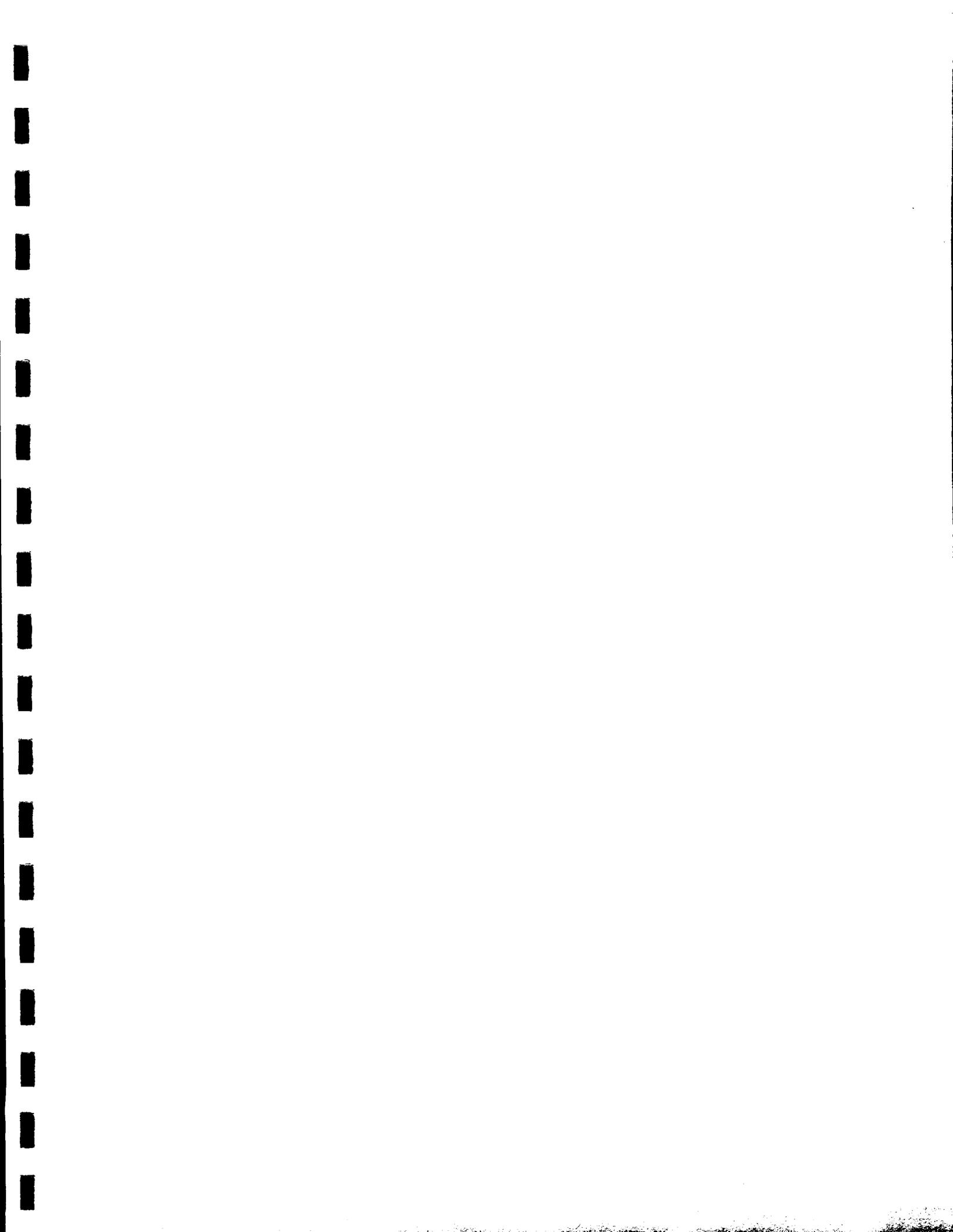
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# APPLE COMPUTER, INC.'S GROUP OF "I" FORMATIVE MARKS

MARK	APPL. DATE/APPL. NO.	REG. DATE/REG. NO.	GOODS AND/OR SERVICES
IBOOK	November 6, 1998 75/584,233	July 17, 2001 2,470,147	Computers, computer hardware, computer peripherals and users manuals sold therewith.
ICAL	December 6, 2002 78/191,908		Computer software for management of personal and business information for individuals and groups; computer software for data synchronization, electronic mail, data sharing, contact information management, task list management, automated reminders, and scheduling; computer software for facilitating publication of information to a website
ICHAT	February 23, 1996 75/063,142	August 26, 1997 2,090,641	Computer software, namely, CD ROMs for client/server applications over a global computer network. Computer services, namely, providing computer software for client/server application over a global computer network, namely, providing access to server environments over a global computer network for the transfer and dissemination of a wide range of information.
ILIFE	January 7, 2003 78/200,893		Computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio, video and still images; computer software for DVD authoring
IMAC	June 15, 2000 76/070,198	September 16, 2003 2,763,155	Computers, computer hardware, computer peripherals, and user manuals sold as a unit therewith
IMOVIE	August 23, 1999 75/782,838	July 8, 2003 2,735,051	Computer software for use in video editing and manuals sold therewith
IPOD	October 18, 2001 75/982,871		Portable and handheld digital electronic devices for recording, organizing, transmitting, manipulating, and reviewing audio files; computer software for use in organizing, transmitting, manipulating, and reviewing audio files on portable and handheld digital electronic devices.
ITUNES	January 9, 2001 76/193,469	November 26, 2002 2,653,465	Computer software for use in authoring, downloading, transmitting, receiving, editing, extracting, encoding, decoding, playing, storing and organizing audio data







# The United States of America



## CERTIFICATE OF REGISTRATION PRINCIPAL REGISTER

*The Mark shown in this certificate has been registered in the United States Patent and Trademark Office to the named registrant.*

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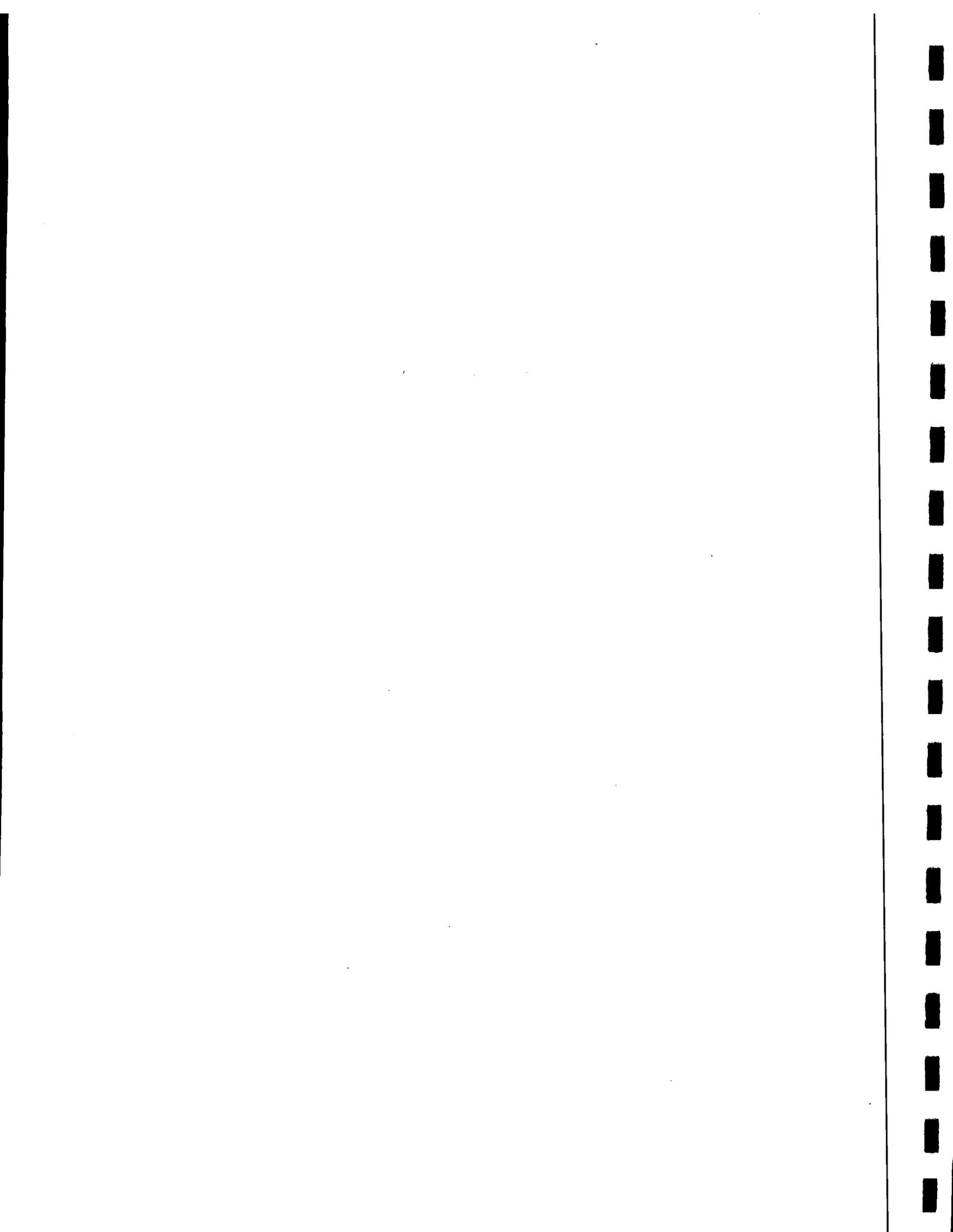
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*Nicholas P. Ebdici*

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1 INFINITE LOOP  
CUPERTINO, CA 95014

FIRST USE 7-21-1999; IN COMMERCE 7-21-1999.

SN 75-584,233, FILED 11-6-1998.

FOR: COMPUTERS, COMPUTER HARDWARE,  
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MARY BOAGNI, EXAMINING ATTORNEY



## Requirements for Maintaining a Federal Trademark Registration

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The registration shall remain in force for 10 years, except that the registration shall be canceled for failure to file an Affidavit of Continued Use under Section 8 of the Trademark Act, 15 U.S.C. §1058, upon the expiration of the following time periods:

- i) At the end of 6 years following the date of registration.
- ii) At the end of each successive 10-year period following the date of registration.

*Failure to file a proper Section 8 Affidavit at the appropriate time will result in the cancellation of the registration.*

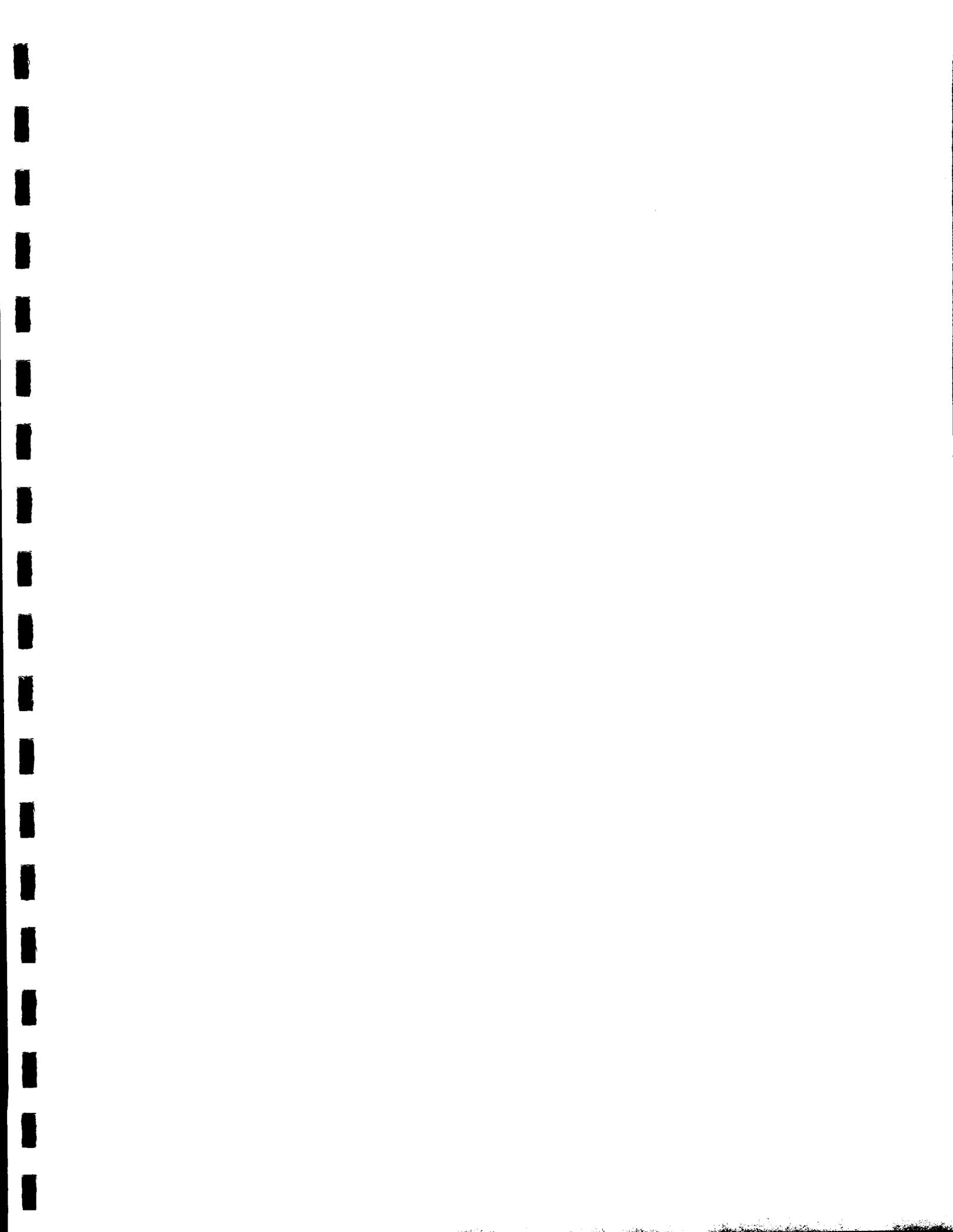
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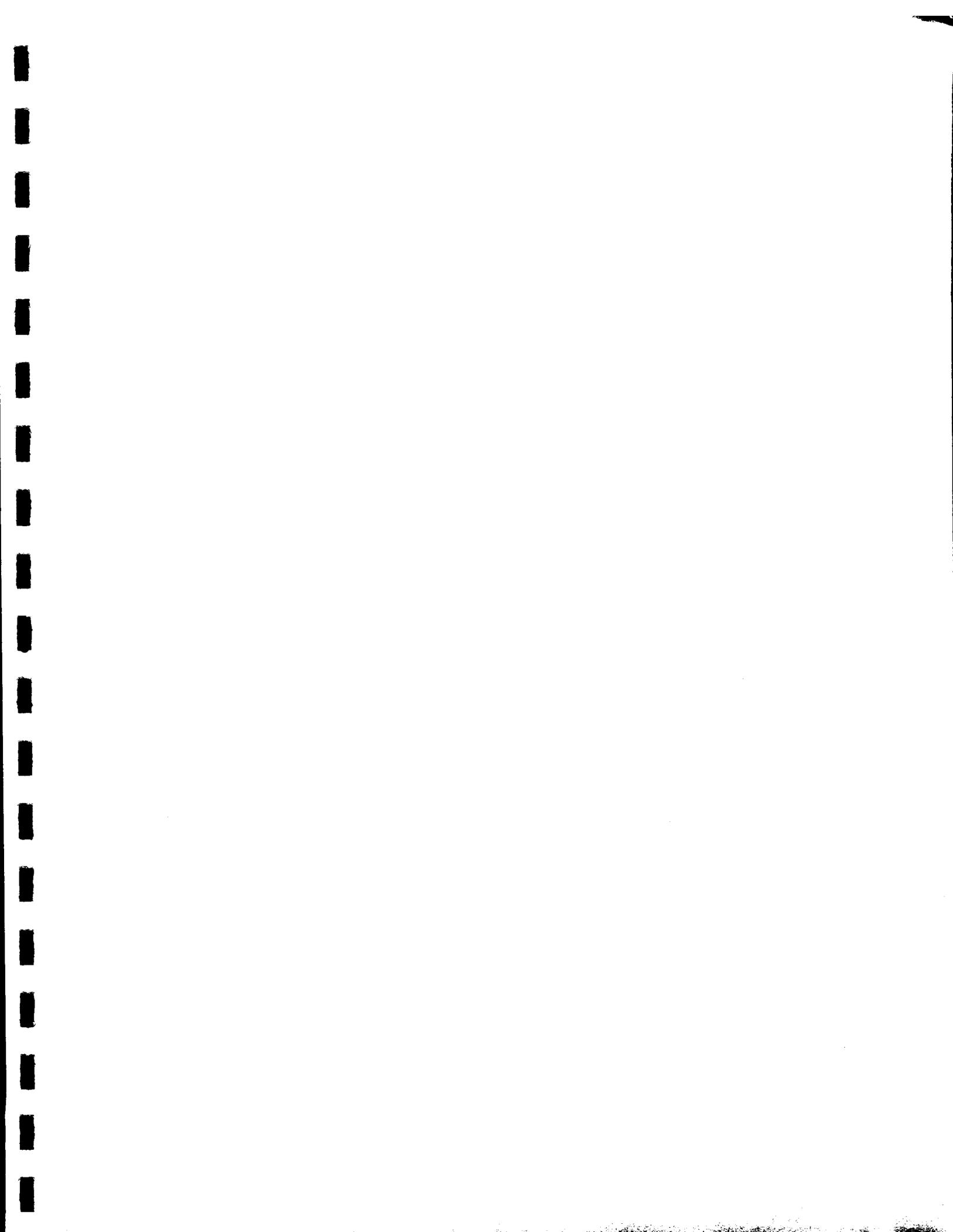
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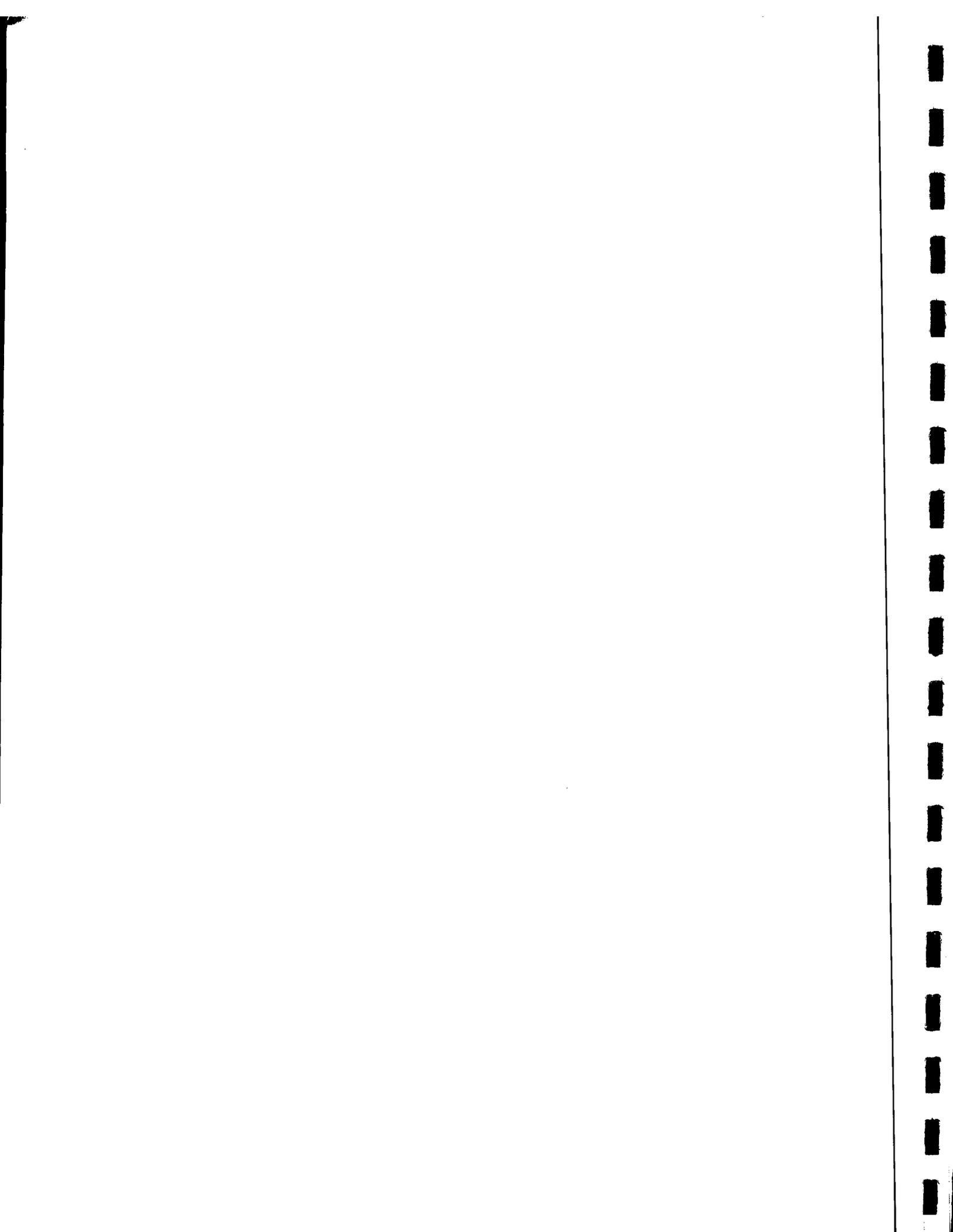
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*A copy of the Mark and pertinent data from the application are part of this certificate.*

*This registration shall remain in force for TEN (10) years, unless terminated earlier as provided by law, and subject to compliance with the provisions of Section 8 of the Trademark Act of 1946, as Amended.*



A handwritten signature in cursive script, appearing to read "James Profane".

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SER. NO. 76-070,198, FILED 6-15-2000.

HOWARD CHUNG, EXAMINING ATTORNEY



## **Requirements for Maintaining a Federal Trademark Registration**

### **SECTION 8: AFFIDAVIT OF CONTINUED USE**

The registration shall remain in force for 10 years, except that the registration shall be canceled for failure to file an Affidavit of Continued Use under Section 8 of the Trademark Act, 15 U.S.C. §1058, upon the expiration of the following time periods:

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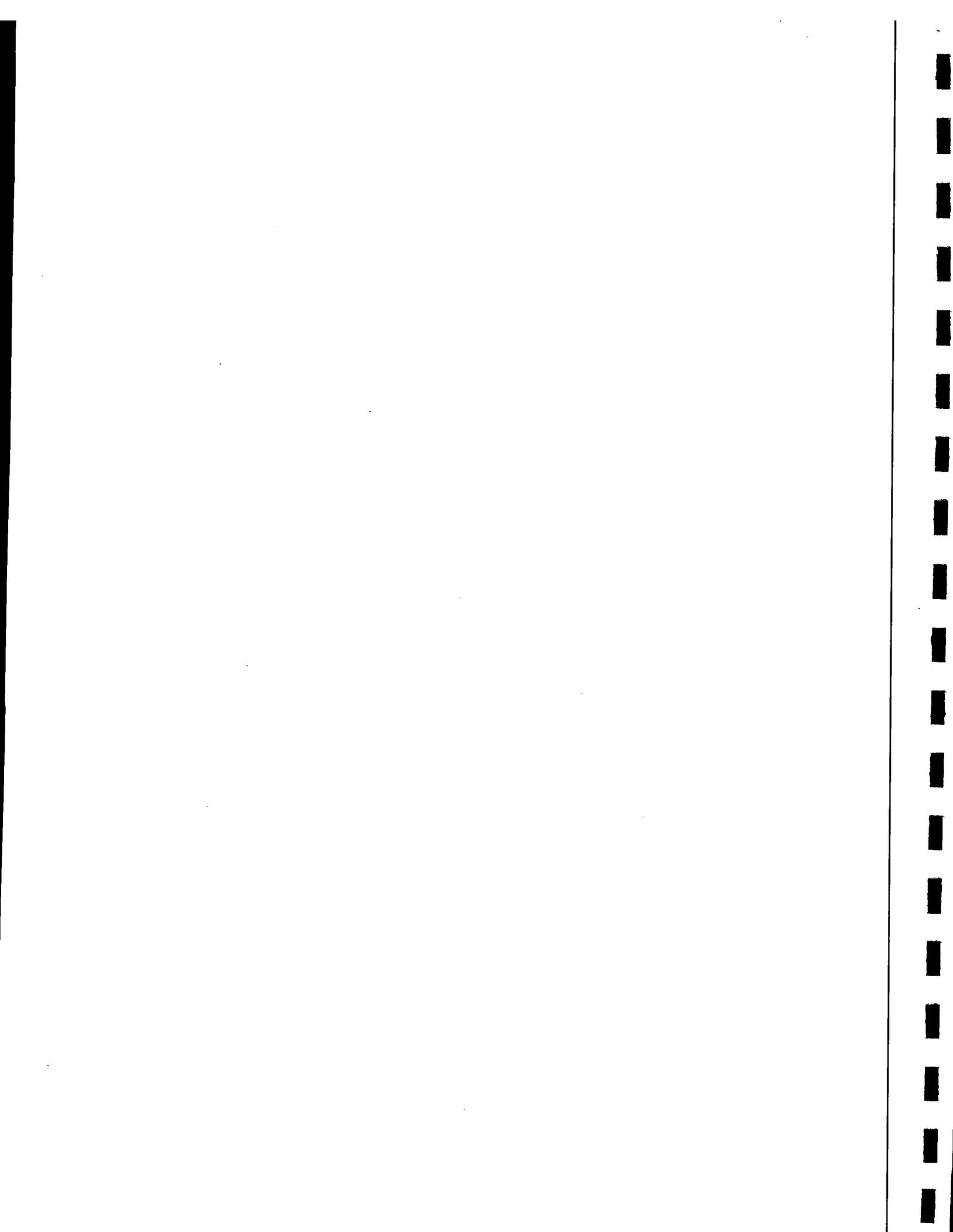
*Failure to file a proper Section 8 Affidavit at the appropriate time will result in the cancellation of the registration.*

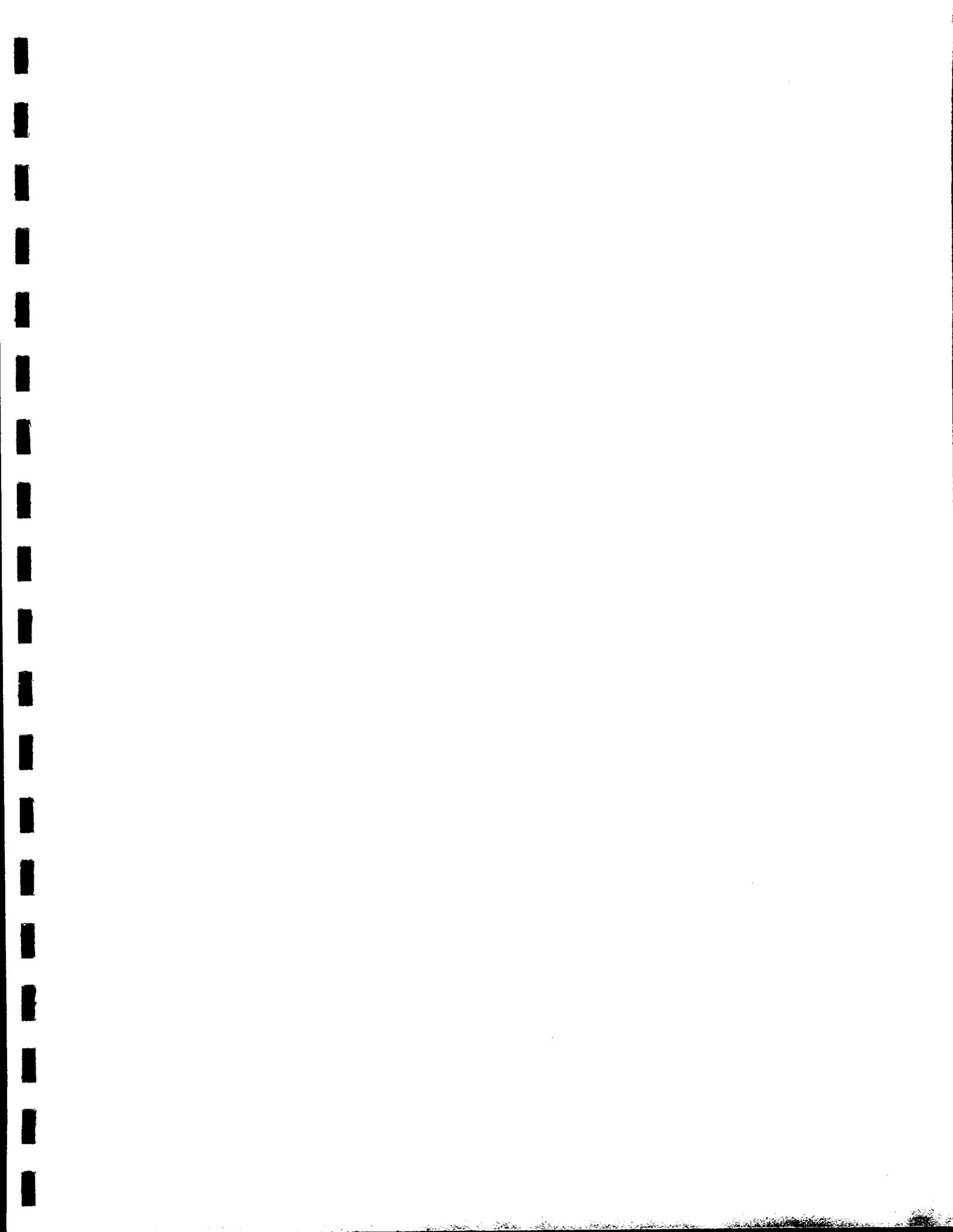
### **SECTION 9: APPLICATION FOR RENEWAL**

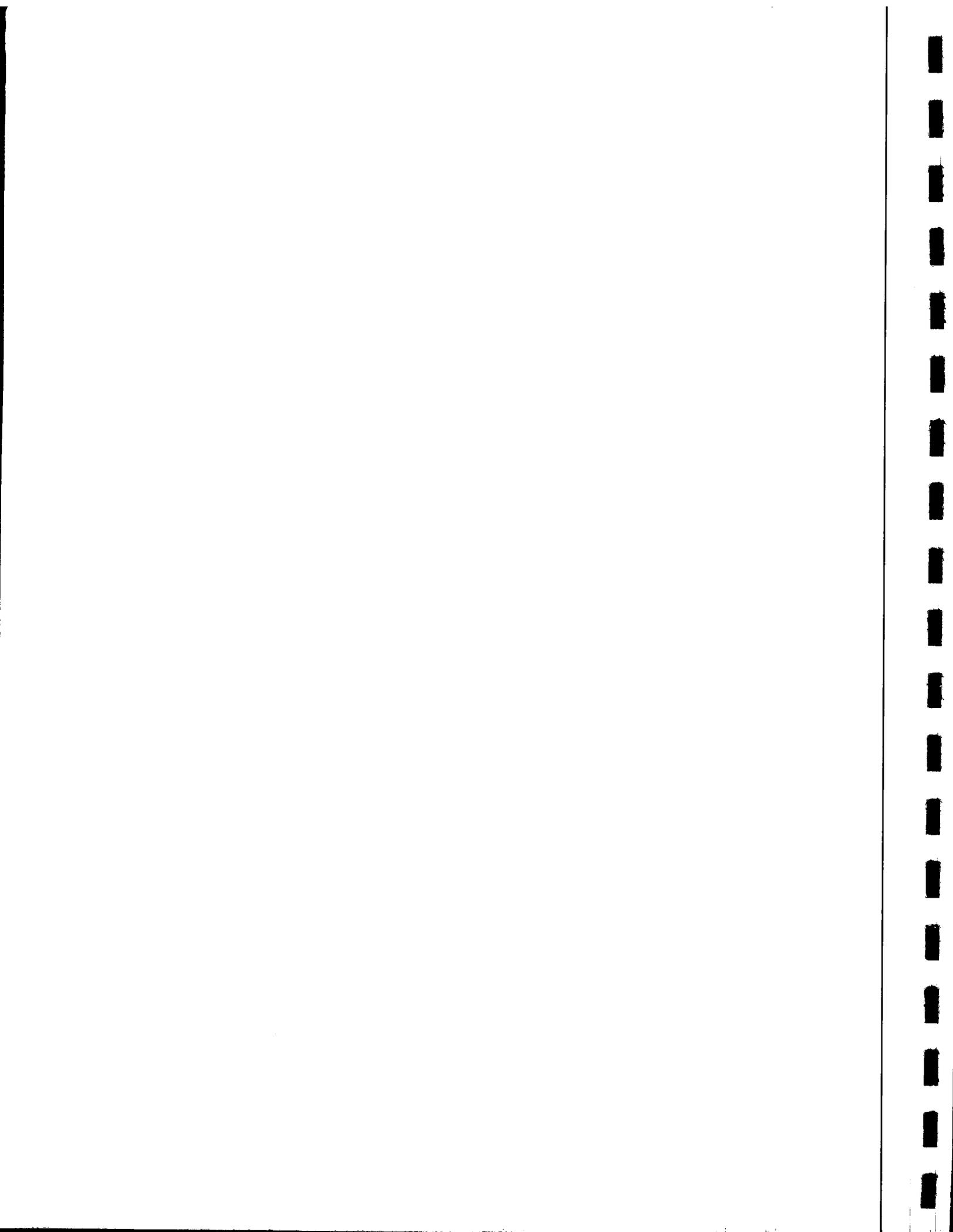
The registration shall remain in force for 10 years, subject to the provisions of Section 8, except that the registration shall expire for failure to file an Application for Renewal under Section 9 of the Trademark Act, 15 U.S.C. §1059, at the end of each successive 10-year period following the date of registration.

*Failure to file a proper Application for Renewal at the appropriate time will result in the expiration of the registration.*

**No further notice or reminder of these requirements will be sent to the Registrant by the Patent and Trademark Office. It is recommended that the Registrant contact the Patent and Trademark Office approximately one year before the expiration of the time periods shown above to determine the requirements and fees for the filings required to maintain the registration.**







# The United States of America



## CERTIFICATE OF REGISTRATION PRINCIPAL REGISTER

*The Mark shown in this certificate has been registered in the United States Patent and Trademark Office to the named registrant.*

*The records of the United States Patent and Trademark Office show that an application for registration of the Mark shown in this Certificate was filed in the Office; that the application was examined and determined to be in compliance with the requirements of the law and with the regulations prescribed by the Director of the United States Patent and Trademark Office; and that the Applicant is entitled to registration of the Mark under the Trademark Act of 1946, as Amended.*

*A copy of the Mark and pertinent data from the application are part of this certificate.*

*This registration shall remain in force for TEN (10) years, unless terminated earlier as provided by law, and subject to compliance with the provisions of Section 8 of the Trademark Act of 1946, as Amended.*



A handwritten signature in cursive script, appearing to read "James P. H. Jones".

Director of the United States Patent and Trademark Office



Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36, and 38

United States Patent and Trademark Office

Reg. No. 2,735,051

Registered July 8, 2003

TRADEMARK  
PRINCIPAL REGISTER

IMOVIE

APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)  
1 INFINITE LOOP  
CUPERTINO, CA 95014

FIRST USE 10-5-1999; IN COMMERCE 10-5-1999.

SN 75-782,838, FILED 8-23-1999.

FOR: COMPUTER SOFTWARE FOR USE IN VIDEO EDITING AND MANUALS SOLD THEREWITH, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

HELEN BRYAN-JOHNSON, EXAMINING ATTORNEY



## **Requirements for Maintaining a Federal Trademark Registration**

### **SECTION 8: AFFIDAVIT OF CONTINUED USE**

The registration shall remain in force for 10 years, except that the registration shall be canceled for failure to file an Affidavit of Continued Use under Section 8 of the Trademark Act, 15 U.S.C. §1058, upon the expiration of the following time periods:

- i) At the end of 6 years following the date of registration.
- ii) At the end of each successive 10-year period following the date of registration.

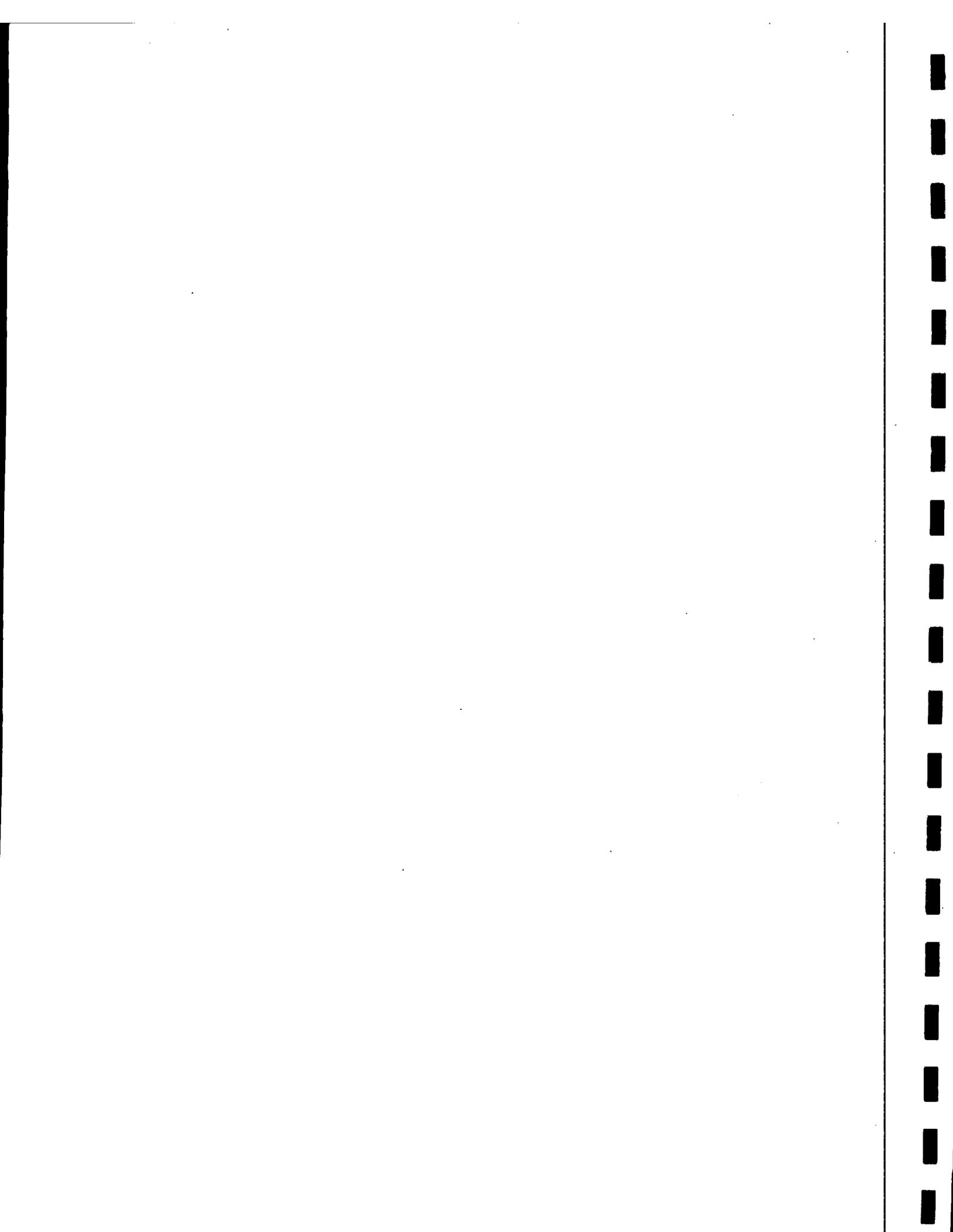
*Failure to file a proper Section 8 Affidavit at the appropriate time will result in the cancellation of the registration.*

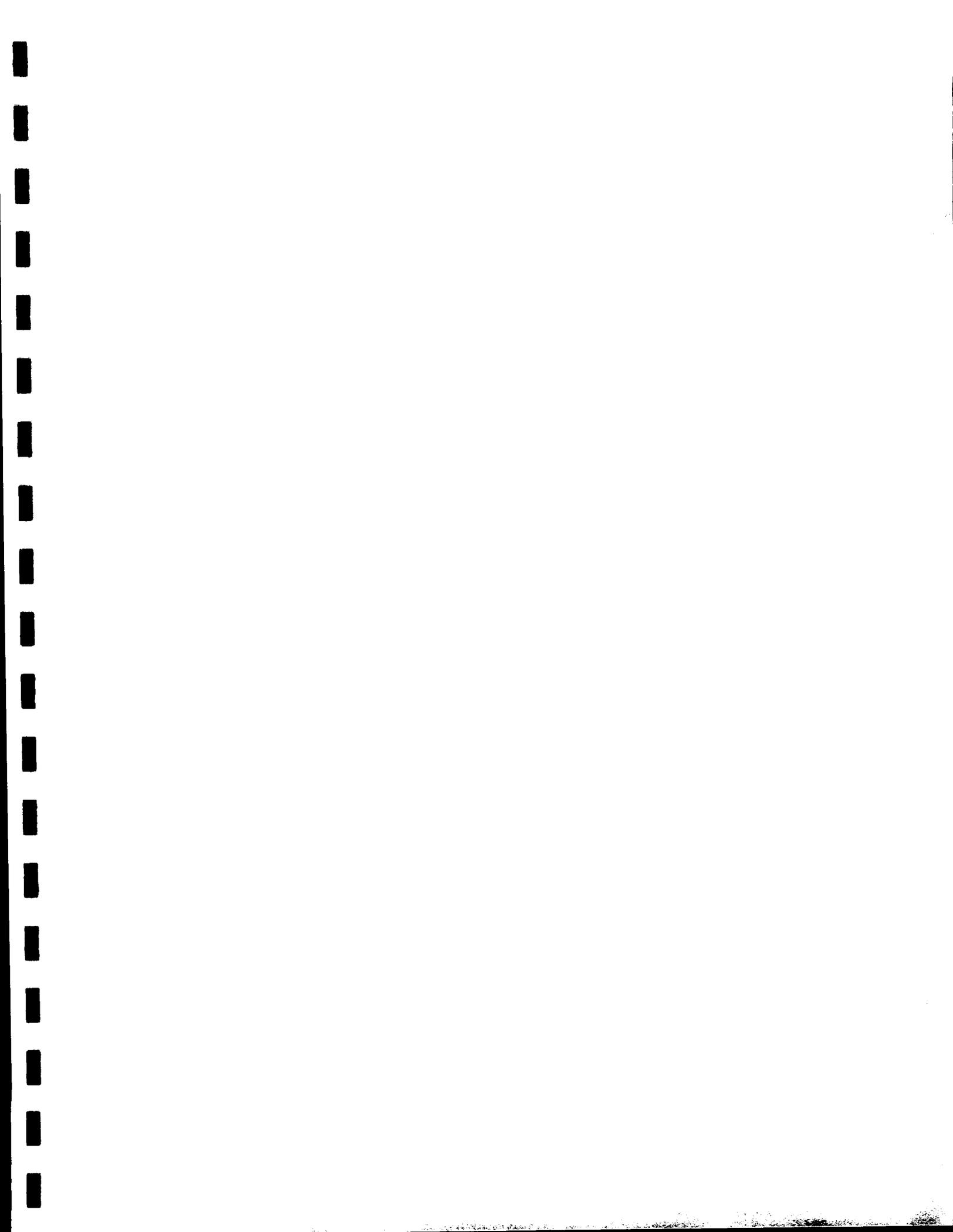
### **SECTION 9: APPLICATION FOR RENEWAL**

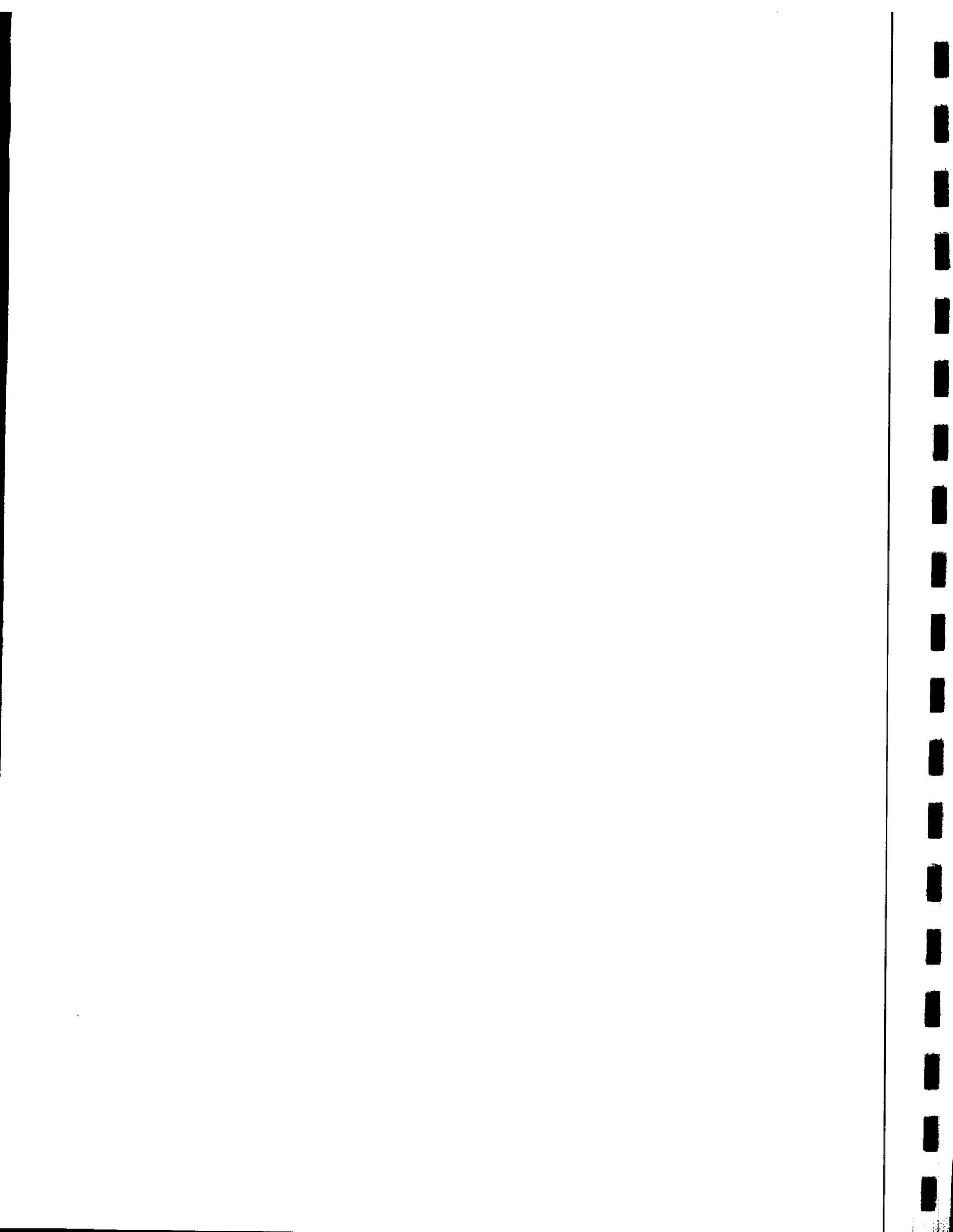
The registration shall remain in force for 10 years, subject to the provisions of Section 8, except that the registration shall expire for failure to file an Application for Renewal under Section 9 of the Trademark Act, 15 U.S.C. §1059, at the end of each successive 10-year period following the date of registration.

*Failure to file a proper Application for Renewal at the appropriate time will result in the expiration of the registration.*

**No further notice or reminder of these requirements will be sent to the Registrant by the Patent and Trademark Office. It is recommended that the Registrant contact the Patent and Trademark Office approximately one year before the expiration of the time periods shown above to determine the requirements and fees for the filings required to maintain the registration.**







# The United States of America



## CERTIFICATE OF REGISTRATION PRINCIPAL REGISTER

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*A copy of the Mark and pertinent data from the application are part of this certificate.*

*This registration shall remain in force for TEN (10) years, unless terminated earlier as provided by law, and subject to compliance with the provisions of Section 8 of the Trademark Act of 1946, as Amended.*



A handwritten signature in cursive script, appearing to read "James Profane".

*Director of the United States Patent and Trademark Office*

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

United States Patent and Trademark Office

Reg. No. 2,653,465

Registered Nov. 26, 2002

TRADEMARK  
PRINCIPAL REGISTER

ITUNES

APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)  
1 INFINITE LOOP  
CUPERTINO, CA 95014

PRIORITY CLAIMED UNDER SEC. 44(D) ON  
UNITED KINGDOM APPLICATION NO. 2249936,  
FILED 10-24-2000.

FOR: COMPUTER SOFTWARE FOR USE IN  
AUTHORING, DOWNLOADING, TRANSMITTING,  
RECEIVING, EDITING, EXTRACTING, ENCOD-  
ING, DECODING, PLAYING, STORING AND OR-  
GANIZING AUDIO DATA, IN CLASS 9 (U.S. CLS. 21,  
23, 26, 36 AND 38).

SEC. 2(F).

SER. NO. 76-193,469, FILED 1-9-2001.

FIRST USE 1-9-2001; IN COMMERCE 1-9-2001.

BRIAN NEVILLE, EXAMINING ATTORNEY

## Requirements for Maintaining a Federal Trademark Registration

### SECTION 8: AFFIDAVIT OF CONTINUED USE

The registration shall remain in force for 10 years, except that the registration shall be canceled for failure to file an Affidavit of Continued Use under Section 8 of the Trademark Act, 15 U.S.C. §1058, upon the expiration of the following time periods:

- i) At the end of 6 years following the date of registration.
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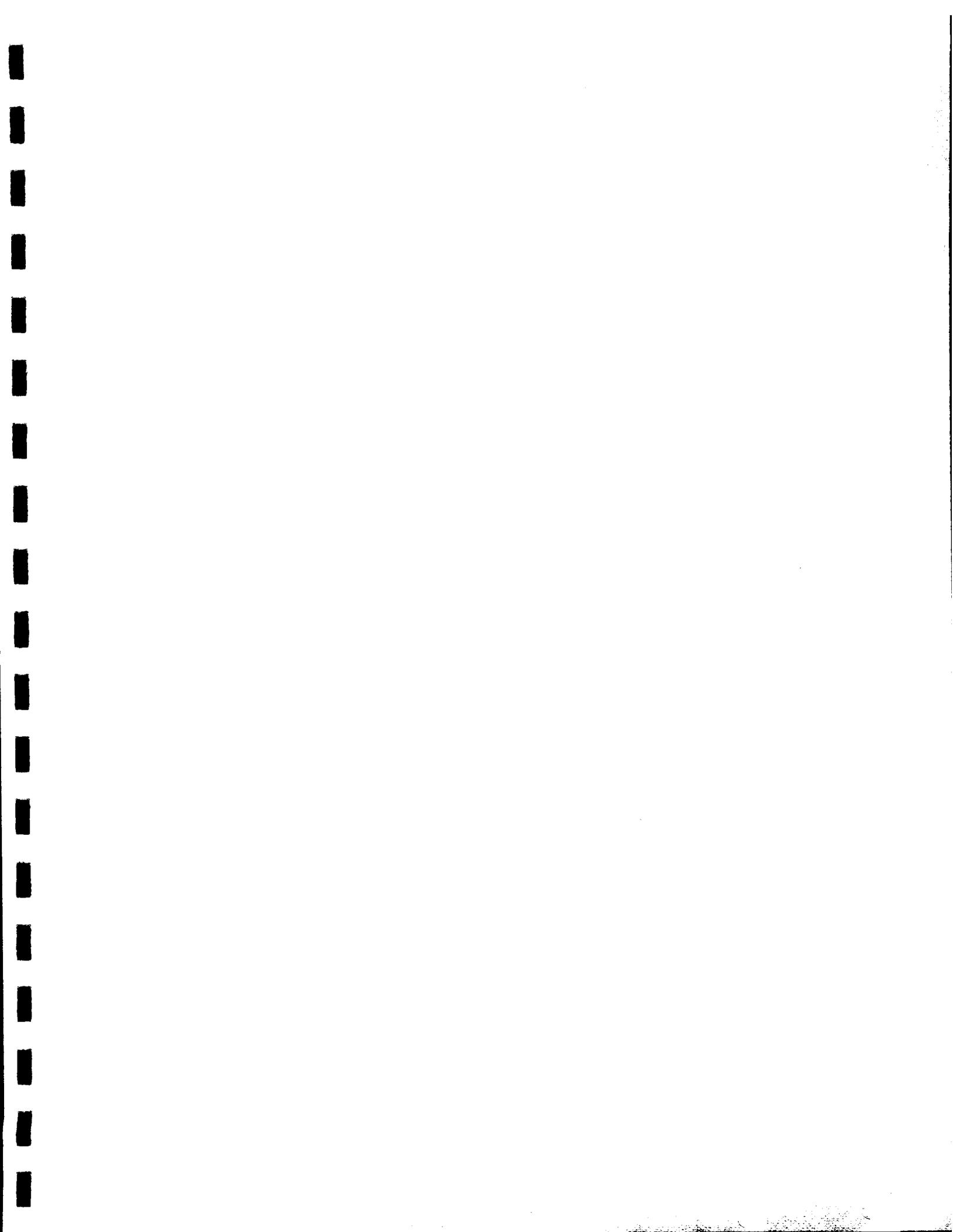
*Failure to file a proper Section 8 Affidavit at the appropriate time will result in the cancellation of the registration.*

### SECTION 9: APPLICATION FOR RENEWAL

The registration shall remain in force for 10 years, subject to the provisions of Section 8, except that the registration shall expire for failure to file an Application for Renewal under Section 9 of the Trademark Act, 15 U.S.C. §1059, at the end of each successive 10-year period following the date of registration.

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FE

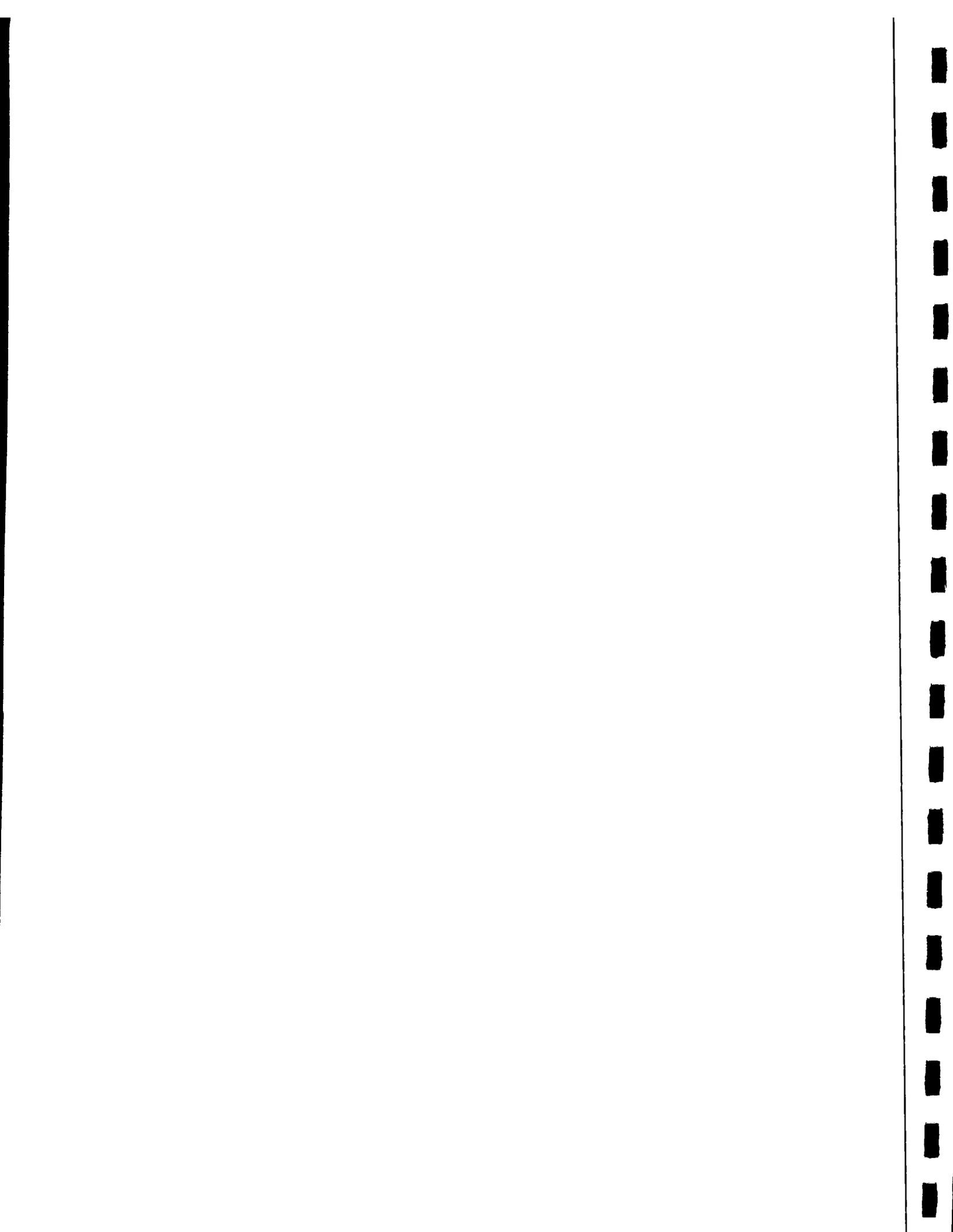


# APPLE COMPUTER, INC.'S IDVD MARK WORLDWIDE

Country	Class(es)	Applicant No.	Application Date	Registration No.	Registration Date
Australia	9	872123	April 9, 2001	872123	August 23, 2002
Chile	9	521199	March 19, 2001	642183	March 19, 2001
China (People's Republic)	9	20001042261	March 23, 2001	1992416	October 7, 2002
European Union	9, 41, 42	1915206	October 23, 2000	1915206	November 25, 2002
Norway	9	2001 05020	April 19, 2001	218482	April 10, 2003
Russian Federation	9	2001711928	April 20, 2001	253935	August 28, 2003
Singapore	9	T01/05574A	October 23, 2000	T01/05574A	October 1, 2003
Switzerland	9	03615/2001	April 10, 2001	500224	June 19, 2002



**IDVD / Australia**





Commonwealth  
of Australia

# Certificate of registration of trade mark

No. 872123

Trade Marks Act 1995

I, **PETER TUCKER**, Registrar of Trade Marks. hereby certify -

that the trade mark represented on this certificate has been registered as a Trade Mark, No. 872123 in the Register of Trade Marks for a period of ten years commencing 9 April 2001 and that **Apple Computer, Inc.** of 1 Infinite Loop MS: 3TM, Cupertino CA 95014 UNITED STATES OF AMERICA has been entered in the Register of Trade Marks as the owner of the trade mark.

The trade mark is registered for the following goods and/or services:

Computers, computer terminals, keyboards, printers, display units, terminals; modems; communications equipment; facsimile machines, answering machines, telephone-based information retrieval systems; adapters, adapter cards, connectors and drivers; computer programs, operating systems, computer firmware; computer memory devices; cameras; fonts, typefaces, type designs and symbols; chips and tapes bearing or for recording computer programs and software; random access memory, read only memory; solid state memory apparatus; electronic communication equipment and instruments; telecommunications apparatus and instruments; related computer equipment for use therewith being goods in class 9

Convention priority claimed: 23 October 2000 UNITED KINGDOM 2249659.

THE SCHEDULE

**IDVD**



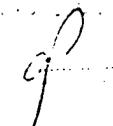
*Given under my hand and the seal of the  
Trade Marks Office on 20 August 2002*

**PETER TUCKER  
REGISTRAR OF TRADE MARKS**



22/08/2002

CLAYTON UTZ  
PO Box H3  
AUSTRALIA SQUARE NSW 1215

REGISTERED  
TRADE MARK  


CERTIFICATE OF REGISTRATION

RE: Trade Mark no. 872123 in the name of  
Apple Computer, Inc.  
Your Ref: 200/791/3360/1635371

The certificate of registration for this trade mark is  
enclosed.

Penny Bailey  
Deputy Registrar, Trade Marks Office

Contact Officer: Marisa Cornish (02) 6283 2943  
Facsimile (02) 6283 2978

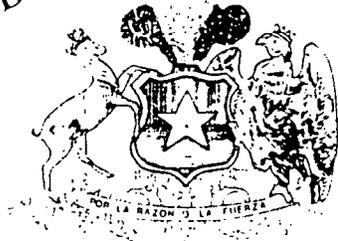
\*\* This name may contain abbreviations. The owner's full name  
is contained in the Register of Trade Marks.



**IDVD / Chile**



REPUBLICA DE CHILE



MINISTERIO DE ECONOMIA, FOMENTO Y RECONSTRUCCION  
DEPARTAMENTO DE PROPIEDAD INDUSTRIAL

REGISTRO DE MARCAS  
COMERCIALES

Solicitud 521.199 Registro 642.183

En conformidad a la ley de la Propiedad Industrial concédese a:

APPLE COMPUTER, INC., SOCIEDAD ORGANIZADA BAJO LAS LEYES DEL ESTADO DE CALIFORNIA

País : ESTADOS UNIDOS DE AMERICA

Por el plazo legal de diez años, contados desde el 16 de Septiembre de 2002, la propiedad y uso exclusivo de la marca :

-----IDVD-----

M. R.

Distingue : Productos

clase(s) : 09

09 : COMPUTADORES, TERMINALES COMPUTACIONALES, TECLADOS, IMPRESORAS, UNIDADES DE REPRESENTACION VISUAL, TERMINALES; MODEMS; DISQUETERAS; PERIFERICOS COMPUTACIONALES, EQUIPOS DE COMUNICACIONES; MAQUINAS DE FAX, MAQUINAS CONTESTADORAS, SISTEMAS DE RECUPERACION DE INFORMACION BASADOS EN EL TELEFONO; ADAPTADORES, TARJETAS DE ADAPTADORES, CONECTORES Y UNIDADES; MEDIOS DE ALMACENAMIENTO COMPUTACIONALES EN BLANCO PROGRAMAS COMPUTACIONALES, SISTEMAS OPERATIVOS, HARDWARE, SOFTWARE Y FIRMWARE COMPUTACIONALES, DISPOSITIVOS DE MEMORIA COMPUTACIONAL; REGISTROS DE SONIDO, VIDEO Y DATOS; CAMARAS; FUENTES, TIPOS DE LETRA, DISEÑOS DE TIPOS Y SIMBOLOS; CHIPS, DISCOS Y CINTAS QUE CONTIENEN O SON PARA GRABAR SOFTWARE Y PROGRAMAS COMPUTACIONALES; MEMORIA DE ACCESO ALEATORIO, MEMORIA DE SOLO LECTURA; APARATO DE MEMORIA DE ESTADO SOLIDO; INSTRUMENTOS Y EQUIPOS DE COMUNICACION ELECTRONICA; INSTRUMENTOS Y EQUIPOS DE TELECOMUNICACIONES, JUEGOS ELECTRONICOS Y COMPUTACIONALES; EQUIPOS COMPUTACIONALES RELACIONADOS PARA SER USADOS CON ESTOS; PRODUCTOS DE

ANDRES ALVAREZ CELIS  
Conservador de Marcas (Comercial)

ELEAZAR BRAVO MANRIQUEZ  
Jefe del Depto. de Propiedad Industrial



Santiago, 07 de Octubre de 2002

MER



REPUBLICA DE CHILE



MINISTERIO DE ECONOMIA, FOMENTO Y RECONSTRUCCION  
DEPARTAMENTO DE PROPIEDAD INDUSTRIAL

REGISTRO DE MARCAS  
COMERCIALES

Solicitud 521.199 Registro 642.183

A N E X O

09 : MULTIMEDIA QUE COMPRENEN O SON PARA SER USADOS CON CUALQUIERA DE LOS PRODUCTOS ANTES MENCIONADOS; PRODUCTOS INTERACTIVOS QUE COMPRENEN O SON PARA SER USADOS CON CUALQUIERA DE LOS PRODUCTOS ANTES MENCIONADOS; PARTES Y ACCESORIOS PARA TODOS LOS PRODUCTOS ANTES MENCIONADOS.

*[Handwritten signature]*  
ANDRES ALVAREZ CELIS  
Conservador de Marcas Comerciales



*[Handwritten signature]*  
ELEAZAR BRAVO MANRIQUEZ  
Jefe del Depto. de Propiedad Industrial

Santiago, 07 de Octubre de 2002

M&R

ESTUDIO FEDERICO VILLASECA

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Messrs.  
APPLE COMPUTER INC.  
November 15, 2002.  
Pg. #2.

Class 9 : Computers, computer terminals, keyboards, printers, display units, terminals; modems; disc drives; computer peripherals; communications equipment: facsimile machines, answering machines, telephone-based information retrieval systems; adapters, adapter cards, connectors and drivers; blank computer storage media, computer programs, operating systems, computer hardware, software and firmware, computer memory devices; sound, video and data recordings; cameras; fonts, typefaces, type designs and symbols; chips, discs and tapes bearing or for recording computer programs and software; random access memory, read only memory; solid state memory apparatus; electronic communication equipment and instruments; telecommunications apparatus and instruments; computer and electronic games; related computer equipment for use therewith; multimedia products comprising or for use with any of the aforesaid goods; interactive products comprising or for use with any of the aforesaid goods; parts and fittings for all the aforesaid goods.

**REMARKS:**

Marking Requirements: "Marca Registrada" or "M.R." or ®.  
Use of T.M.: Trademarks must be used as registered.

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**IDVD / China**



[ English Translation  
China Sinda Intellectual Property Limited ]

THE PEOPLE'S REPUBLIC OF CHINA  
CERTIFICATE OF TRADEMARK REGISTRATION

No. 1992416

TRADEMARK : IDVD [Application No. 2001042261]

REGISTERED PROPRIETOR : APPLE COMPUTER, INC.

ADDRESS : 1 INFINITE LOOP, CUPERTINO, CALIFORNIA  
95014, UNITED STATES OF AMERICA

GOODS FOR WHICH THE TRADEMARK IS USED:

Computers, computer terminals, keyboards, printers, display units, modems; disc drives; computer peripherals; communications equipment; facsimile machines, answering machines, telephone-based information retrieval systems; computer adapters, adapter cards (for computer use); connectors and drivers; blank computer storage media, computer programs, operating systems, computer hardware, software and firmware; computer memory devices; sound, video and data recordings; cameras; computer software prerecorded with fonts, typefaces, type designs and symbols; chips, discs and tapes bearing or for recording computer programs and software; random access memory, read only memory; solid state memory apparatus; electronic communication equipment and instruments; communication equipment, optical communication devices, electronic signal transmitters, telephone sets, full set wireless telephones, program control telephone exchange equipment; computer and electronic games; related computer equipment for use therewith.

INTERNATIONAL CLASS : 9

DURATION OF VALIDITY : from October 7, 2002 to October 6, 2012

SIGNATURE OF DIRECTOR : An Qing Hu

Seal of the Trademark Office of  
the State Administration for  
Industry & Commerce of  
the People's Republic of China

