

From: Estrada, Linda

Sent: 3/3/2011 7:12:07 PM

To: TTAB E Filing

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 77729594 - NEWSWEEK GREEN RANKINGS - 18078.TBD - Request for Reconsideration Denied - Return to TTAB - Message 5 of 5

Attachment Information:

Count: 5

Files: pcworld-2.jpg, pcworld-3.jpg, pcworld-4.jpg, pcworld-5.jpg, pcworld-6.jpg

http://www.pcworld.com/article/130390/lenovo_leads_apple_trails_in_green_rankings.html
03/03/2011 07:05:35 PM

leader in terms of design and have this cool image that everyone talks about. But when it comes to putting [in place] a real policy that is proactive they are lagging," she said.

Apple said it disagreed with the rating and the criteria Greenpeace chose.

"Apple has a strong environmental track record and has led the industry in restricting and banning toxic substances such as mercury, cadmium and hexavalent chromium, as well as many BFRs (brominated flame retardants)," the company said in an e-mailed statement. "We have also completely eliminated CRT monitors, which contain lead, from our product line. Apple desktops, notebooks and displays each score best-in-class in the new EPA ranking system EPEAT, which uses international standards set by IEEE."

Greenpeace isn't impressed that Apple has eliminated CRTs, pointing out that the industry has moved to flat-panel displays.

Last year Greenpeace launched a campaign, [Green my Apple](#), to persuade Apple to make more of an effort on environmental issues. It's the only one of the 14 companies to which Greenpeace has devoted a campaign Web site.

In response some have defended Apple's position on environmental issues with [blog postings](#) that take issue with the claims Greenpeace makes about the dangers of some chemicals. The proportionally smaller number of computers Apple sell was also not taken into account when measuring it against companies like Dell Inc., said one complaint. And others said that Apple leads in areas like product packaging and to ignore that and cast the company as a foe of the environment is unfair.

The ranking, which Greenpeace intends to publish every three months in 2007, assigns points to the 14 companies surveyed based on a number of criteria. These include timelines for phasing out the use of PVC and brominated flame retardants, the availability of voluntary takeback and recycling in all countries where a company operates and the availability of reports on the amount of waste electrical and electronic equipment collected and recycled.

Companies only get points for doing better than laws and regulations require, said Alhaji.

Positions two through five in the ranking were occupied by Nokia Corp., Sony Ericsson Mobile Communications AB, Dell and Samsung Electronics Co. Ltd. while the four companies ranked at the bottom ahead of Apple were Toshiba Corp., Sony Corp., LG Electronics Inc. and Matsushita Electric Industrial Co. Ltd. (Panasonic).

Greenpeace is hoping it can persuade companies to be more proactive and build environmental performance into their businesses.

"We are focusing on the brand names because if the market leaders change, the impact will be felt globally in the industry," said Alhaji.

Greenpeace Green Electronics Ranking



Similar Articles:

 [Best Tech Products 2010: Full List, 1-100](#)

 [Tablets, PCs, and E-Readers: Best of 2010](#)

[Samsung, Dell, Lenovo, LG Miss Key Toxic Chemicals Goal](#)

 [Apple Sales Set for Bounce With Expected MacBook Refresh](#)

Greenpeace Green Electronics Ranking

March 2007

1. Lenovo
2. Nokia
3. Sony Ericsson
4. Dell
5. Samsung
6. Motorola
7. Fujitsu Siemens
8. Hewlett-Packard
9. Acer
10. Toshiba
11. Sony
12. LG Electronics
13. Panasonic
14. Apple

December 2006

1. Nokia
2. Dell
3. Fujitsu Siemens
4. Motorola
5. Sony Ericsson
6. Hewlett-Packard
7. Acer
8. Lenovo
9. Sony
10. Panasonic
11. LG Electronics
12. Samsung
13. Toshiba
14. Apple

August 2006

1. Nokia
2. Dell
3. Hewlett-Packard
4. Sony Ericsson
5. Samsung

Apple Moves up in Greenpeace Rankings

What Does It Take to Get a PC With XP?

Best Prices on Cameras

Most Popular All Categories

 EOS 60D Black SLR Digital Camera - Body Only
\$849.00 and up [See All Prices](#)

 EOS Rebel T2i Black SLR Digital Camera Kit w/ 18-55mm Lens
\$749.00 and up [See All Prices](#)

 EOS 7D Black SLR Digital Camera - Body Only
\$1499.00 and up [See All Prices](#)

 EOS 60D 18 Megapixel Digital SLR Camera Body with Lens Kit - 18 mm-135 mm - Black
\$950.00 and up [See All Prices](#)

[See all Best Prices on Cameras](#)

See also: [Best Prices on Laptops](#), [Best Prices on TVs](#), [Best Prices on LCD Monitors](#), [Best Prices on Printers](#)

Daily Technology Newsletter

Get great stories from PCWorld like this one delivered in your inbox for free!

Enter e-mail

[See All Newsletters »](#)

5. Samsung
6. Sony
7. LG Electronics
8. Panasonic
9. Toshiba
10. Fujitsu-Siemens
11. Apple
12. Acer
13. Motorola
14. Lenovo

Source: Greenpeace

See more like this: [green](#), [greenpeace](#), [environment](#), [recycling](#), [lenovo](#), [apple](#)

Would you recommend this story? **YES** 0 **NO** 0

Sponsored Links

Remote Control Software

Access Your Mac or PC From Anywhere. Try GoToMyPC™ Free For 30 Days!
www.GoToMyPC.com

Virus & Spyware Remover

Free Spyware & Virus Scan. Industry Leading Detection. Download Today
www.pctools.com

Norton Antivirus™ 2011

Best-Selling Virus Protection. Up to 50% Off - Limited Time Offer.
www.Norton.com

Free Download

LogMeIn - Really 100% Free & Easy Access To PCs & Macs From Anywhere
www.LogMeIn.com

Comments

gecko85 says:

Wed Apr 04 12:36:00 PDT 2007

[Lenovo Leads, Apple Trails in 'Green' Rankings](#)

Please, would the media STOP giving coverage to this BS propaganda from Greenpeace? It was bunk the first time it was released, and it's bunk now. Here's a good article (one of MANY) that debunks this Greenpeace propaganda: <http://www.eco-tech-today.com/stop.shtml>

debunks this Greenpeace propaganda:http://www.sci-tech-today.com/story.xhtml?story_id=13200040ISO

REPLY

* Sign in to post a comment. New to PCWorld Comments? Register here.

 Connect with Facebook

Today's Special Offers

Experience the MAINGEAR Difference

Discover the MAINGEAR G1 i11T with Super Stock options, overclocked, liquid cooled and specially painted just for you.

Get Tons of free Business How To's:

Research the latest technology trends, read relevant news, and watch our latest customer videos.

QNAP Turbo NAS - Highest Performance NAS Available

QNAP's Pro+ lineup of Turbo NAS servers deliver incredible 113MB/sec performance for SMB customers

Lenovo Ideapad Laptops

Multimedia powerhouse on the go Save \$\$\$ and Customize your Ideapad Y Series laptop

iMeet Free Trial

Time to have enjoyable meetings. Seriously. 30 Day Free Trial.

INSPIRE unbridled innovation.

HP ProLiant FlexFabric enabled BL460c G7 server powered by the Intel® Xeon® processor 5600 series

VIPRE Antivirus + Antispyware

VIPRE is the only Antivirus that won't slow down your computer

UNLOCK the possibilities of change-ready computing

With HP BladeSystem powered by AMD Opteron™ 6100 Series processors, HP Virtual Connect saves time.

Check out the award-winning Alienware M11x Laptop

With 8.5 hours of battery life & weighing less than 4.5 lbs. the M11x redefines the gaming capabilities of sub-15" laptops

Experience the MAINGEAR Difference

Discover the MAINGEAR SHIFT with Super Stock options, overclocked, liquid cooled and specially painted just for you.

INSPIRE unbridled innovation.

HP ProLiant FlexFabric enabled BL460c G7 server powered by the Intel® Xeon® processor 5600 series

iMeet Free Trial

Time to have enjoyable meetings. Seriously. 30 Day Free Trial.

iMeet Free Trial

Time to have enjoyable meetings. Seriously. 30 Day Free Trial.

UNLOCK the possibilities of change-ready computing

With HP BladeSystem powered by AMD Opteron™ 6100 Series processors, HP Virtual Connect saves time.

Experience the MAINGEAR Difference

Discover the MAINGEAR SHIFT with Super Stock options, overclocked, liquid cooled and specially painted just for you.

Get Tons of free Business How To's:

Research the latest technology trends, read relevant news, and watch our latest customer videos.

VIPRE Antivirus + Antispyware

VIPRE is the only Antivirus that won't slow down your computer

Brother® printers rated #1 by PC Magazine readers

See why we're #1 in reliability, customer satisfaction, likely to recommend.

Editors' Picks



EDITOR'S PICKS



On Your Side: Seller Ships the Wrong Shell



Skeptical Shopper: Sell Your Gently Used Tech Gadgets Online



Digitize Your Documents



Digitize Your Analog Life



Digitize Your Music



Digitize Your Pictures

Home

Products

- Android App Reviews
- iPhone App Reviews
- Business Center
- Cameras
- Camcorders
- Cell Phones & PDAs
- Consumer Advice
- Desktop PCs
- E-Readers
- Gadgets
- Gaming
- HDTV
- Home Theater
- Laptops
- Macs & iPods
- Monitors
- Printers
- Software
- Spyware & Security
- Storage
- CES 2011
- Tech Industry
- Tech Events
- Upgrading
- Windows 7

Network Sites

- PCWorld Business Center
- Search for Jobs
- Macworld
- MacUser
- Mac OS X Hints
- iPhone Central

About PCWorld

- About Us
- Advertise
- PCWorld Content Works
- Terms of Service Agreement
- Privacy Policy
- PCWorld Site Map

Resources

- Newsletters
- FAQ
- Contact Us
- XML RSS Feeds
- Magazine Customer Service
- Community Standards

Visit other IDG sites:

© 1998-2011, PCWorld Communications, Inc.

TRY 2 RISK-FREE ISSUES

Plus Get a FREE CD-ROM

Name City

Address 1 State Zip

Address 2 E-mail (optional)

CLICK HERE

Canadian Residents | Foreign Residents | Gift Subscriptions
Customer Service | Privacy Policy