

## Request for Reconsideration after Final Action

The table below presents the data as entered.

Input Field	Entered
<b>SERIAL NUMBER</b>	85850245
<b>LAW OFFICE ASSIGNED</b>	LAW OFFICE 107
<b>MARK SECTION (no change)</b>	
<b>ARGUMENT(S)</b>	
<b><u>RESPONSE TO FINAL OFFICE ACTION OF DECEMBER 23, 2013 AND REQUEST FOR RECONSIDERATION</u></b>	
<b><u>REMARKS</u></b>	
<p>The above-identified application has been carefully reviewed in view of the Final Official Action mailed December 23, 2013. Reconsideration and withdrawal of the rejection entered by the Examining Attorney is respectfully requested in light of the arguments and authorities presented below.</p>	
<b>I. THE EXAMINING ATTORNEY'S REFUSAL TO REGISTER UNDER SECTION 2(e)(1) IS IMPROPER</b>	
<p>The Examiner has maintained the objection to the present application and rejected Applicant's arguments that the mark does not merely describe a feature or function of Applicant's goods and is, at most, suggestive of the subject goods. After reviewing the Examiner's arguments in the Final Office Action of December 23, 2013, Applicant submits that the Examiner has reached an incorrect conclusion based upon an inappropriately narrow view of the relevant genus of goods/services.</p>	
<p>Applicant reincorporates by reference the arguments of its earlier response as if fully set forth herein and respectfully requests reconsideration and withdrawal of the rejection under Section 2(e)(1).</p>	
<b>A. The Applicant's Goods Are Not Immediately Apparent From Applicant's Mark</b>	
<p>The Examiner has argued that the distinctiveness or descriptiveness of a mark must be determined "in relation to an applicant's goods and/or services, not in the abstract." However, Applicant respectfully submits that the Examiner has incorrectly defined the scope of the goods/services at issue.</p>	
<p>Upon filing of the subject application, Applicant defined its claimed goods as "smartphone software applications. At the insistence of the Examiner, Applicant was obliged to amend its application to claim "Computer application software for smartphones, namely, software for selecting cosmetic products and storing users' cosmetics preferences." The Examiner then used her own unduly narrow construction of the claimed goods as a basis for rejecting Applicant's mark as merely descriptive.</p>	
<p>While the Examiner is correct that the descriptiveness determination must be made with relation to the claimed goods/services, she ignores the TMEP's instruction that she take into account "the context in which the mark is used or intended to be used in connection with those goods/services, and the possible significance that the ma</p>	

would have to the average purchaser of the goods or services in the marketplace.” TMEP § 1209.01(b) (citing the same cases cited in the Final Office Action). The context in which the ordinary or expected consumer would encounter the mark is entirely absent from the Examiner’s reasoning.

To borrow terminology from the Federal Circuit’s *H. Marvin Ginn Corp.* test for genericness, the Examiner failed to correctly identify the appropriate genus of goods for the descriptiveness evaluation. It is the artificial narrowness of the goods used in the Examiner’s evaluation that Applicant objects to.

In the classic structure for a recitation of goods, the genus is the category that precedes “namely,” and the USPTO typically requires that the applicant specify a species following “namely.” Here, Applicant claims the genus “computer application software for smartphones.” However, the Examiner does not consider the subject mark in relation to this genus. The Examiner instead considers the mark in relation to the artificially-defined category of “software for selecting cosmetic products and storing users’ cosmetics preferences.” This error is harmful one.

The practical reality of smartphone application software is that it is a genus unto itself. iPhone users encounter all iPhone applications in a single App Store. Android users access all available smartphone applications through Google Play. It is in this manner that the ordinary purchaser would encounter the subject mark – one among the sea of 800,000+ apps in both Apple’s App Store and Google Play as of April 2013 (see at Exhibit A the attached report from *Time* magazine). At most, the average consumer might find Applicant’s app in a broad subcategory (or “species” in our taxonomic analogy) of health and beauty apps.

Even within this species, the BLUSH ‘N BRUSH mark does not immediately convey the nature or function of the app. “BLUSH” in the mark could refer to color cosmetics or simply to a pink or rosy color, as indicated by the first definition in the attached Exhibit B (a screenshot from the Merriam-Webster.com definition for “blush”). “BRUSH” could refer to a physical brush, such as a cosmetic applicator brush or a hairbrush, or it could be used as a verb. In the smartphone context in particular, “brush” could refer to the touch-screen gestures employed to scroll the screen vertically or horizontally. (See the second and third definitions in the attached Exhibit C.)

Moreover, the variety of smartphone applications available are such that a consumer might first wonder whether Applicant’s app is a shopping app for cosmetics and accessories, whether Applicant’s app contains instructional videos for the application of makeup, or whether Applicant’s app provides the ability to store cosmetic preferences. The BLUSH ‘N BRUSH mark does not tell the consumer which of several relevant functions the app serves.

Once the proper context of goods/services is considered, it becomes clear that the Examiner has reached an erroneous conclusion. While the mark may have the very small degree of descriptiveness necessary for the suggestion process to occur, it is not immediately apparent from the mark itself what function the smartphone app serves among the 800,000+ other apps available in either app store.

Accordingly, Applicant respectfully requests that the Examiner withdraw the rejection of BLUSH ‘N BRUSH under Section 2(e)(1).

### **B. Registration of the Subject Mark on the Principal Register Does Not Offend the Public Policy Considerations in Denying Registration of Descriptive Marks**

One hallmark of a descriptive mark is that reserving its use to a single registrant would unfairly restrict competitors from using similar descriptive language in their own advertising. As the Examiner correctly stated in the Final Office Action, “Businesses and competitors should be free to use descriptive language when describing their own goods and/or services to the public in advertising and marketing materials.”

Registration of Applicant’s mark on the Principal Register would not unfairly restrict other software developers from describing their own smartphone application. Even if the competing smartphone app performed a function identical to Applicant’s app, the competitor would have ample means to name, describe and advertise its software without using the BLUSH ‘N BRUSH mark.

In this regard, the subject mark is similar to the type of mark described in TMEP 1209.03(d): “a mark comprising a combination of merely descriptive components is registrable if the combination of terms creates a unitary mark with a unique, nondescriptive meaning, or if the composite has a bizarre or incongruous meaning as applied to the goods.” Like the SUGAR & SPICE mark approved in *In re Colonial Stores Inc.* and the SNO-RAKE mark held not merely descriptive of a snow removal hand tool in *In re Shutts*, Applicant’s mark creates a unique, nondescriptive meaning that does not unfairly limit competitors.

Even assuming *arguendo* that the words “BLUSH” and “BRUSH” are merely descriptive of the correct genus computer application software for smartphones – which Applicant does not believe they are – the mark BLUSH ‘N BRUSH combines the two terms in such a way that the composite result is unique and suggestive.

Accordingly, Applicant submits that the Examiner was incorrect in concluding that the composite mark is merely descriptive for smartphone apps.

**C. The Examiner is Urged to Allow the Marketplace to Determine Whether the Mark is Suggestive**

Applicant again refers the Examiner to the Federal Circuit’s ruling in *In re Merrill Lynch, Pierce, Fenner and Smith, Inc.*, 4 U.S.P.Q.2d 1141, 1144 (Fed. Cir. 1987), and the Trademark Trial and Appeal Board’s ruling in *In re Distribution Codes, Inc.*, 199 U.S.P.Q. 508, 511 (T.T.A.B. 1978).

The marketplace is in the best position to evaluate the whether a mark is merely descriptive and, if any member of the public will consider themselves injured by the registration of the subject mark, s/he will have ample opportunity to oppose its registration. Because the subject mark is **at least potentially suggestive**, the mark should be allowed to proceed to publication in accordance with the precedent of *In re Merrill Lynch* and *In re Distribution Codes*.

**II. NOTICE OF INTENT TO FILE APPEAL**

By way of notice only, Applicant hereby informs the Examiner of its intent to appeal any continued rejection of the present application.

**III. CONCLUSION**

The above-identified application has been carefully reviewed in light of the Final Office Action mailed December 23, 2013. It is believed that each of the objections raised by the Examiner is satisfied by the present amendment and response.

When the correct genus of goods/services is considered, it becomes clear that Applicant’s mark BLUSH ‘N BRUSH is not merely descriptive of the claimed goods under Section 2(e)(1) of the Lanham Act. It is, instead, suggestive of Applicant’s smartphone application software in that it requires the consumer who encounters the app amongst 800,000 others to go through a multi-step reasoning process to ascertain the goods offered under the mark. Moreover, registration of the subject mark on the Principal Register will not unfairly disadvantage competitors because the overall impression of the composite mark is suggestive, not descriptive.

Accordingly, Applicant respectfully requests that the objection be withdrawn and the BLUSH ‘N BRUSH mark approved for publication at the earliest possible date. Applicant’s attorney requests that the Examining Attorney contact the undersigned if further clarification is needed or if a telephone conference would be useful in resolving the issues pending in this matter.

Respectfully submitted,

/s/ Elisabeth A. Evert \_\_\_\_\_  
Elisabeth A. Evert

**EVIDENCE SECTION**

**EVIDENCE FILE NAME(S)**

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<b>DESCRIPTION OF EVIDENCE FILE</b>	Time magazine article re: smartphone applications, definitions of "blush," and definition of "brush"
<b>SIGNATURE SECTION</b>	
<b>RESPONSE SIGNATURE</b>	/Elisabeth A. Evert/
<b>SIGNATORY'S NAME</b>	Elisabeth A. Evert

<b>SIGNATORY'S POSITION</b>	Attorney of record, Texas bar member
<b>SIGNATORY'S PHONE NUMBER</b>	214-953-1181
<b>DATE SIGNED</b>	06/23/2014
<b>AUTHORIZED SIGNATORY</b>	YES
<b>CONCURRENT APPEAL NOTICE FILED</b>	YES
<b>FILING INFORMATION SECTION</b>	
<b>SUBMIT DATE</b>	Mon Jun 23 17:42:37 EDT 2014
<b>TEAS STAMP</b>	USPTO/RFR-12.191.28.154-2 0140623174237325967-85850 245-5009467c5a7aef8f4cc41 766c105d76285728603bfdc9a f7e7f2f1fe6c2a78644-N/A-N /A-20140623173657962289

PTO Form 1930 (Rev 9/2007)  
OMB No. 0651-0050 (Exp. 05/31/2014)

**Request for Reconsideration after Final Action  
To the Commissioner for Trademarks:**

Application serial no. **85850245** has been amended as follows:

**ARGUMENT(S)**

**In response to the substantive refusal(s), please note the following:**

**RESPONSE TO FINAL OFFICE ACTION OF DECEMBER 23, 2013  
AND REQUEST FOR RECONSIDERATION**

**REMARKS**

The above-identified application has been carefully reviewed in view of the Final Official Action mailed December 23, 2013. Reconsideration and withdrawal of the rejection entered by the Examining Attorney is respectfully requested in light of the arguments and authorities presented below.

**I. THE EXAMINING ATTORNEY'S REFUSAL TO REGISTER UNDER SECTION 2(e)(1) IS IMPROPER**

The Examiner has maintained the objection to the present application and rejected Applicant's arguments

that the mark does not merely describe a feature or function of Applicant's goods and is, at most, suggestive of the subject goods. After reviewing the Examiner's arguments in the Final Office Action of December 23, 2013, Applicant submits that the Examiner has reached an incorrect conclusion based upon an inappropriately narrow view of the relevant genus of goods/services.

Applicant reincorporates by reference the arguments of its earlier response as if fully set forth herein and respectfully requests reconsideration and withdrawal of the rejection under Section 2(e)(1).

#### **A. The Applicant's Goods Are Not Immediately Apparent From Applicant's Mark**

The Examiner has argued that the distinctiveness or descriptiveness of a mark must be determined "in relation to an applicant's goods and/or services, not in the abstract." However, Applicant respectfully submits that the Examiner has incorrectly defined the scope of the goods/services at issue.

Upon filing of the subject application, Applicant defined its claimed goods as "smartphone software applications." At the insistence of the Examiner, Applicant was obliged to amend its application to claim "Computer application software for smartphones, namely, software for selecting cosmetic products and storing users' cosmetics preferences." The Examiner then used her own unduly narrow construction of the claimed goods as a basis for rejecting Applicant's mark as merely descriptive.

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Even within this species, the BLUSH 'N BRUSH mark does not immediately convey the nature or function of the app. "BLUSH" in the mark could refer to color cosmetics or simply to a pink or rosy color, as indicated by the first definition in the attached Exhibit B (a screenshot from the Merriam-Webster.com definition for "blush"). "BRUSH" could refer to a physical brush, such as a cosmetic applicator brush or a hairbrush, or it could be used as a verb. In the smartphone context in particular, "brush" could refer to the touch-screen gestures employed to scroll the screen vertically or horizontally. (See the second and third definitions in the attached Exhibit C.)

Moreover, the variety of smartphone applications available are such that a consumer might first wonder whether Applicant's app is a shopping app for cosmetics and accessories, whether Applicant's app contains instructional videos for the application of makeup, or whether Applicant's app provides the ability to store cosmetic preferences. The BLUSH 'N BRUSH mark does not tell the consumer which of several relevant functions the app serves.

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Accordingly, Applicant respectfully requests that the Examiner withdraw the rejection of BLUSH 'N BRUSH under Section 2(e)(1).

### **B. Registration of the Subject Mark on the Principal Register Does Not Offend the Public Policy Considerations in Denying Registration of Descriptive Marks**

One hallmark of a descriptive mark is that reserving its use to a single registrant would unfairly restrict competitors from using similar descriptive language in their own advertising. As the Examiner correctly stated in the Final Office Action, "Businesses and competitors should be free to use descriptive language when describing their own goods and/or services to the public in advertising and marketing materials."

Registration of Applicant's mark on the Principal Register would not unfairly restrict other software developers from describing their own smartphone application. Even if the competing smartphone app performed a function identical to Applicant's app, the competitor would have ample means to name, describe and advertise its software without using the BLUSH 'N BRUSH mark.

In this regard, the subject mark is similar to the type of mark described in TEMP 1209.03(d): "a mark comprising a combination of merely descriptive components is registrable if the combination of terms creates a unitary mark with a unique, nondescriptive meaning, or if the composite has a bizarre or incongruous meaning as applied to the goods." Like the SUGAR & SPICE mark approved in *In re Colonial Stores Inc.* and the SNO-RAKE mark held not merely descriptive of a snow removal hand tool in *In re Shutts*, Applicant's mark creates a unique, nondescriptive meaning that does not unfairly limit competitors.

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Accordingly, Applicant submits that the Examiner was incorrect in concluding that the composite mark is merely descriptive for smartphone apps.

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Applicant again refers the Examiner to the Federal Circuit's ruling in *In re Merrill Lynch, Pierce, Fenner and Smith, Inc.*, 4 U.S.P.Q.2d 1141, 1144 (Fed. Cir. 1987), and the Trademark Trial and Appeal Board's ruling in *In re Distribution Codes, Inc.*, 199 U.S.P.Q. 508, 511 (T.T.A.B. 1978).

The marketplace is in the best position to evaluate the whether a mark is merely descriptive and, if any member of the public will consider themselves injured by the registration of the subject mark, s/he will have ample opportunity to oppose its registration. Because the subject mark is **at least potentially suggestive**, the mark should be allowed to proceed to publication in accordance with the precedent of *In re Merrill Lynch* and *In re Distribution Codes*.

## **II. NOTICE OF INTENT TO FILE APPEAL**

By way of notice only, Applicant hereby informs the Examiner of its intent to appeal any continued rejection of the present application.

## **III. CONCLUSION**

The above-identified application has been carefully reviewed in light of the Final Office Action mailed December 23, 2013. It is believed that each of the objections raised by the Examiner is satisfied by the present amendment and response.

When the correct genus of goods/services is considered, it becomes clear that Applicant's mark BLUSH 'N BRUSH is not merely descriptive of the claimed goods under Section 2(e)(1) of the Lanham Act. It is, instead, suggestive of Applicant's smartphone application software in that it requires the consumer who encounters the app amongst 800,000 others to go through a multi-step reasoning process to ascertain the goods offered under the mark. Moreover, registration of the subject mark on the Principal Register will not unfairly disadvantage competitors because the overall impression of the composite mark is suggestive, not descriptive.

Accordingly, Applicant respectfully requests that the objection be withdrawn and the BLUSH 'N BRUSH mark approved for publication at the earliest possible date. Applicant's attorney requests that the Examining Attorney contact the undersigned if further clarification is needed or if a telephone conference would be useful in resolving the issues pending in this matter.

Respectfully submitted,

/s/ Elisabeth A. Evert  
Elisabeth A. Evert

## **EVIDENCE**

Evidence in the nature of Time magazine article re: smartphone applications, definitions of "blush," and definitions of "brush" has been attached.

### **Original PDF file:**

[evi\\_1219128154-](#)

[173657962 . ng iOS or Android All the Numbers All in One Place TIME.pdf](#)

### **Converted PDF file(s) (14 pages)**

[Evidence-1](#)

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[Evidence-3](#)

[Evidence-4](#)

[Evidence-5](#)

[Evidence-6](#)

[Evidence-7](#)

[Evidence-8](#)

[Evidence-9](#)

[Evidence-10](#)

[Evidence-11](#)

[Evidence-12](#)

[Evidence-13](#)

[Evidence-14](#)

### **Original PDF file:**

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### **Converted PDF file(s) (4 pages)**

[Evidence-1](#)

[Evidence-2](#)

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[Evidence-4](#)

### **Original PDF file:**

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[Evidence-1](#)

[Evidence-2](#)

[Evidence-3](#)

[Evidence-4](#)

**SIGNATURE(S)**

**Request for Reconsideration Signature**

Signature: /Elisabeth A. Evert/ Date: 06/23/2014

Signatory's Name: Elisabeth A. Evert

Signatory's Position: Attorney of record, Texas bar member

Signatory's Phone Number: 214-953-1181

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 85850245

Internet Transmission Date: Mon Jun 23 17:42:37 EDT 2014

TEAS Stamp: USPTO/RFR-12.191.28.154-2014062317423732

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N/A-N/A-20140623173657962289



# Android? All the ace

A comprehensive look at the competitive situation, from unit sales to profit margins.

By Harry McCracken @harymccracken | April 16, 2013 | 283 Comments

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Bloomberg / Getty Images

Left, Apple marketing chief Phil Schiller introduces the iPhone 5 on Sept. 12, 2012. Samsung CEO J.K. Shin brandishes two Galaxy S4 phones at the product launch on March 14, 2013

Who's winning the mobile platform wars, Apple's iOS or Google's Android?

It's one of the blogosphere's favorite tech topics. Every new nugget of competitive information is fodder for an avalanche of coverage. Oftentimes, a story will declare that Android is beating iOS or that iOS is beating Android.

Really, though, it's silly to obsess over any one data point. If what you're after is a clear idea of how the world's two dominant mobile operating systems are doing — rather than an excuse to make bold proclamations and/or cheer for your favorite — you want to consider *lots* of data points.

So that's what I'm doing in this post. I've rustled up results from a bunch of studies, focusing on information that's relatively fresh. (In some cases, it dates from the fourth quarter of 2012 — stats for the first quarter of this year are still scarce.)

A few notes on this exercise:

<http://techland.time.com/2013/04/16/ios-vs-android/>

### RELATED

Let's Just Say It: Nobody Has a Clue What Smartphone Market Share Will Be in 2016

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Mexico vs. Croatia live blog: Loser likely goes

I'm not really going to look at changes over time. Trajectories are important, but there's a limit to how much I can do in one story.

I won't do deep analysis of why the numbers look the way they do. I'm collecting rather than interpreting, though I hope that some of you will draw conclusions in the comments.

I'm not going to include specific numbers for anything other than iOS and Android. Sorry, Windows Phone and BlackBerry — I'll come back to you and how you're doing at some point, I promise.

I won't include forecasts and other predictions. I don't believe in 'em.

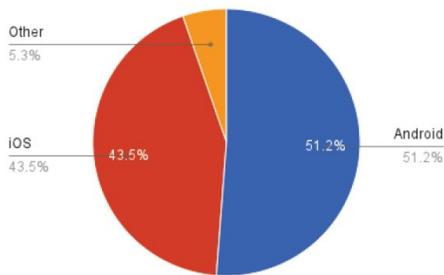
I'm not endorsing any of these studies. That's dangerous unless you have a thorough knowledge of the methodology behind the numbers. Which I don't.

Without any further ado, here are some key competitive questions, and the answers as provided by various research firms.

### Which platform is selling the most smartphones?

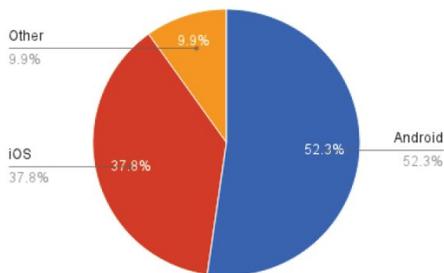
In research conducted from mid-November through mid-February, Kantar Worldpanel Comtech showed sales of all Android phones outpacing the iPhone by a hefty margin: 52.1 percent to 43.5 percent. However, judging from past Kantar studies, these figures may be more of a freeze-frame of the competition at one particular point in time than a permanent reality: last year, Kantar had Android in the lead for a spell, and then it said that iOS had bounced back into first place.

Kantar U.S. smartphone sales, 11/12-2/13



Then there's Comscore's MobiLens study, which attempts to measure the smartphone platforms used by everyone in the U.S. over the age of 13 — not just ones sold recently, but *everything*. The numbers it released this month are pretty similar to Kantar's.

Comscore U.S. smartphone subscribers, 1/13



### That's the U.S. — how about everywhere else?

Worldwide, all those companies making Android phones sell a lot more units than Apple sells of the iPhone, says IDC. In the fourth quarter of 2012, Android had more than 70 percent share, vs. 21 percent for the iPhone.

home — Sports Illustrated

Gordon Ramsay: I'm Done with Kitchen Nightmares — People

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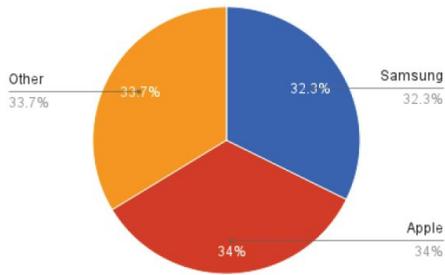
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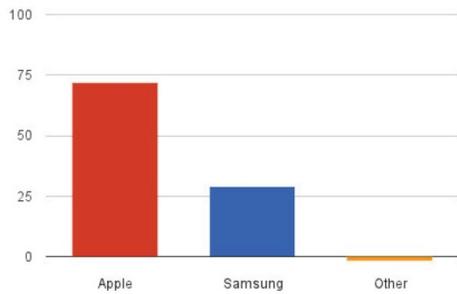
Strategy Analytics U.S. mobile phone shipments, Q4 2012



### Who's making money selling smartphones?

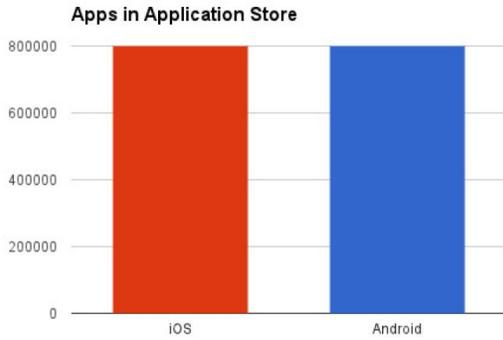
As you might guess from the above two charts, Apple and Samsung are the ones raking in the bucks, says Canaccord Genuity. And Apple is raking in far more of them than Samsung, taking 72 percent of the profit in the last quarter of 2012. Samsung made 29 percent of the industry's profit — mostly for Android phones, although it also has Windows Phone handsets. Everybody else in the business, including Android-centric makers such as HTC and Motorola, either broke even or lost money — which is why Apple and Samsung's profits add up to more than 100 percent.

Canaccord Genuity smartphone profits, Q4 2013



### Which platform has the most apps?

After years of obsessing over the sheer quantity of apps available for these two platforms, the numbers seem to be similar, and similarly impressive, on both sides. Both Apple and Google currently claim more than 800,000 third-party programs for their respective platform.

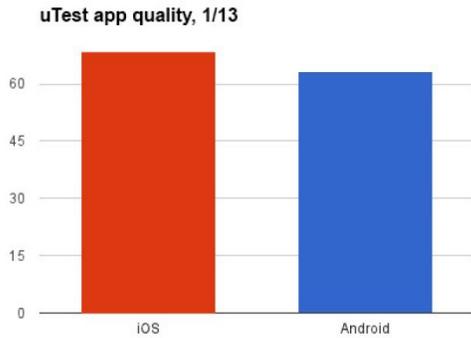


### What do the numbers look like for tablet-specific apps?

For iOS, Apple says there are more than 300,000 iPad-optimized programs. For Android: I wish I knew! As far as I know, Google hasn't disclosed this number. But it's safe to say that it remains piddling compared to Apple's figure.

### O.K., who has the *best* apps?

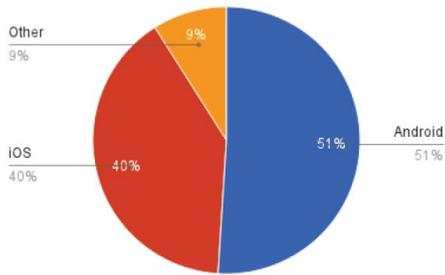
I hesitate to bring this up, because app quality is inherently subjective. But a company called uTest uses a system called Applause to crawl Apple's App Store and Google's Google Play, collecting user reviews and rankings. It then turns this data into scores from 1 to 100 for individual apps, and calculates average scores for each platform. In data published in a ReadWrite story in January, it said that the average iOS app, with a score of 68.5, is superior to the average Android app, at 63.3.



### Which platform's users are downloading the most apps?

According to Canalsys, just over half of all apps downloaded in the first quarter of this year were for Android. iOS, at about 40 percent share, was the only other big-time player.

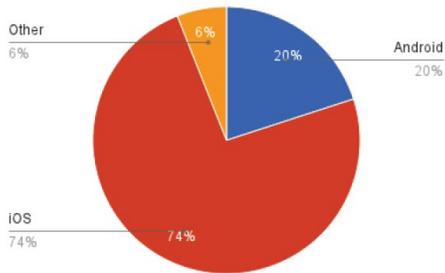
**Canalys App Downloads, Q1 2013**



**Who's making money from app downloads?**

According to Canalys's data for the first quarter of this year, iOS users are spending much more on apps even if they're downloading fewer of them overall.

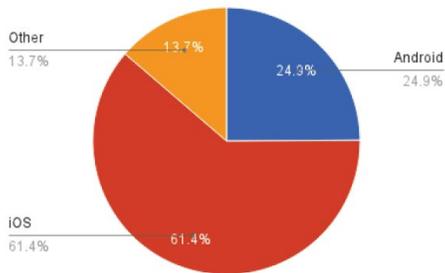
**Canalys Download Revenue, Q1 2013**



**Which platform gets used most on the Internet?**

NetMarketShare publishes monthly stats on which browsers and operating systems are being used on the Net. Its report for March 2013 says that among mobile devices, iOS rules with 60.1 percent share. Android is way behind at 24.9 percent. Given that there are more Android devices out there, the data suggests that iOS users are disproportionately active online.

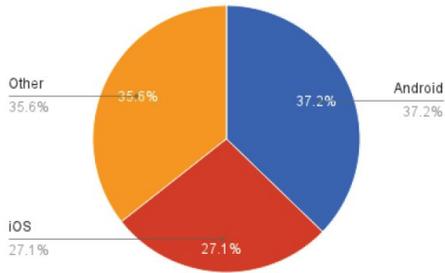
**NetMarketShare mobile OS usage, 3/13**



But here's something weird: StatCounter, which does a similar study, comes up with numbers that are nothing like NetMarketShare's. Its figures for March show Android usage easily outpacing iOS. Of course, the two organizations' methodology may be radically different; I'm not sure, for instance, whether both, either or neither

of them include the iPad in these numbers. But the disparity is a healthy reminder that it's risky to draw conclusions from data you don't know very much about.

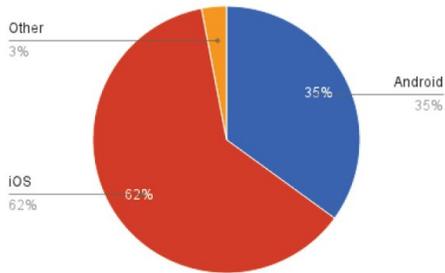
StatCounter mobile OS usage, 3/13



### Which platform is more widely used in business, iOS or Android?

A Citrix report covering the fourth quarter of 2012 comes as close to addressing this question as any recent study I've seen. It covers Citrix customers that "have deployed enterprise mobility management in the cloud," and shows iOS as trouncing Android and everything else.

Citrix enterprise use of mobile platforms, Q4 2012



### So who is winning – iOS or Android?

You had to ask, huh?

On some level, it's too crude a question to take very seriously. There are just too many ways to define "winning," and neither platform leads in every area. But here's the closest thing to an objective answer I can manage.

"Android if you're talking about market share; iOS if you mean financial success. So far, this is a strikingly different market than the PC business back in the 1990s, when market share translated directly into financial success."

You, of course, are entitled to come to a different conclusion – and if you do, I hope you'll share it in the comments.

**MORE:** [Today Is the First Day of the Rest of Android's Life](#)

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ManojManohar

I would like the competition to go on..so that both parties develop their products rapidly and to make more sales they will reduce the price ;)



Freely

iPhone just VERY OVERPRICE !!!

That the most dissappointed point from Apple ...

I can bought a Yamaha/Honda 125cc Motorcycle in my country even cheaper than Apple phone/tablet = \_ =

No doubt if apple profit is the best than other brands

iPhone 5S 64GB for IDR 14.800.000 ???

that's really jokes

I bet if Apple never decrease the price, someday Android will bury iOS forever like that happened to symbian.

and also people love open source

hope they listen constumers

**Alexkain**

I have used both iPhone 5 & Samsung Galaxy S4 & I realized that it's just a matter of time when Apple will fall with their pathetic single device. Android devices are now clearly much more powerful than Apple devices. Apple can't even give us a device which has more than 1 GB RAM!!!!

Read more: [Who's Winning, iOS or Android? All the Numbers, All in One Place | TIME.com](http://techland.time.com/2013/04/16/ios-vs-android/#ixzz2wHbEPFj) <http://techland.time.com/2013/04/16/ios-vs-android/#ixzz2wHbEPFj>

**JonathonBevan**

It is like comparing two fine cheeses. There are just too many factors to consider. It is obviously a close race. But the market for app developers is huge. Even though the software sells dirt cheap :( I have posted a far simpler article that roughly comes to the same conclusion on my own blog. <http://jonathonbevan.wordpress.com/> I will put a link to this article on my blog next time I update it, probably tomorrow. As this research is better than I did in the two hours I spent on the issue :) My site is about Android Application Development - but everyone is always interested in this question and I am not taking sides.

**barzia.j.tehrani**

I like the no win situation. I just hope no one would ever be a clear winner and competition continue.

**ExplodingFist**

Bit of a late comment on this but... My view is that Android's primary attraction (and corresponding devices) is that it's cheap. However, there are a number of things, I believe, that are going to start to work against it - it doesn't work as well as iOS (e.g. updates can result in irritating problems with phones), the fact that Google records everything you do and joins up all of your data in the background also isn't good.

Also, in my experience the Android handsets I've had tend to be buggy. I've had 2 Galaxy S2s, an HTC one and a Galaxy S3 - all developed problems ranging from screen failures (no not from dropping it when drunk!) to an overheating comms unit to data loss (one of my phones completely deleted everything on the SD card - i.e. to the point where a file recovery programme couldn't recover files).

So all in all, I think Android is cheaper, but it's inferior. My iPhone is much better. Samsung is frankly poor quality. Apple has the correct strategy - it should be about financial performance, not market share. Apple will continue to go from strength to strength, as will Android, but selling to different markets, and Apple will continue to provide the better product.

**brianmoreau**

And yet we still have developers building only for iPhone!

**MobisoftInfotech**

Great Info. Thanks for your effort. Appreciate it.

<http://mobisoftinfotech.com/android/android-app-developer.php>

**modees**

In my point of view the question is where the future will go, short answer is Android WHY. The massive free availability to all other mobile phone manufacturers is Android and surely the power comes where too many competitors in the market using same technology, in regards to Apple I think they will need to achieve a very hard goal which is fighting against all other competitors who use Android, in other words if HTC hasn't made a huge success as HTC one Then Samsung Note 3 will ect.. along other company so there will be always someone to nail it from Android, in other hand the iPhone 5s is a massive disappointment to Apple users include myself but I am using both, any way iOS is strictly for Apple only so if Apple hasn't made a huge improvement to overcome all other Android operators then iOS will fail. I do believe that Apple is trying very hard to keep the sales number at the top even when it isn't the truth. This is my own opinion, I am not with or against. Thanks for reading and comment

**mxlandry**

I would be curious to get people's point of view on this:  
This article proved that Apple is the best financially.  
But do the smartphone users believe that iOS is worth the big bucks?

I am an Android fan but do agree that iOS has some positives.

**DennisHenderson**

Open source vs proprietary, we all know who eventually wins this.

**jmerci3ca**

Many many arguments from both sides of the fence. Android fans as well as Apple fans. the fact that Google maybe ranking bigger and selling many more Android units is largely down to the fact that Android handsets start at £69 (\$80) and hit the mass market with people from all age groups. Apple's products are very expensive for what you get. Are Apple's products actually any better? That is each persons preference and thoughts. But Apple is a niche market, regardless weather 48 million iphone 5 were sold in the first few weeks. Most ipads and iphones are purchased subsidised on a contract because £545 is a huge cost to pay off contract. A basic Mac book or iMac is 3 times the cost of what you can get from Windows, regardless of weather they are better or not!

Android will always hold a bigger market share and sell more because of their strategy. They sell ads from any device running anything Google.

Apple cater for a niche market, The only real difference between companies like Apple, Microsoft and Google is that Apple dont sell ads or bundle bloatware into their products.

Ever thought how much US TV would cost per year to the viewer if you had no ads every 15 minutes? Precisely why in the UK we have to pay a hefty license fee to watch BBC. No ads...

I have used Galaxy Note 2, Galaxy S3 and S4 without any problems at all. I also have the 5 and 5S and never a problem. So a large majority of these devices are as reliable as each other. Again it's down to personal choice, there are no winners, just different companies have very different strategies.

**davewest9876**

How to Transfer Files from iOS to Android

<http://www.leawo.org/tutorial/how-to-transfer-files-from-ios-to-android.html>**iKronologizer**

You still cherry picked quarters to showcase Apple's best quarter in a year where Android blew right past Apple's iOS. In fact Samsung alone blew right past Apple's smartphone sales on the calender year by over 30%. If you included this year's projections in an honest portrayal in this mobile OS war, you'd see that SAMSUNG will most likely double Apple's smartphone sales even with their so called cheaper plastic phone!

**joseph.corley**

Harry McCracken brings up the most important point that everyone seems to overlook. Statistics are only as good as the data collected, and the more data points you collect the better chance you give a better representation of what "really is happening". Also, if you do not know how the data was collected and what the data represents, then what's the point of looking at it at all? Looking at the example of what platform is most widely used. How could two statistics pull up radically different results? Obviously they didn't measure the same things to get to the different outcomes, but what did they measure, and how did they measure it? Your guess is probably as good as mine. Looking at the first example of which device is outselling the other. I think this is the most misleading stat of them all. Why? Lets say in January a new Android device is released. I would expect that January would be the best month and for it to slowly decline from there over the next couple months. Not lets say Apple released a device in April. When if you compare April sales from Apple and for the Android device, I wouldn't be surprised if Apple won simply because I would have expected the bulk of the Android sales to have occurred in January/February and it would have tapered off by April. So, to compare sales figures, I would argue that you need measure each device during it's release cycle, to compare how sales did during their device releases, not at some arbitrary time, as there may have been new devices released by one manufacture and not the other, so I would expect the manufacture that released a device to have better sales then someone that did not. So let's say Android really did take up 80% of the market share. What does that even mean? 80% of the total devices sold are Android? Well my family owns 7 Android devices, but we currently use none of them. We own 2 iOS devices and a regular non-smart phone. So Android has the leg up here, 3.5 times the market share right? Well, none of them are being used as they were all replaced, so really they hold 0%.

**KennethRoryDunn**

I have owned and used both the iPhone 5 and the Samsung S4 but at separate times as my only phone and this is what I have to say...

If you want a phone that will never let you down, that will need to be setup once and never again, that will need to be switched on and never need a reboot in it's life, you want the iPhone 5.

If you want a phone that's going to wow you with features, keep you entertained and spark your inner curiosity to figure out what more the device can do and won't mind the phone randomly rebooting from time to time, you want the Samsung S4.

I think this is a fair comparison based on the fact that they are both flagship devices from the two closest competing companies, both released around the same time and both cost around the same amount of money. I don't think you can determine what is better when it comes to iOS vs. Android (at least at this point in time) but you can most definitely identify which will be better suited for you. (You may even prefer Windows Mobile...LMFAO!!!)

**AlexNorman**

Apple will lose! No Jobs - no Apple. Selling same phone 5 times and just changing body not going to work for long time. Even in US smart ones are getting Samsung and it is much more useful, better quality and more variety to chose from sizes, functionality. iPhone just got one and the same over the years.

**apsley**

Interesting article. I develop apps for both systems. Clearly there is room in the market for two systems, and that is what we have got. Advantages and disadvantages to each. As to what will happen in the future, I think that iOS will gradually decline in terms of market share until it is simply a niche player, like OS X and Windows.

**w.reyes67**

This is very interesting. Apple has a different gameplay but at the end this is a business.. and business are made to gain profits.. I don't think Market share is a big deal if you can't manage to have MORE befenit/profits .. so hands down Apple wins.

**Elfinberry**

In my opinion it doesn't really matter who is "winning," that's the wrong question to be asking. The better question to ask is which one is actually better overall. Since the hardware in an Android phone varies you'd have to simply look at the software. Both iOS and Android bring some get ideas and features to the table, and after talking to a number of people, some of which like iOS and some like Android, it really comes down to personal preference.

If you want a phone that lets you do a lot of great things without having to worry about configuration or settings or really actually understanding how the phone works then the Iphone is for you. If you want to be able to customize everything and have full control of your phone then get an Android. For the vast majority of people I think they would be happy with either an Iphone or an Android.

**tieblumer**

Where is the chart "people killed by mobile explosion?"

**poopstech**

70% of your charts are missing from this page. May be you like to a take look there! Also why is it that you compare iOS that is sold by ONE COMPANY with Android that is sold by 20+ manufacturers? WHY? Compare Apple to Samsung or Motorola, etc. You will find that iOS will win in ANY COMPETITOR that you put against it including Samsung.

**Shaedo**

Something to consider: As Google make their revenue almost exclusively through advertising the amount of money spent on apps is of little concern for them. If iPhone users are spending more time on the internet and still being exposed to Google's advertisements and data collection then both Google and Apple are happy. Google is arguably only 'interested' in the sales of Android because they don't want a single company (ie Apple) with too much control over peoples exposure to Google's advertisements/data collection. Even the advent of the first mobile phone by Motorola/Google is orientated towards preventing any single company from gaining too much control over people viewing Google ads. Apple is in the business of selling hardware. Google is in the business of selling advertising. The 'competition' we perceive between them is largely insubstantial: the competition between 'units sold' is actually between the various phone manufacturers (eg Apple, Samsung etc); the competition between 'apps sold' has largely evaporated as more and more developers produce for both products.

**CoreyBrowning**

Its Google vs Apple is what I feel was missed. I am sorry but Google wins and will always win.

**TyroneLeopold**

Android would easily win these. Almost everyone that I know uses android phone and only a little percent I know who uses iOS phones

**VinylJedi**

Remember the statements made by IBM back in the 1960's

**testacular**

In the end, upon asking how to truly define the concept of winning, they should have just stuck a big fat picture of Charlie Sheen and ended there. Imo.

**JoseEncarnacion**

People have to realize that iOS is just one platform but android has like a billion different phones one for poor people one for your average joe and one for people that has a lot of income that's not even fair in my opinion apple is leading in every single category because is just one phone and one tablet!

**nwoodward813**

@Alexkain why would you care for a phone with twice the ram speed and still slower than a iPhone? If you put the same speed in an iPhone it would seriously embarrass the galazy

**OrangeCrush**

Ignorant much? It's a known fact that iOS is buggy crashes more than Android. You pay more for a hackaround

OS, a tin can and a logo, you call that innovative? I call it a reflection of your overall education level. And your experience doesn't matter, because the only people who have your problems are the only ones who actually want to be negative and pessimistic. Take your selfish and lazy ideas and push them on to a crowd who will actually buy your antiquated ideological BS.



**JoeLarsen**

**@brianmoreau** thats because people get paid way more for apple apps, its easier to code, and there are more people to help you learn to code. Xcode is one of the easiest tools to make an app and its free. Android you need to either learn Java script or some C#. Apple you done even need to code, however if you want to all C# work as-well.



**tGilani**

**@modees** android isn't freely available to other mobile phone manufacturers ...  
have a read here

<http://arstechnica.com/gadgets/2013/10/googles-iron-grip-on-android-controlling-open-source-by-any-means-necessary/>



**JoeLarsen**

**@mxlandry** sorry I'm a year late... but here you go. Apple users are willing to spend \$\$ on classy devices and apps, so there are more apps. Pretty simple, if you are willing to spend \$\$ on it its worth it... if not its not.



**JoeLarsen**

**@DennisHenderson** Thats what i thought at first, and it still might be right — however there is a massive bug on the open source called google and they are sucking all your privacy.



**OluwaseunTonyShokunbi**

I like your comment Aspley! in the true sense, that was what the Apple product was know for before now. i dont think Steve Jobs was interested in playing in the very large market. he just wanted to develop a product that suited a few top class niche - little wonder they dont come cheaply! And like you have rightly said, i think the Apple will retreat back to that small niche they had carved....



**FrozenMangoJobs**

**@w.reyes67** I agree. Why be in business if you can't make money? It's unsustainable. Though it has a smaller market share, Apple stomps the competition when it comes to profits. Apple has never needed market share to become more valuable than Microsoft, Google, or any other tech company. The company making the most \$\$\$ is the winner (I know, I know, we're comparing products here, but the 'fittest' company's products will win, no question).



**OluwaseunTonyShokunbi**

Yes, the charts are correct. Android is Open Source, iOS is not. So its one against several...



**oscar2b12**

**@poopstech** BECAUSE IT IS OS AGAINST OS! Just like in the computer side. It was Apple vs Windows. Not our fault Apple does not want to play with anyone. Look how many companies made Windows based machines! You do know what the i stands for in iOS, iPhone or Ipad right??



**voodooidealiedo**

**@poopstech** Apple kiddies such as yourself doesn't comprehend software vs hardware.



**tieblumer**

**@poopstech** IOS and Android = software; iphone and 20+manufacturers = hardware. 2 different things.

By the way it's Apple's choice to be the only company to produce Iphones. Charts are correct.



**w.reyes67**

**@CoreyBrowning**

I don't think so.



**DKM62**

**@JoseEncarnacion** What an argument. Whose devices cost the most? Apple may have had one phone and one tablet, but they were and are premium priced (including their cheapie version).

You think it's not fair that some people can afford an expensive phone and others can't? So those who earn college degrees and work their way up in the corporate world can't spend their own money? Oh, that's right. They're supposed to give that money to those who didn't bother...

**oscar2b12****@JoseEncarnacion** SERIOUSLY???**TheGlobalAggregator****@JoseEncarnacion**

Let the people speak! Android Rocks.....Apple could have done the same thing making a phone for people across the board, so why do it now? because they are losing.....

I remember at one of the competitor conferences when they laugh when android announced they was giving the phone software away to phone makers instead of the \$15 per phone charge that the others charge.....The comment went like this....What would we look like going to the board of directors talking about giving a phone away.....They didn't understand it than, but they understand it now!

This comments speaks volume because you couldn't get a ipones no where except apple or atrnt when they was making money. Now they open it to other store because there seriously losing.

I have 3 line with my android carrier, and talk with many agent in stores and they tell me that the iphone isn't selling worth a dime.....

Google is a very humble company and has a very humble approach, updates with new features monthly to make your experience the best.

Google is Innovative and willing to buy where they are short!

I will give Apple less than one year to survive before closing store nationwide!.....Also, when you have the Military, airlines and other going public that they are now using the Ipad than you know that they are hurting..... with almost 90% of their monies off shore and than talk about manufacturing in the USA.....

They have lied to the people for so long that they believe it will work.....Not no more!

I love the 27" monitor they made about 5 years ago cost about \$3000, I have the 27" imac and it sucks but good for winter because it give off so much heat I wouldn't be surprise that it will blow up like there phone has been known to do! Before the Samsung position I purchased a Samsung 25.5 in monitor and it is still going strong with average 6 hours of daily use and sometime 8 hours sleep mode weekly....Hands down I give credit where credit is due....

Apple head was into the cloud for years, rightly so! They made all the money off of the artist in itunes who was silly enough to pay them instead of building and driving people to their own site.....All and all Apple time is ticking and I don't believe in Karma, but how can you create when you stole everything this is proof!

Finally, sued for 50 million which they paid for stilling the name Ipad, and they originally purchase the ipad from china and improved it. History has spoken!

Apple is making a cheap phone now, and who care the name is more historic than anything else, and with the updates with all of its product last year ended with marginal sales told them that it was over...

I forgot one, the engine in the ipad mini was lower than the Samsung Galaxy 2 phone several years ago, innovative, yell right!

The Global Aggregator ( Project Research)

Read more: <http://techland.time.com/2013/04/16/ios-vs-android/#ixzz2bTjhLiew>

**TheGlobalAggregator****@JoseEncarnacion** and they stole that!**BellaAngel**

**@JoseEncarnacion** Not to mention where in free market is "fair" an established business plan. If Apple wants to service the "poor" people as you so eloquently put it, they could. They don't want to. Their business model is to service the elite. Which has worked for them in the past. Hopefully with the new Samsung products Android users will get more pull in the market. Most everyone I know buys an "iPhone" because it's the "status" thing to do, like having a Prada or Gucci bag. Well there's a new phone in town and it's the Hermes Belkin... Hello Note II. I wouldn't TAKE an iPhone other than to sell it to someone. I had one, went to android a few years back... haven't second guessed my decision since. Oh an Jose... it's not just for "Poor" people, because the Note II costs more than the dumb iPhone and does WAY more. It practically makes my coffee in the morning.

**Zplock9000**

**@JoseEncarnacion** That just means Android is more flexible. You have to suck it up and realise Android is vastly outselling iOS

**nwoodward813**

**@JoeLarsen** Well first off, C# is not as hard as C++ to code in. Most OS is designed in C++/ Xcode may be easier than C# or Java, but that doesn't excuse the fact that Apple has more exclusive apps, better functionality, and looks 10x better, and even extra features when the share the same app.

**JoeLarsen**

**@brianmoreau** Think about it this way, do you think that people who are looking for the cheapest phone will want to pay big \$\$ for your app? How about people who are willing to spend \$\$ freely on new products?

**LordDan**

6/23/2014

Who's Winning, iOS or Android? All the Numbers, All in One Place | TIME.com



@FrozenMangoJobs @w.reyes67 No one is accounting for the money made from the ads here. Yes, from the standpoint of profits from the sale of the device alone, Apple has the lead, but the long-term income from the sale of the device for the parent company (Apple vs Google), I think the margins are far closer than noted here. I don't have any proof of this - but it seems to make sense that you don't make money from just the device sale - you make it from the after-market sales too (and advertising needs to be counted in that realm - something that Apple has \$0 of revenues going for them).



voodooidealiedo

@w.reyes67 @CoreyBrowning google does win. Check out the forbes top 60 billionaires and you will see page and brin's networth. Combine that with statistics and anyone can conclude that google wins.



FrozenMangoJobs

@TheGlobalAggregator @JoseEncarnacion /s? lol



ChrisJohnson

@BellaAngel @JoseEncarnacion If Apple wanted to service the elite they would be making Galaxy S4s



AdamChew1

@BellaAngel

Need not to feel so insecure that you are using android and need to broadcast it to the world and at eh same time disparage the iphone.

No one care whatever we use.



w.reyes67

@Zplock9000 @JoseEncarnacion

Apple does not care about selling.. it cares about PROFIT get it already...



DKM62

@FrozenMangoJobs You obviously haven't tried Android lately.



FrozenMangoJobs

@voodooidealiedo @w.reyes67 @CoreyBrowning Except that Apple makes more \$\$\$\$. If I make a crap OS and get it on billions of phones, what does it profit me if my competitor sold 50 and still makes more money than I do?

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### blush

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'blush *noun* \ˈblʌʃ\

: the red color that spreads over your face when you are ashamed, embarrassed, confused, etc.

: a slight red or pink color

: a cream or powder that some people put on their cheeks to make their cheeks pink or reddish

Full Definition of BLUSH

- 1 : outward appearance : [VIEW](#) <at first *blush*>
- 2 : a reddening of the face especially from shame, modesty, or confusion
- 3 : a red or rosy tint
- 4 : a cosmetic applied to the face to give a usually pink color or to accent the cheekbones

— blush-ful *adjective*

See [blush](#) defined for English-language learners »

Examples of BLUSH

- The comment brought a *blush* to her cheeks.
- The fruit is yellow, with a *blush* of pink.
- She put on a little lipstick and *blush*.

Origin of BLUSH

Middle English, probably from *blusshen*  
First Known Use: 14th century

Related to BLUSH

Synonyms

bloom, color, flush

Related Words

brightness, brilliance, glow, pinkness, reddishness, redness, rosiness, ruddiness, sanguineness

Near Antonyms

paleness, pallidness, pallor, pastiness, wanness, whiteness, greenishness, greenness, sallowness

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Rhymes with BLUSH

brush, crush, Cush, flush, gush, hush, lush, mush, plush, rush, shush, slush, thrush, tush

<sup>2</sup>blush *verb*

: to become red in your face because you are ashamed, embarrassed, confused, etc.

: to be embarrassed

Full Definition of BLUSH

*intransitive verb*

**1** : to become red in the face especially from shame, modesty, or confusion

**2** : to feel shame or embarrassment

**3** : to have a rosy or fresh color : BLOOM

— *blush-ing-ly* *adverb*

See [blush](#) defined for English-language learners »  
See [blush](#) defined for kids »

Examples of BLUSH

He *blushed* at the compliment.

I *blush* to admit it, but you've caught me in an error.

Origin of BLUSH

Middle English *blusshen*, from Old English *blyscan* to redden; akin to Old English *blysa* flame, Old High German *bluhhen* to burn brightly

First Known Use: 15th century

Related to BLUSH

Synonyms

bloom, color, crimson, flush, glow, redden, turn color

Related Words

incarnadine, rouge, ruddle, abash, chagrin, discomfit, disconcert, embarrass, faze, humiliate, mortify

more

**blush** *intransitive verb* \ˈblɪʃ\ (*Medical Dictionary*)

Medical Definition of BLUSH

: to become red in the face especially from shame, modesty, or confusion

—*blush* *noun*

Learn More About BLUSH

Thesaurus: All synonyms and antonyms for "blush"  
Spanish Central Translation: "blush" in Spanish

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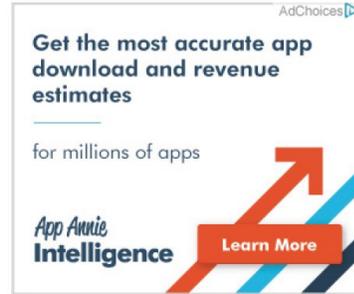
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What made you want to look up *blush*? Please tell us where you read or heard it (including the quote, if possible).



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**Muyeshi Jackson Ambuka** · Works at TSC  
my daughter asked for the meaning of the word and after knowing what it is, she was happy.  
Reply · Like · Follow Post · August 19, 2013 at 12:16pm



**Hikoyat Salimova** · Hamburg, Germany  
Is there such expression in Britain as "how blush" meaning "how shameful"? My classmate from Bristol says there is, but I am not convinced.  
Reply · Like · Follow Post · March 23, 2013 at 4:36pm



**Nick Walmsley** · Dissertation Year Research Fellow at Indiana University  
One can "blush with shame", but I've never heard the usage your classmate claims - which is not to say it doesn't exist: English is a very strange language spoken by very strange people.  
Reply · Like · 1 · March 23, 2013 at 4:57pm



**Hikoyat Salimova** · Hamburg, Germany  
I knew the word "blush" being used as a noun and a verb, but an adjective? That's something new...  
Reply · Like · March 23, 2013 at 4:59pm



**TC Temel Paker** · Açıköğretim Fakültesi (AÖF)  
In a speech given in London in 1862, George Francis Train claimed that Africans were inferior to whites on the ground that black people were incapable of blushing " from an article of John Gray in Guardian".  
Reply · Like · Follow Post · October 26, 2011 at 9:01am

stacy\_adams\_vi (signed in using yahoo)  
it's pretty gay.

Reply · Like · 1 · Follow Post · August 24, 2011 at 4:25pm



**Jeffrey Paul** · Hair and Makeup Artist at Exclusive Artists Management  
ahh blush the thing we all do when in LOVE...  
Reply · Like · 7 · Follow Post · August 6, 2011 at 9:29pm

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<sup>1</sup>brush *noun* \ˈbrʌʃ\

### Definition of BRUSH

Like

- 1** : BRUSHWOOD
- 2 a** : scrub vegetation
- b** : land covered with scrub vegetation

### Origin of BRUSH

Middle English *brusch*, from an Anglo-French form akin to Old French *broce* brushwood, Medieval Latin *brusca*

First Known Use: 14th century

### Rhymes with BRUSH

blush, crush, Cush, flush, gush, hush, lush, mush, plush, rush, shush, slush, thrush, tush

<sup>2</sup>brush *noun*

### Definition of BRUSH

- 1** : a device composed of bristles typically set into a handle and used especially for sweeping, smoothing, scrubbing, or painting
- 2** : something resembling a brush: as
  - a** : a bushy tail
  - b** : a feather tuft worn on a hat
- 3** : an electrical conductor that makes sliding contact between a stationary and a moving part (as of a generator or a motor)
- 4 a** : an act of brushing

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**b** : a quick light touch or momentary contact in passing



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#### Origin of BRUSH

Middle English *brushe*, from an Anglo-French form akin to Middle French *broisse*

First Known Use: 14th century

### <sup>3</sup>brush *verb*

#### Definition of BRUSH

*transitive verb*

**1 a** : to apply a brush to

**b** : to apply with a brush

**2 a** : to remove with passing strokes (as of a brush)

**b** : to dispose of in an offhand way : *DISMISS* <*brushed* him off>

**3** : to pass lightly over or across : touch gently against in passing

— *brush·er noun*

#### First Known Use of BRUSH

15th century

### <sup>4</sup>brush *noun*

#### Definition of BRUSH

: a brief encounter or skirmish <a *brush* with disaster> <a *brush* with the law>

#### Origin of BRUSH

Middle English *brusche* rush, hostile collision, from *bruschen*

First Known Use: 14th century

### <sup>5</sup>brush *verb*

#### Definition of BRUSH

*intransitive verb*

: to move lightly or heedlessly <*brushed* past the well-wishers waiting to greet him>

#### Origin of BRUSH

Middle English *bruschen* to rush, probably from Middle French *brosser* to dash through underbrush, from *broce*

First Known Use: 1674

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Thesaurus: All synonyms and antonyms for "brush"

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 **Hortobágyi Tamás Kovács Márta** · SZTE-TTIK  
"Brush pass": A "brush pass", also known as "brush contact" is the term used to describe a brief moment where two agents 'meet' and quickly exchange information, documents, and/or equipment.  
  
Spies Brushing  
  
If you would actually see this happen (but it's hard to really notice it happening), you would see two people just brushing each other as they're passing. It's very casual.  
  
As they "brush", information is exchanged. The hand is quicker than the eye!  
Reply · Like · Follow Post · October 31, 2013 at 3:38pm

 **Farshad BN**  
what is "Brush pass"?  
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 **Alexandria Gomes**  
Hair brush but wont show  
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 **Nicola Bocchetta** · Milan, Italy  
"Brush war", but it's not defined here.  
Reply · Like · Follow Post · April 20, 2012 at 5:42pm

 **Monique Nosari Howard** · Arcadia, California  
4th grade homework.  
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