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Filing date: **06/01/2016**

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

Proceeding	91214849
Party	Plaintiff Apple Inc.
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Signature	/Alicia Grahn Jones/
Date	06/01/2016
Attachments	Apple v. Hasan - Sixth Notice of Reliance - Media Articles re THERE_S AN APP FOR THAT.pdf(13580 bytes) -Apple v. Hasan - Sixth Notice of Reliance - Exhibits A-E.pdf(1954891 bytes)

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

In the Matter of Application Serial No. **85/866,375**
 For the mark: **IT’S AN APP FOR THAT**
 Filed: March 4, 2013
 Published: August 13, 2013

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APPLE INC.,	:	
	:	
Opposer,	:	
	:	
v.	:	Opposition No. 91214849
	:	
SYED ALI HASAN,	:	
	:	
Applicant.	:	
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OPPOSER’S SIXTH NOTICE OF RELIANCE

Opposer Apple Inc. (“Apple”), pursuant to 37 C.F.R. §§ 2.122(e), submits of record in connection with this opposition proceeding a representative sample of unsolicited print publications available to the general public in libraries and/or the Westlaw database or of general circulation among members of the public and/or that segment of the public that is relevant to the issues in this proceeding.

This evidence is relevant to show, among other things, the fame of Apple’s marks and the widespread recognition of Apple’s brand and marks by the relevant general public.

EXHIBIT	PUBLICATION DATE	PUBLICATION NAME - ARTICLE TITLE (SUMMARY OR RELEVANT QUOTE)
A	November 30, 2009	Media Week - Brand in hand. (“The iPhone is a cultural icon of the digital age. Apple’s ‘There’s an app for that’ slogan in commercials is even repeated both as a punch line and a nod to the ubiquity of new applications on the so-called ‘Jesus phone’ platform.”)

EXHIBIT	PUBLICATION DATE	PUBLICATION NAME - ARTICLE TITLE (SUMMARY OR RELEVANT QUOTE)
B	December 17, 2009	Seattle Times – Health-care inspired memorable rhetoric, Top quotes of 2009 (ranking “ ‘There’s an app for that.’ Apple’s advertising slogan for the iPhone” third in a list of the top quotes of 2009, as released in the fourth annual list of the Yale Book of Quotations)
C	August 25, 2011	AP Alert – California – Apple’s magic enthralls Main Street, Wall Street (. . . . “The iPhone changed the concept of mobile computing and popularized the catchphrase ‘there’s an app for that.’ ”)
D	July 10, 2013	USA Today - 5 years in, we expect an app for that (“ ‘There’s an app for that.’ Indeed. Apple trademarked the catchy (and by now well-worn) phrase in 2010. But it has become more than a line used in iPhone commercials. It’s actually an expectation that whatever we need right then and there is only as far away as the smartphones in our pockets -- just give me a minute or so to download it. That’s really what’s so remarkable about the five-year anniversary of Apple’s App Store today, how it has in a relatively short time transformed our very lives.”)

Dated: June 1, 2016

Respectfully submitted,

**KILPATRICK TOWNSEND &
STOCKTON LLP**

By: /s/Alicia Grahn Jones

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
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APPLE INC.,	:
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Opposer,	:
	:
v.	: Opposition No. 91214849
	:
SYED ALI HASAN,	:
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Applicant.	:
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CERTIFICATE OF SERVICE

This is to certify that a copy of the foregoing OPPOSER'S SIXTH NOTICE OF RELIANCE has been served on Applicant by depositing said copy with the United States Postal Service as First Class Mail, postage prepaid, in an envelope addressed to:

Syed Ali Hasan
530 Lytton Ave, 2nd Floor
Palo Alto, California 94304

This the 1st day of June, 2016.

/s/Alberto Garcia
Alberto Garcia

EXHIBIT A

NewsRoom

11/30/09 MEDIAWEEK 10
2009 WLNR 25505927

Media Week (USA)
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November 30, 2009

Volume 19; Issue 42

Brand in hand.

Morrissey, Brian

The iPhone is a cultural icon of the digital age. Apple's "There's an app for that" slogan in commercials is even repeated both as a punch line and a nod to the ubiquity of new applications on the so-called "Jesus phone" platform

Many top brands have tested its waters. Coke has two iPhone apps, as does Nike. Procter & Gamble has several, including Tide's Stain Brain, which helps consumers find ways to remove stains. All are searching for the secret formula that will unlock the promise of mobile marketing: a utility or piece of entertainment that is with consumers at all times.

Like with any new channel, efforts have been a hit-and-miss affair. The mantra, however, has remained the same: "utility." In the mobile space, brands, it's believed, must provide something of value. Lancome and its mobile shop, Publicis Groupe's Phonevalley, use the iPhone to help women in the aisle choose makeup. Last month, it rolled out an app that lets users mix and match makeup from its Aaron de Mey collection. Zippo scored one of the first iPhone hits with a dead simple application that offers utility through entertainment. The Virtual Lighter simply gave users a digital representation of a lighter, marking a new way to signal for an encore at concerts. The app is still one of the platform's most popular selections.

Brands face an uphill battle getting noticed in the iTunes App Store, which now boasts over 100,000 applications. It's a similar story to what they face on Facebook, only worse because brands do not have a beachhead like they do with their Facebook pages. That's meant few non-digital brands have cracked the most popular apps (ranked by number of downloads). These include Target, Disney and Walmart, which rank in the top 50 free apps.

One mistake brands make is thinking they can, in essence, create their own media properties, said Eric Litman, CEO of Medialets, an iPhone analytics and mobile ad platform. It sees the average brand app get between one and 2.5 uses, with engagement times between 2.5 and 5 minutes. "There will be a group of apps that sit at the top, a fair number in the middle and most will be in the tail," said Litman. "It's hard to build a business in the media industry."

That's meant some brands have chosen to go to mobile app networks. MasterCard released a new app this month, but it's also running a miniature version of it as a banner ad on The New York Times' application. And REI partnered with mobile media company Zumobi to create the REI Snow and Ski Report. Unlike most brand apps, REI does not own the intellectual property for the app, which reports conditions on the slopes and now includes Tweets. Instead, it sponsors the application that Zumobi built. The payoff: Zumobi can promote it through its other popular apps for MSNBC and the Today show.

But too often, said Ken Willner, CEO of Zumobi, brands hire an outside developer to build something that's little more than a glorified ad. "There are a lot of snow globes and novelty-type ideas," he said. "They don't sustain usage."

Here, a list of the successful brands and apps we feel best fulfill the promise of utility--as well as some prominent missed opportunities.

CONSUMER PACKAGED GOODS

KRAFT IFOOD ASSISTANT

Brands drool over this recipe app. Not only has Kraft nailed its audience by providing real utility thanks to its recipe and shopping tools, it's developed--as have other brands with paid apps--a side business, charging users 99 cents. That so many shell out for it puts the iFood Assistant in a league of its own.

[ILLUSTRATION OMITTED]

STATS: Released November 2008. Over 7,000 recipes. Ranked No. 53 in App Store lifestyle category (paid apps).

MISSED OPPORTUNITY: Budweiser's Bud American Ale Finder. The King of Beers has a dud of an iPhone app, released March 2009, which gets just two stars from users. Many panned its buggy performance and its dubious proposition that a Bud is hard to find.

RETAIL

AMAZON MOBILE

It should come as no surprise that the forward-thinking retailing giant leads the way in mobile, its wildly successful app is a compulsive shopper's dream. It includes a new experimental feature called Amazon Remembers that could end up being huge: Users snap a photo of a product seen on the fly and Amazon then tries to match the photo to something in its store. Amazon, as always, gets that convenience is king. Well over half of reviewers give the app four or five stars.

[ILLUSTRATION OMITTED]

STATS: Released December 2008. Ranked No. 9 in App Store lifestyle category.

MISSED OPPORTUNITY: Gap's StyleMixer. The idea is sound: Give consumers a tool to help them mix and match Gap fashions. Yet reviewers pan it for its paucity of options. Over 5,000 users have given it just one star since its August release.

APPAREL

THE NORTH FACE SNOW REPORT

The ski apparel maker knows what its active target demo wants: the location of good powder--without having ads shoved at them in the process. North Face takes a subtle approach with its robust weather app, relegating its logo to the corner of the screen, which has earned it a loyal following.

[ILLUSTRATION OMITTED]

STATS: Released December 2008. Ranked No. 5 in App Store weather category.

MISSED OPPORTUNITY: Puma's Puma Index. There's no doubt the idea behind Puma's first iPhone app, released September 2009, is sound. At a time when people are worried about their portfolios, why not entertain with female models who remove clothes if the stock market fails? But the devil's in the details. Puma made a gargantuan 200mb download and neglected to add indexes other than the Dow.

FINANCIAL SERVICES

BANK OF AMERICA MOBILE BANKING

Out of the many consumer banking apps, BofA sets the bar with an easy to use banking tool. It offers balances, bill paying and an ATM finder. Competitors Chase, Wells Fargo and Citibank have similar apps, but BofA edges them out. The simplicity of the user interface wins raves from fans.

[ILLUSTRATION OMITTED]

STATS: Released July 2008. Ranked No. 1 in App Store finance category.

MISSED OPPORTUNITY: MasterCard's Priceless Picks. This app uses user-generated content, which opens a can of worms because the content is moderated. MasterCard's app, released in July 2009, gets panned by users for censoring their own "priceless" selections and its overload of ad offers.

RESTAURANT/FOOD

PIZZA HUT

The fast-food restaurant bills its effort "a kilter app for your appetite." That might be going too far, but it does point the way towards the possibilities of mobile ordering. The app uses entertainment-users shake the phone to add sauce to wings, for instance--to make ordering a fun experience. While not without its detractors, the app boasts hard-core fans and has generated over \$1 million in sales for Pizza Hut.

[ILLUSTRATION OMITTED]

STATS: Released in mid-July. Ranked No. 17 in App Store lifestyle category.

MISSED OPPORTUNITY: Burger King's Burger King Now. Back in April the fast-food giant introduced an iPhone app for ordering food in Flushing, N.Y. (which is in Queens). The problem: it still only works in Flushing, N.Y. For a national brand, BK could act faster in rolling this out widely.

AUTO

VOLKSWAGEN REAL RACING GTI

Time will tell if VW is savvy or silly in launching a new car model solely on the back of an iPhone app, but the game itself is a smash hit. The realistic graphics get rave reviews and the brand integration has had little backlash. Over half of Real Racing GTI's ratings are four or five stars.

[ILLUSTRATION OMITTED]

STATS: Released October 2009. Over 2 million downloads in a month.

MISSED OPPORTUNITY: General Motors's GM Mobile. It feels as if we're piling on the beleaguered auto company to point out its iPhone app, released last January, is a bad idea case study. But rather than provide utility, it takes the fuddy-duddy brand approach of pumping out corporate news. More than half of its 600 ratings were one star.

TRAVEL

VIRGIN ATLANTIC FLYING WITHOUT FEAR

Virgin is testing the limits of its brand with a \$4.99 app targeted to fearful fliers. The content comes from a course Virgin has taught for years. It answers common questions like, "What is that noise?" and includes relaxation exercises. Released earlier this month, Flying Without Fear is Virgin's first stab at a mobile app. It doesn't hurt sales that the app, with its high price point, got Virgin coverage in dozens of blogs and news outlets.

[ILLUSTRATION OMITTED]

STATS: Released November 2009. Ranked No. 27 in App Store travel category (paid apps).

MISSED OPPORTUNITY: Lufthansa has yet to create an app to complement its nifty MySkyStatus Web tool, which the German airline released in October, and which lets a user auto-update Twitter and Facebook with his or her flight status. Considering how often people use social networks on the go at airports, an iPhone app would seem the perfect fit.

MEDIA

Pandora radio

The ad-supported music business is seemingly imploding, but live-streaming service Pandora might have hit on a workable formula with its wildly popular iPhone app. It ports over online preferences to do exactly what it promises: create a personalized radio station. Its ads aren't alienating users-yet. But this isn't surprising since the value it brings is worth the price of some ad messages, including mobile campaigns for brands like Dockers.

[ILLUSTRATION OMITTED]

STATS: Released July 2008. No. 1 music app in App Store.

MISSED OPPORTUNITY: The Wall Street Journal's WSJ app. News Corp. CEO Rupert Murdoch is hell-bent on having consumers pay for digital content, but he's missing out with this app. WSJ makes users pay an additional \$1 per week subscription fee to access content-even if they already pay for Web site access. That and the app's buggy performance has garnered it a torrent of critical reviews.

BY BRIAN MORRISSEY

BMORRISEY@ADWEEK.COM

---- Index References ----

Company: WELLS FARGO AND CO; AUTO AG HLDG; RAGE ADMINISTRATIVE AND MARKETING SERVICES INC; PIZZA HUT INC; KURAFUTO KK; NEWS CORP; GENERAL MOTORS FINLAND OY; GENERAL

MOTORS AUSTRALIA LTD; WELLS FARGO; GENERAL MOTORS HOLDENS SALES PTY LTD; GENERAL MOTORS NEDERLAND BV; GENERAL MOTORS ITALIA SRL; BUDWEISER; GENERAL MOTORS POWERTRAIN KAISERSLAUTERN GERMANY GMBH; GENERAL MOTORS INVESTMENTS PTY LTD; WELLS FARGO INSURANCE SERVICES INC; AUTO AG URI; RETAIL PRO INC; AMAZON; CONSUMER; GENERAL MOTORS SUISSE SA; GAP; FINANCIAL SERVICES DIRECT PTY LTD; WELLS FARGO FINANCIAL RETAIL SERVICES COMPANY CANADA; PUBLICIS DIALOG; FINANCIAL SERVICES COMMISSION; JU XING KE JI GU FEN YOU XIAN GONG SI; ATM; VOLKSWAGEN; VOLKSWAGEN AG; GENERAL MOTORS; WELLS FARGO FINANCIAL ACCEPTANCE PENNSYLVANIA INC; PUBLICIS GROUPE SA; RLW INC (LAS VEGAS NV); ZUMOBI; MOTORS LIQUIDATION CO; LIAO NING BAI KE JI TUAN (KONG GU) GU FEN YOU XIAN GONG SI

News Subject: (Market Share (1MA91); Sales & Marketing (1MA51); Business Management (1BU42))

Industry: (Internet (1IN27); Advertising (1AD82); Online Social Media (1ON38); Banking (1BA20); Apparel (1AP19); Apparel & Textiles (1AP20); Advertising Agencies (1AD19); Advertising & Public Relations (1AD83); Sportswear (1SP87); Internet Media (1IN67); Financial Services (1FI37); Consumer Products & Services (1CO62))

Language: EN

Other Indexing: (AARON DE MEY; AMAZON; AMAZON REMEMBERS; APPAREL; ATM; AUTO; BK; BMORRISEY; BUD; BUD AMERICAN ALE FINDER; BUDWEISER; CONSUMER; DOCKERS; FINANCIAL SERVICES; GAP; GENERAL MOTORS; GM; ILLUSTRATION; KRAFT; NEWS CORP; PIZZA HUT; PROCTER GAMBLE; PUBLICIS GROUPE; REI; RESTAURANT; RETAIL; TRAVEL; VIRTUAL LIGHTER; VOLKSWAGEN; VW; WELLS FARGO; WSJ; ZUMOBI) (App Store; Apple; BofA; BRIAN MORRISSEY; Coke; Competitors Chase; Eric Litman; Facebook; Ken Willner; Lancome; Litman; MasterCard; MySkyStatus Web; Pandora; Rupert Murdoch; Virgin; Walmart; Web; Zippo)

Keywords: (Advertising, marketing and public relations); (Mass communications)

Word Count: 1952

End of Document

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NewsRoom

EXHIBIT B

NewsRoom

12/17/09 Seattle Times A7
2009 WLNR 25461600

Seattle Times (WA)
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December 17, 2009

Section: News

Health-care inspired memorable rhetoric
Top quotes of 2009

John Christoffersen

The Associated Press

New Haven, Conn.

NEW HAVEN, Conn. — The debate over health care hasn't led to a new law, but it has produced some of this year's top quotes, according to a Yale University librarian.

Fred Shapiro, associate librarian and lecturer in legal research at Yale Law School, is releasing his fourth annual list of The Yale Book of Quotations. His top quote: "Keep your government hands off my Medicare," by a speaker at a town-hall meeting in South Carolina in July.

Shapiro picks quotes that are famous, important or revealing of the spirit of the times. The quotes aren't necessarily the most eloquent or admirable.

The list:

1. "Keep your government hands off my Medicare." Speaker at health-care overhaul town-hall meeting in Simpsonville, S.C., commenting on the government-created Medicare program, quoted by The Washington Post on July 28.
2. "We're going to be in the Hudson." Capt. Chesley "Sully" Sullenberger, responding to air traffic controllers asking on which runway he preferred to land US Airways Flight 1549 on Jan. 15 before he landed in the Hudson River.
3. "There's an app for that." Apple's advertising slogan for the iPhone.
4. "You lie!" Rep. Joe Wilson, R-S.C., during President Obama's health-care-overhaul address to Congress on Sept. 9.
5. "The Cambridge police acted stupidly." Obama, on a white police officer's arrest of black scholar Henry Louis Gates Jr., at a news conference July 22.

6. "I'm going to let you finish, but Beyoncé had one of the best videos of all time! One of the best videos of all time!" Kanye West, interrupting Taylor Swift's acceptance speech at the MTV Video Music Awards on Sept. 13.

7. "Um, you guys said that we, um, did this for the show." Falcon Heene, during an interview on CNN about his parents' balloon hoax Oct. 15.

8. "The America I know and love is not one in which my parents or my baby with Down syndrome will have to stand in front of Obama's 'death panel.'" Sarah Palin's Facebook posting Aug. 7.

9. "The governor is hiking the Appalachian Trail." Spokesman for South Carolina Gov. Mark Sanford on June 22.

10. "You give me a water board, Dick Cheney and one hour, and I'll have him confess to the Sharon Tate murders." Jesse Ventura, during a CNN interview May 11.

---- **Index References** ----

Company: YALE UNIVERSITY; TAYLOR NGL LP

News Subject: (Legal (1LE33))

Industry: (U.S. National Healthcare Reform (1US09); Healthcare (1HE06); Healthcare Regulatory (1HE04))

Region: (Connecticut (1CO13); New England (1NE37); North America (1NO39); Americas (1AM92); South Carolina (1SO63); USA (1US73))

Language: EN

Other Indexing: (CHESLEY; CONGRESS; MTV VIDEO MUSIC AWARDS; SHARON TATE; TAYLOR; US AIRWAYS FLIGHT; YALE BOOK OF QUOTATIONS; YALE LAW SCHOOL; YALE UNIVERSITY) (Apple; Dick Cheney; Falcon Heene; Fred Shapiro; Henry Louis Gates Jr.; Jesse Ventura; Joe Wilson; Kanye West; Mark Sanford; Obama; Sarah Palin; Shapiro)

Edition: Fourth

Word Count: 444

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NewsRoom

EXHIBIT C

8/25/11 AP Alert - CA 20:33:32

AP Alert - California

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August 25, 2011

Apple's magic enralls Main Street., Wall Street

MICHAEL LIEDTKE

AP Technology Writer

SAN FRANCISCO_It's easy to forget now, but Apple's magnetism was once confined to a cult-like following of geeks seduced by the elegance and simplicity of the company's computers.

Over the past decade, though, Apple has emerged as a trendsetter and a wealth-making machine _ the rare company that appeals to the cool cats hanging out in hip cafes and the fat cats looking to make another killing on Wall Street.

In the process, Apple has left an indelible mark that extends far beyond that first personal computer Steve Jobs and Steve Wozniak introduced 35 years ago. Since then, Apple has transformed the music, retailing, marketing and cellphone industries. Now, it's engineering yet another evolution in computing with the increasingly popular iPad tablet.

Those achievements have endeared Apple to the masses, turning its product announcements into the technology industry's latter-day version of a Beatles concert and turning its familiar logo into an emblem of exquisite taste.

Part visionary, showman and uncompromising taskmaster, Jobs assembled a team that had an incredible knack for anticipating consumer trends and popularizing them by designing devices that were easy _ and delightful _ to use. Apple didn't invent music players, smartphones or tablet computers, but under Jobs' leadership, the company convinced the masses that the iPod, the iPhone and the iPad were breakthroughs that they couldn't live without.

It seemed as if the second coming of Walt Disney and the rest of the "imagineers" who built Disneyland during the mid-1950s had come to Silicon Valley to lead the way into the 21st century.

In the past decade, Apple's gadgets have transformed society, enabling people to bring along their favorite music, books, videos and websites almost everywhere they go. In the process they inspired countless imitators and ensured that Jobs, who resigned Wednesday, will be remembered as one of the most successful CEOs in American history.

None of it would have happened if Jobs hadn't returned to Apple in 1997 after being pushed out of the company in the mid-1980s by John Sculley, a CEO that Jobs had lured away from PepsiCo Inc. by asking, "Do you want to spend the rest of your life selling sugared water or do you want a chance to change the world?"

Jobs never left any doubt he intended to be a game changer from the time he and Wozniak, a high school buddy, planted Apple in a Silicon Valley garage. With the introduction of the Apple II _ the first personal computer to display color graphics _Jobs provided a glimpse of how he would go on to put the "i" into personal technology and change people's lives.

The innovations kept coming as long as Jobs was at Apple (there was 12-year exile after the falling out with Sculley).

The Mac computer brought a graphical interface that could be clicked with a mouse. The iPod enabled anyone to carry around a library of music in their pocket. **The iPhone changed the concept of mobile computing and popularized the catchphrase "there's an app for that."** Most recently, the iPad is making the PC look antiquated as it creates more convenient ways to read, watch movies, play games and fetch information from the Internet.

Jobs' wizardry rescued a company on the precipice of bankruptcy and elevated it into the second most valuable business in America. It now has a market value of nearly \$350 billion, behind only Exxon Mobil Corp. _ a company whose fortunes are tied to wildly fluctuating oil prices rather than the beauty of a good idea.

Anyone who had the foresight to dip into their retirement accounts to buy \$100,000 worth of Apple stock on the day Jobs became the company's CEO in September 1997 would be set for life: That investment would be worth more than \$6.8 million now. When he took the job, Jobs foreshadowed the marketing hook for a new product line by calling himself "iCEO" to reflect his initial role as Apple's interim leader.

Just as many love affairs can be fleeting, so can the aura of seemingly invincible companies. It happened to IBM Corp., the computer monolith that Jobs likened to an Orwellian "Big Brother" in a 1984 TV commercial. More recently, auto maker General Motors Corp. needed a bailout from U.S. taxpayers _ a far cry from its heyday as the biggest company in the world.

The last test of Jobs' genius may come as he tries to pass on his magical touch to his successor. He believes he has found the right guy in Tim Cook, with whom he has worked closely since 1998. The collaboration doesn't necessarily have to stop because Jobs will still hold an influential role as Apple's chairman.

By all accounts, Cook is a top-notch executive who has proven that he knows how to pull the levers of Apple's mystique. He has run the company during Jobs' three leaves of absence since 2004. He was the one responsible for tuning Apple's manufacturing process to solve chronic product delays and supply problems prevalent when he joined the company in 1998.

Still, it's hard not to shake the feeling that this may be the beginning of the end of an era _ both for technological zealots trying to figure out when the iPhone 5 is coming out and nervous investors wondering whether to buy or sell the company's stock.

"Oh my goodness, I was terribly shocked!" said Chris Perez, 32, as he stood outside an Apple store in north Phoenix on Wednesday night. "He was the man that came up with everything `i.'"

AP Writer Michelle Price in Phoenix contributed to this story.

---- Index References ----

Company: PEPSICO INC; APPLE INC; MOTORS LIQUIDATION CO; INTERNATIONAL BUSINESS MACHINES CORP; EXXONMOBIL CORP; WALT DISNEY CO (THE)

Industry: (Consumer Products & Services (1CO62); Computer Equipment (1CO77); Portable PCs (1PO56); Electronics (1EL16); Consumer Electronics (1CO61); Home & Multimedia PCs (1HO36); Palmtop Computing (1PA77); I.T. (1IT96))

Region: (California (1CA98); Americas (1AM92); USA (1US73); North America (1NO39); U.S. West Region (1WE46))

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NewsRoom

EXHIBIT D

NewsRoom

7/10/13 USA TODAY 1A
2013 WLNR 16707407

USA Today (USA)
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July 10, 2013

Section: NEWS

5 years in, we expect an app for that

Edward C. Baig, ebaig@usatoday.com, USA TODAY

"There's an app for that." Indeed.

Apple trademarked the catchy (and by now well-worn) phrase in 2010. But it has become more than a line used in iPhone commercials. It's actually an expectation that whatever we need right then and there is only as far away as the smartphones in our pockets -- just give me a minute or so to download it.

That's really what's so remarkable about the five-year anniversary of Apple's App Store today, how it has in a relatively short time transformed our very lives. Ten million apps were downloaded that first weekend -- App Store downloads have surpassed an astonishing 50 billion since, with more than 900,000 apps currently available, a great number of them free. Google's own Play store is right on their heels.

Poolside this past holiday weekend, the dreaded mosquitoes were out in full force. Someone pulled out an iPhone and tapped an icon for Anti Mosquito, a sonic mosquito repellent app that aims to keep the annoying suckers at bay. The Pico Brothers app emits a high-frequency sound (that not every human can hear) that the pests apparently find distasteful.

It's hard to verify the effectiveness of the app, but it's a lot less messy than bug spray.

The surprising thing about apps that aim to repel mosquitoes is that their mere existence no longer seems surprising. Not with the hodgepodge of apps that turn your phone into a flashlight, radio, scanner, GPS locator, game machine, translator, wallet and a lot more.

Could you have imagined five years ago using an app to not only order a taxi but to pay for the ride as well? Or an app that lets you discover the name of the unfamiliar song blaring away in the crowded bar?

While Apple has conditioned us to expect just about anything, we can only fathom what the next potentially disruptive five years will bring. Expect further advances in wearable computers, and the apps that communicate with them. Expect an evolution (consolidation?) in payment apps. And expect apps that will not only get faster and smarter but will do a better job of anticipating our needs and whims, whether we're at home, in the office or in the car.

---- **Index References** ----

Company: GOOGLE INC; APPLE INC

Industry: (Mobile Phones & Pagers (1WI07); Consumer Electronics (1CO61); Electronics (1EL16); Consumer Products & Services (1CO62); I.T. (1IT96); Computer Equipment (1CO77); Consumer Electronics Technology (1CO38); Palmtop Computing (1PA77); Telecom Consumer Equipment (1TE03))

Language: EN

Word Count: 371

End of Document

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